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INNOVATION AS A FACTOR OF THE ORGANIZATION'S COMPETITIVENESS

ИННОВАЦИИ КАК ФАКТОР КОНКУРЕНТОСПОСОБНОСТИ ОРГАНИЗАЦИИ

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ABSTRACT

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INNOVATION STATUS, INNOVATION
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ASSESSMENT

The article analyzes various approaches to the interpretation of the concept of "innovation" and "innovativeness". The essence and properties of the organization's innovativeness are defined. The components of innovation and the environment of impact on innovation are considered. The content and interrelation of such categories as innovative thinking, innovative potential, innovative activity, innovative climate, and innovative culture are analyzed.

АННОТАЦИЯ

ИННОВАЦИЯ, ИННОВАЦИОННОСТЬ,
ИННОВАЦИОННЫЙ СТАТУС, УПРАВЛЕНИЕ
ИННОВАЦИОННОСТЬЮ, ОЦЕНКИ
ИННОВАЦИОННОСТИ

В статье проанализированы различные подходы к трактовке понятия «инновационность» и «инновации». Определены сущность и свойства инновационности организации. Рассмотрены составляющие инновационности и среда воздействия на инновационность. Проанализировано содержание и взаимосвязь таких категорий, как инновационное мышление, инновационный потенциал, инновационная активность, инновационный климат, инновационная культура.

Over the past decade, scientific and technological progress in economic research has been increasingly associated with the concept of the innovation process. We believe that the following methodological approaches should be applied to determine the essence of scientific and technological progress.

Effective. According to this approach, the essence of scientific and technological progress is based on the results of updating production technology: increasing the share of new types of products, new types of materials, improving the forms of production organization, and more. The result of the technological upgrade of production is the increase in its technological level, productivity growth, and the increase of production, improving its quality. Scientific and technological progress (STP) is defined as a continuous process of improving the means of production and the production process based on the achievements of modern science.

Resource. According to it, scientific and technological progress is a dynamic set of measures for the creation, implementation, and dissemination of new knowledge, the creation and use of more advanced technological processes, forms of production organization based on science, technology, and best practices. The resource approach to the characterization of STP is based on material and technical, labor, financial, and information resources for creating and applying innovations that improve production efficiency.

The development of STP can be achieved with more or fewer resources, that is, if the effective pace of the scientific and technical process is higher than the resource, then there is an intensive path of development, and if the opposite is the case – intensive. We believe that the main content of scientific and technological progress is the process of accumulation and practical implementation of new scientific and technical knowledge, an integral system of "science-technology-production" which includes a number of the following stages: fundamental theoretical research; applied research; development; development of technical innovations; production of new equipment.

The unifying element in the formation of an integrated system of "science-technology-production" is innovation. Innovations are an important link in bringing the obtained scientific results to their use in production in order to increase the efficiency of economic activity [1, p. 57-84]. The term "innovation" is currently actively used both independently and with reference to a number of similar concepts: "innovation activity", "innovation process", "innovation potential", etc.

There are a number of methodological ways to interpret the concept of "innovation". Given that "innovativeness" is a term derived from "innovation", there are different approaches to its understanding. Some researchers interpret "innovation" as:

- scientific and technological novelty of the product;
- a resource that can be used for innovation [1];
- a property of the organization in the form of the ability to update for adaptation to the variability of the external environment [2].

It is necessary to distinguish between innovation at the macro level (which is manifested in the innovation of a country or region), meso-level (innovation of an industry or type of activity), and micro-level (innovation of an organization, enterprise, entrepreneur).

The organization's innovation is manifested in the following properties:

1) the organization develops based on the development of innovations. These can be new achievements in the field of technology, technology, processing of material resources and information, social knowledge, as well as in the field of management, pedagogy, and psychology;

2) management in the organization is carried out by the horizontal principle, with its decentralization, focusing on expanding the types of reactions to various changes in the external environment.

3) the long-term goal of the organization is to survive in a competitive environment. Its functioning is characterized by such concepts as business activity, behavior, variety of reactions, adaptability to changes in the external environment, flexibility, and competitiveness;

4) the organization is open to changes (changes in thinking, behavior, product, etc.);

5) the organization is characterized by proactive management, that is, focusing not so much on following the demand as on influencing experience; not just sensitivity to market signals, but also the creation of new signals;

6) the ability of the manager to bring innovative processes to full completion.

The appropriate level and growth of innovation contribute to the growth of the organization's performance. Many researchers confirm this with empirical data and prove the link between innovation and competitiveness. They consider innovation as a factor contributing to the formation of competitive advantages of the enterprise.

Thus, innovation is a systemic, multidimensional, and complex concept. In general, innovation can be defined as the ability of a subject to generate new ideas, introduce innovations, and apply new technologies. It covers both the actual results of innovation activities and the possible results, potential implementation, and use of innovations.

The organization's innovativeness combines the following components: innovative thinking, innovative potential, innovative activity.

Innovative thinking is creative thinking, which manifests itself in a positive perception of innovative transformations and the ability to generate new ideas.

Innovation potential is an organic combination of resources (including material, financial, intellectual, informational, and other resources) that can be directed

to the implementation of innovative activities under certain existing internal and external factors of the innovation environment.

Innovation activity is a purposeful activity of business entities to introduce various types of innovations.

The organization's innovative environment is characterized by an innovative culture and an innovative climate. Innovation culture is an internal environment and includes accumulated knowledge, experience, beliefs, behavioral characteristics and relationships of personnel, and their motivation system. The innovation climate should be understood as a specific state of the external environment of the organization that contributes to the achievement of the innovation goal.

The innovative goal of the organization is its innovative development and achievement of the status of an innovative leader. Innovation status represents the position of an organization among innovative companies; the innovative state of an organization, characterized and determined by its innovative culture and innovative climate.

Economic scientists define innovation depending on the object and subject of research. There are a number of ways to define the essence of innovation. The basic definition of the category "Innovation" was given by I. Schumpeter, by which he understood a different quality of the means of production, which is achieved as a result of the introduction of new means of production or its organization. He identified five types of innovations: production of products with new properties; introduction of a new production method; search and development of a new market for goods; changes in the organization of production and its material and technical support; introduction of new organizational and institutional. However, we believe that these types of innovations are more characteristic of the types of the innovation process.

When studying the essence of the concept of "innovation", it is advisable to separate the concepts of "innovation" and "innovativeness". Innovations are a formalized result of fundamental and applied research and development in a particular field of activity to improve its effectiveness. They can be issued in the form of inventions, patents, trademarks, innovation proposals to improve the product, and more. In order to introduce innovations, turn them into a form of innovation and get a positive result, it is necessary to conduct marketing research, organizational and technological preparation of production, and formalize the results. Investing in the development of innovations is only a component of innovation, and most importantly, the introduction and receipt of the result that characterizes innovation. It should also be noted that the concept of "innovation", from our point of view, should not include the development, introduction of new

products, new technologies, as well as diffusion of innovation. This approach identifies "innovation" with the innovation process, innovation activity.

Thus, the term "innovation" means the end result of introducing innovations in the form of new or improved existing technologies, products, services, or other organizational and technical solutions that meet public needs and provide economic, scientific, technical, environmental, and other effects.

Reference

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