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**THEORETICAL PRINCIPLES OF DEVELOPMENT OF INNOVATIVE  
POTENTIAL OF THE ENTERPRISE**

In modern environment where different businesses operate has a tendency to change that can be observed due to its uncertainty, the emergence of unpredictable risks, etc. Therefore, the main task of enterprise management should be the formation and evaluation of the enterprise's capabilities, both current and prospective, that is, its potential [1].

At present, the innovative component of enterprise development is the main source of economic growth. World experience demonstrates the dependence of sustainable development of the enterprise and its long-term competitiveness on innovation activity. The current management of innovation activity is related to the size and structure of the innovative potential of the enterprise, which is a prerequisite for the implementation of innovations [2].

Innovative potential represents a certain set of visible and hidden possibilities of the organization, which will allow to implement and implement innovations by attracting personnel, financial, production, information resources, drawing on the experience and results of R & D, in order to improve the results of the economic activity of the enterprise, increase its level of competitiveness in the market and satisfaction of public needs.

The amount of innovation potential of the enterprise is an important parameter that will enable an enterprise to evaluate the possibilities of innovation activity and to determine the direction of innovation development in the strategic plan.

An enterprise that has significant innovation potential, seeks to shape and develop it, has a huge competitive advantage in the strategic group.

An assessment of the innovation potential and performance of the enterprise's innovation activity is carried out according to its structural components [3].

The components of the innovation potential are personnel (the number, composition and movement of personnel engaged in research and development,

training of scientific personnel, experts), information resources (results of search work used in further developments, the number of scientific publications per one scientific worker, educational projects and programs, availability of sufficient information for development), intellectual resources (volumes of theoretical and research studies, publication activity, technologies, samples, patents created), material and technical resources (availability, structure, movement and use of fixed assets and working capital of research and development) and financial resources (volumes, structure and dynamics of financial resources necessary for research and development, technical and economic expertise of the project, registration of copyright for innovation, licensing and venture capital funds).

An assessment of innovation potential is carried out in order to determine the direction of innovation development, which will enable the company to transition to the production of more competitive products and significantly increase the stability and flexibility in accordance with changes in the external changing environment.

The basis of innovation potential are people who are attracted to innovation processes. The key task of the management of the enterprise should be to create incentives for activating innovation in the staff, the use of best practices, the achievements of education and science, which in the modern world becomes a factor for personal, social and economic development.

Awareness of the value of creativity and innovation of personnel should be supported by direct material incentives. In the future, for the growth of activation of innovation activity of personnel, it is necessary to consolidate the property rights of intellectual property by its real author with the payment of bonuses, royalties, and to use methods of non-material motivation. Effective tools for increasing the use of innovative potential are special grant programs, systems of continuous education and internships.

Therefore, taking into account the complexity and ambiguity of innovation potential, different methods are used for its estimation, namely, graph-analytic models, integrated indicators, etc. On the basis of the results of the assessment of the innovative potential of the enterprise, a system of measures is being developed that will be aimed at creating an effective mechanism for the growth of innovation potential and improvement of the economic activity of the enterprise.

Taking into account current trends and peculiarities of current economic conditions, it can be argued that the economic development of the enterprise is directly proportional to its ability to generate innovative solutions. Therefore, it is necessary to pay special attention to the innovative potential of the enterprise and

make the most of the hidden and explicit possibilities of increasing the organization's innovative activity.

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### **ENTREPRENEURSHIP IN UKRAINE: PROBLEMS AND PROSPECTS**

Entrepreneurship is one of the main parts of the market economy, which shows the level of stability in the country. Since the moment of signing and becoming independent, modern Ukraine have been trying to overcome a planned economy, which has a big influence on the development of entrepreneurship in the country.

In the works of K. Marx and T. Veblen, entrepreneurship is viewed as a dysfunctional phenomenon of the social system. Karl Marx fully identified the entrepreneur with the capitalist, saw in him only the investor of the production process and the exploiter of the proletariat [1].

Analysis of the current state of entrepreneurship shows that political instability causes damage to the economy of Ukraine [2]. The main problem for our country is business. Its level is not high enough, compared to other countries, and needs to be improved. There are problems at each of the levels, whether macro or micro. Some of them are so global that even the most radical economic reforms cannot help to solve them. Identify the main problems of entrepreneurship, which become a barrier to its development in general (Fig. 1).

It is important that one of the main directions of strengthening the competitiveness of domestic business, whose value is often underestimated, is providing a high level of innovation activity enterprises. Unfortunately, only 11% of Ukrainian industrial