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THEORETICAL AND METHODOLOGICAL BASIS OF
STRATEGIC MANAGEMENT OF INCLUSIVE DEVELOPMENT
OF ENTERPRISES INNOVATIVE ACTIVITY

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Svitlana O. Yermak : Theoretical and methodological basis of strategic management of inclusive development of enterprises innovative activity. Monograph (In Ukrainian). Schweinfurt, Time Realities Scientific Group UG (haftungsbeschränkt), 2019.
ISBN 978-3-9821932-2-9.

The monograph is devoted to the development of the theoretical basis, methodological approaches, methodological provisions and recommendations for strategic management of inclusive development of enterprises innovative activities.

Developed: 3-D-model of inclusive economic development in the context of the functioning of innovation ecosystems of different levels; the concept of socio-economic development of the enterprise on an innovative basis; conceptual basis, concept, methodological principles and resource-consequence contour of strategic management of inclusive development of enterprises innovative activity. Inclusive business models of enterprises are classified, the main directions of inclusive development of their innovative activity are highlighted.

Evaluated: innovative potential of inclusive development at macro and meso levels; opportunities of innovation infrastructure to create conditions for inclusive development of enterprises innovative activities.

Developed: methodological and methodological approach to assessing the effectiveness of enterprises innovative activities of on the priorities of inclusive economic development; scientific and methodological approach to the assessment of innovation susceptibility at the meso level of management of inclusive development of enterprises innovative activities; methodology and system of indicators of complex integrated assessment of the effectiveness of inclusive development of enterprises innovative activities. The strategy of inclusive development of enterprises innovative activity is coordinated with regional strategies of smart specialization.

The developed scientific and applied provisions and a set of guidelines for strategic management of inclusive development of innovation form a set of management tools that allow industrial enterprises to increase the efficiency of innovation through the implementation of the concept of inclusive development, tested in practice, confirming their reality and effectiveness.

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Монографію присвячено розробці теоретичного базису, методологічних підходів, методичних положень і рекомендацій щодо стратегічного управління інклюзивним розвитком інноваційної діяльності підприємств.

Розроблено 3-D-модель інклюзивного розвитку економіки в контексті функціонування інноваційних екосистем різних рівнів; концепцію соціально-економічного розвитку підприємства на інноваційних засадах; понятійний базис, концепцію, методологічні засади та ресурсно-наслідковий контур стратегічного управління інклюзивним розвитком інноваційної діяльності підприємств. Класифіковано інклюзивні бізнес-моделі підприємств, виділено основні напрямки інклюзивного розвитку їх інноваційної діяльності.

Оцінено інноваційний потенціал інклюзивного розвитку на макро- та мезорівнях; можливості інноваційної інфраструктури з формування умов для інклюзивного розвитку інноваційної діяльності підприємств.

Розроблено методико-методологічний підхід до оцінки ефективності інноваційної діяльності підприємств за пріоритетами інклюзивного розвитку економіки; науково-методичний підхід до оцінки інноваційної сприйнятливості на мезорівні управління інклюзивним розвитком інноваційної діяльності підприємств; методику та систему показників комплексного інтегрального оцінювання ефективності інклюзивного розвитку інноваційної діяльності підприємств. Стратегію інклюзивного розвитку інноваційної діяльності підприємств скоординовано із регіональними стратегіями smart спеціалізації.

Розроблені науково-прикладні положення та набір настанов щодо стратегічного управління інклюзивним розвитком інноваційної діяльності підприємств формують набір інструментів управління, що дозволяють виробничим підприємствам підвищувати ефективність інноваційної діяльності шляхом реалізації апробованої на практиці концепції інклюзивного розвитку, що підтверджує їх реальність та ефективність.

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SUMMARY

The monograph is devoted to the development of the theoretical basis, methodological approaches, methodical provisions and recommendations on strategic management of inclusive development of enterprises innovative activity.

The dissertation presents a theoretical generalization and a new solution to the scientific and applied problem, which is to develop a theoretical basis, methodological approaches, guidelines and recommendations for strategic management of inclusive development of innovation. The main scientific and applied results are as follows:

It is substantiated that the understanding of innovation by scientists has evolved from incomplete understanding and lack of attention to innovation against the background of the unknown ideologies of epoch-making inventions to the general recognition of innovation as the basis of economic development and the main catalyst for progress. Taking into account the multifaceted and multifaceted concept of "innovation" and the possibility of different approaches, the result-dynamic definition of innovation as a result of a complex process of transformation of a scientific idea or technical invention to the stage of their commercial use, obtained as an economic effect through commercialization with certain investments.

The conceptual apparatus of management of inclusive development of enterprises innovative activity is systematized and improved. Based on the thesaurus of the conceptual apparatus of enterprise innovation development management and comparative analysis of the characteristics of the categories "innovation", "innovation activity" and "innovation process", their relationship and subordination are determined, which allowed to substantiate the dialectic of inclusive economic development. As the main features of innovative activity the following are offered: a direction on creation of a new result; creation of new knowledge; focus on improving (modifying) an existing result; focus on the commercialization of results (profit); high degree of uncertainty and risk; intellectual saturation.

A 3-D model of inclusive economic development in the context of functioning of innovation ecosystems of different hierarchical levels has been developed, which reflects the main priorities of inclusive development (organizational, economic, social, scientific and technical, environmental), has a three-vector orientation vector of security of innovative development), allowing the economic system to take into account the interests of all social groups, members of society and territories at different levels of functioning of innovation ecosystems. Inclusive economic development according to this model sets strategic general priorities for inclusive development of enterprises innovative activity.

The proposed conceptual model of socio-economic development of the enterprise on an innovative basis has a strategic focus and takes into account the dynamics of enterprise development, providing a more detailed study of elements of its organizational and methodological support, which will increase the efficiency of enterprises in the future.

The identification and delimitation of the terms of the theory of inclusive development of enterprises is carried out. Social entrepreneurship is identified as entrepreneurial activity aimed at positive innovative changes in society - mitigation or solution of social problems through income from their own activities. Social or inclusive enterprises (inclusive business) are defined as those that have implemented inclusive business models or their elements in their activities. An inclusive business model identifies a commercially viable business model that benefits low-income communities, including them in the value chain of the enterprise: on the demand side - as customers and consumers and / or on the supply side - as producers, entrepreneurs or employees on a stable basis.

Inclusive business models are generalized and systematized, which create potential for enterprises both in the form of profit and for the satisfaction of social interests. It is substantiated that their introduction into the activity of enterprises increases the possibilities of the latter for the development of their innovative activity and creation of innovative solutions through the prism of the main priorities of inclusive economy, necessary for serving all segments of the population. number of remote. The classification of inclusive business models allowed them to be subordinated and distributed on six grounds - innovation, applicability to the realities of economic activity of Ukrainian enterprises, inclusion

of vulnerable populations, profitability and social and environmental effects. The main directions of inclusive development of innovative activity of enterprises determine four types of inclusive innovations: product, technological, process and complex.

The methodological principles of strategic management of innovation from the standpoint of inclusive development are substantiated. Consideration of strategic management of innovation from the standpoint of inclusive development, allowed to identify two key imperatives: a) the development of a strategy for the development of innovation should meet the main priorities of inclusive economic development; b) constant observance of the principles of social responsibility at all stages of development and implementation of the strategy of innovative development. They are the basis for the formation of methodological approaches to strategic management of innovation activities of enterprises from the standpoint of inclusive development, and the above arguments justify the relevance of this decision.

The innovative potential of inclusive development at the macro and meso levels is estimated. A scientific and methodological approach to assessing the level of innovation development using cluster analysis, consisting of four main blocks (scientific, financial, personnel and innovation) and indicators, and an appropriate method for assessing the level of innovation development. With their help, the disproportion of the concentration of innovatively active industrial enterprises in regions with different levels of innovative development was established. Clustering of regions according to the level of innovative development helps to assess the prospects for the implementation of innovative projects, to identify factors of negative impact on the innovative activity of enterprises, to diagnose the weaknesses of the latter. The existence of reserves for increasing the innovation potential is proved. The development of organizational forms of innovation activity, in particular, innovation clusters, which can act as drivers of inclusive development of innovation activity of enterprises, is one of the directions of increasing the country's innovation potential.

Assessment of the possibilities of innovation infrastructure to create conditions for inclusive development of innovation activities of enterprises from the standpoint of optimality, functionality and informativeness and its division into five subsystems (technical-technological, scientific-educational, information-communication, financial, legal) proved that holistic innovation. At the same time, the application of the proposed scientific and methodological approach to the assessment of innovation susceptibility at the meso level of management of inclusive development of innovation, which includes a set of indicators, and ranking of regions of Ukraine by the selected set of indicators by comparative assessment, of the reference region allowed to form a regional rating of innovation receptivity and readiness for inclusive development of innovative activity of enterprises, which demonstrated its rather low level as a whole.

The developed concept of strategic management of inclusive development of innovation is based on the theoretical and methodological basis of strategic management, scientific and methodological mechanism for assessing the effectiveness of inclusive development of innovation and its methodology, strategic imperatives, information support and analytical support, institutional basis of inclusive economy. Its main idea is that the result of strategic management of inclusive development of innovative activity of enterprises is to increase the efficiency of innovative activity of enterprises in compliance with the basic principles and priorities of inclusive development. The concept contains theoretical, methodological, scientific and methodological, as well as practical and instrumental components.

The developed methodological and methodological approach to assessing the effectiveness of innovative activities of enterprises on the main priorities of inclusive economic development is based on innovative mechanisms of economic management of the enterprise, the formation of a modern methodological apparatus for assessing the effectiveness of innovative activities. Moreover, the object of evaluation of the effectiveness of innovative activities of enterprises is the process of its implementation, and the subject - the effectiveness of this process. A method of comprehensive integrated assessment of the effectiveness of inclusive development of innovative activities of the enterprise on the main priorities of inclusive economic development, which consists of five stages and is designed for a comprehensive integrated assessment of the effectiveness of innovative activities of enterprises on the priorities of inclusive development, based on five functional indicators blocks (economic, social, environmental, scientific, technical and organizational) and a system of indicators for assessing the inclusive

development of innovative activities of the enterprise, which is built on the principle of dualism, which provides for two levels (block, part) of the system. The general part is aimed at the result of innovative activities of the enterprise, and considers the enterprise regardless of its industry affiliation, size or organizational and legal form. This result consists of the results of the social efficiency of environmental innovation; economic; scientific, technical and organizational in accordance with the priorities of inclusive development of innovative activities of the enterprise. The special part is aimed at analyzing the specific industry and structural features of the enterprise. The presence of two separate parts allows to make the assessment more reasonable, comprehensive and take into account the specifics of enterprises.

Coordination of the strategy of inclusive development of innovative activity of enterprises with regional strategies of smart specialization proves that the effectiveness of the strategy of inclusive development of innovative activity of enterprises strengthens the implementation of the strategy of smart specialization at the regional level. The latter is based on partnerships between business, government and knowledge institutions in accordance with the concept of the triple spiral of innovation RIS3, allowing to gain competitive advantage by developing and aligning its own research and innovation with business needs in order to address new opportunities and market development based on priority sectors and areas of economic activity. The evaluation of the effectiveness of inclusive development of innovation was carried out on the example of enterprises of Odessa region in the food industry as a priority in the Strategy of sustainable development of Odessa region for the period up to 2027.

The resource-consequence contour of strategic management of inclusive development of innovative activity of enterprises is developed, which considers the result of strategic management as increase of efficiency of innovative activity of the enterprise, the results of which will bring improvement and synergy for economy, ecology and society as a whole. The main focus of the contour is focused on: social responsibility of innovators in the choice of resources and management of the consequences of innovation; the main priorities of inclusive economic development, which is the basis of the motivational mechanism of social responsibility of innovators; taking into account the interests of vulnerable groups in the process of innovation as its participants, or as users of its results; control of results of realization of strategy of inclusive development of innovative activity.

The paper develops and scientifically substantiates the theoretical basis, methodological approaches, methodological provisions and recommendations for strategic management of inclusive development of enterprises innovative activities.

The developed scientific and applied provisions and a set of guidelines for strategic management of inclusive development of innovation form a set of management tools that allow industrial enterprises to increase the efficiency of innovation through the implementation of the concept of inclusive development, tested in practice, confirming their reality and effectiveness.

Key words: efficiency, inclusive business models, inclusive development, innovation, innovation ecosystem, key imperatives, concept, model, enterprise, priorities of inclusive development, resource-investigative contour, system of indicators of integrated evaluation, social responsibility, strategic management, strategy of smart specialization.

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