

INNOVATIVE ACTIVITIES OF INDUSTRIAL ENTERPRISES INFLUENCING FACTORS

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Annotation. This article analyzes the factors affecting the activities of industrial enterprises. Innovation is a decisive component for the success and stability of industrial enterprises. This allows companies to stay ahead of competitors, adapt to changing market conditions and meet changing customer expectations. However, there are several factors that facilitate or hinder the innovative activities of industrial enterprises. Below you can get some information about these factors.

Keywords: industries, diversification, innovation, investment, financial resources, innovative activities, market dynamics.

Introduction. The development of any national economy will depend on the balanced and sustainable development of its territories. In the sustainable development of Regions and their territories, however, the importance of industries is high. Because in addition to ensuring the pace of economic growth, industries provide the basis for the growth of the competitiveness of the economy by diversifying and promoting the localization of production. The processes of diversification are improved due to the processing of all raw materials extracted in the industrial sphere, created in production, the production of various products from them. The practice of countries that have developed in the world experience and



have high growth rates shows that their success was mainly caused by structural changes in industrial sectors, in particular in processing industries [1].

A different aspect of the industry than other industries is the creation of a higher level of value added. Value added is the sequence of the process of creating, processing, marketing activities of a specific type of product and producing it until it is finally put into consumption.

Changes in the formation and development or level of innovative activities of enterprises occur as a result of the influence of certain factors. During the objective and comprehensive research of managing the innovative activities of the enterprise, the problem of identifying and systematizing the factors affecting it is relevant and sufficiently developed will not be removed. By the factor of innovative activity, we understand the conditions, reasons and indicators that influence the intensity and description of the innovative growth of the enterprise. In this, an innovative process takes the field as a result of the interaction of many factors [2].

An analysis of scientific literature shows that the classification of factors influencing innovative activities was not developed at the same time. Many authors have focused on factors affecting the innovative activities of the enterprise. T.G. In his work, Filosofova noted the following factors that hinder innovation in industrial enterprises:

- low supply of economic and financial resources, low by the state high costs for financing, promotion of innovation, economic high level of risk, long duration of innovation returns;

- production-lack of qualified personnel, new technologies, sales lack of necessary information about the markets, the organization's innovation the inability to quickly accept, with other organizations, enterprises and scientific organizations whether cooperation is not well established or not;

- other factors-low consumer demand for an innovative product, sufficient legal and regulatory framework in innovative activities, lack of regulation, insufficient stimulation of innovative activities by the state, weakly developed innovative infrastructure, lack of development in the technology market.

A.A. Bovin, on the other hand, cites and analyzes the following influencing factors in the organization's innovation environment:

- social infrastructure (the ability of workers to use services in educational, medical and cultural facilities);

- communication area (availability of communication, access to information resources);
- natural-geographical conditions (availability of transport, material and technical, energy, fuel and raw materials resources);
- technological and scientific and technical sphere (availability of the development market, availability of research institutes, etc.);
- economic and financial sphere (state support of innovative activities at the national and regional level, interested in innovative developments investor availability);
- the political and legal sphere (the presence of national, regional plans and programs in the legal regulation of the innovative and scientific and technical sphere);
- strategic coverage of business (the speed of the emergence of innovations in a particular segment of the market);
- labor resources market. In our opinion, the presented classifications covered only a small part of the factors affecting the innovative activities of the enterprise. It is worth noting that factors that directly affect innovative activities in the scientific literature not detected [3].

The main goal of our research is to determine the impact of the activities of industrial enterprises on the efficiency of the region's economy on the basis of the classification of factors affecting the innovative activity of the enterprise. In our opinion, it will be advisable to classify the factors affecting the innovative activities of the enterprise according to a number of signs. As a result of the studies carried out, the following classification signs of factors affecting the innovative activities of the enterprise according to the level of management can be proposed.

According to sources of origin, factors are divided into natural-climatic, social, financial, industrial-technological, scientific-technical and organizational-management groups.

Natural and climatic factors greatly affect the results of innovative activities of industrial enterprises. The development of innovative activities of industrial enterprises located in the region and the growth of innovative activities are greatly contributed by the availability of water supply, favorable climate, working conditions and large sources of fuel and raw materials.

Complexity of natural-climatic conditions, lack of Labor, production Forces, low level of transport development, rather enterprise in combination with the fact that it prevents the development of innovative activities, the enterprise requires a huge amount of funds for the solution of the above problems that negatively affect the level of innovative activity [4].

Social factors include the demographic situation, the level of social tension, the living conditions of workers, wellness at the enterprise, Sports and cultural hordik work it is possible to include organization, cultural, general level of personnel in education, etc. These are more efficient and more complete production resources of the enterprise serves to ensure the co-operative Development and formation of human capital.

Financial and economic factors determine the availability of funds, raw materials, materials, the level of opportunities for attracting additional funds. The research of the financial and economic factors of innovative activity provides, first of all, the opportunity to research the financial capabilities of the enterprise in its innovative development, to develop in advance the direction of the development of an innovative strategy in the current and future financial position of the crown.

Innovation plays an important role in the competitiveness and stability of industrial enterprises. In order to develop in today's dynamic business environment, industrial firms must constantly adopt innovations in their processes, products and services. However, several factors influence the innovative activities of these enterprises, forming their ability to adapt, develop and stay ahead in the market.

One of the main factors affecting innovation in industrial enterprises is the availability of financial resources. Innovations often require significant investment in research and development, as well as new technologies and processes. Companies that do not have the necessary financial resources may have difficulty investing in innovation, which leads to stagnation in their competitive advantages.

Another important factor is the presence of a supportive organizational culture. A culture that encourages risk, experience and cooperation can significantly increase innovation in industrial enterprises. On the other hand, a culture that is resistant to change, hierarchical or focused only on short-term results can stifle innovative actions.

Skills and capabilities of the workforce are also important in determining the level of innovation in industrial enterprises. Companies that employ highly qualified



and creative individuals are more likely to produce and implement innovative ideas. Investing in education and development programs helps employees develop the necessary skills for innovation [5].

In addition, the level of competition and market dynamics can also affect the innovative activities of industrial enterprises. Companies operating in strongly competitive sectors can focus on innovation to differentiate themselves from competitors and gain market share. In addition, changes in consumer preferences, technological progress and regulatory requirements can create opportunities for innovation in industrial enterprises.

Finally, the presence of strong leadership and strategic vision is necessary to encourage innovation in industrial enterprises. Leaders who prioritize innovation, set specific goals, source and support innovative initiatives can inspire and encourage employees to think creatively and take risks.

Conclusion. In general, the innovative activities of industrial enterprises are influenced by various factors such as financial resources, organizational culture, labor opportunities, market dynamics and leadership. Companies that can effectively address these factors and create an environment that supports and encourages innovation are more likely to succeed in today's rapidly changing business landscape.

Innovation is the basis of the success of industrial enterprises, providing growth, competitiveness and stability. Understanding and addressing factors affecting innovative activities allows firms to overcome challenges, take advantage of opportunities, and remain leaders in their respective fields. By increasing the culture of innovation, investing in R & D, nurturing talents and adapting to market demands, industrial enterprises can enhance their innovative capabilities and ensure long-term success.

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