Abstract: This article deals with the problem of constructing a mechanism of an innovative development of the industrial enterprise. The approaches to the interpretation of the terms "innovation development" and "innovation development mechanism" were investigated. The principles of the creation of the system of an innovative development company were considered. Different approaches to the construction of the mechanism of an innovative development company were analysed. The recommendations were given for developing the mechanism of an innovative development in relation to the industrial enterprise.

Key words: The innovation process • Mechanism and innovation • An innovative development • The mechanisms of an innovative development • Principles of the mechanism of innovative development company

INTRODUCTION

Economic reforms of the end of the twentieth century led to the emergence and development of innovative forms of doing business in the industrial sector of the Russian economy. Numerous researches into the competitiveness of the business entity formation suggest that the innovative development of the industrial integrated structure stands as one of the main sources of its economic growth at the moment [1, 2]. In this connection, the innovation management and innovation of the industrial enterprises are the main.

In order to investigate the mechanism of an innovative development of the industrial enterprises, it is necessary to analyse the nature of categories such as an innovation process, an innovative development.

Let us consider the concept of "the innovation process". According to some economists [3, 4, etc.], "the innovation process" is enough a broad concept. This process is not interrupted after the introduction of innovations, moreover, it spread and improved, became more effective by acquiring previously unknown properties.

In general, the innovation process can be represented as a process of creating and disseminating innovations (innovation).

The least studied question of an innovative development is in the field of the innovation within an economic entity. There is no common conceptual approach to the interpretation of the term in the economic literature at present.

So S. B. Halperin and E. S. Kenevich [5] reduced the problem to the development of an innovative research only. They did not give a clear definition of the concept.

Foreign economic activities Tony Ridley [6] compares the innovative development with the organizational. However, he ignores the fact that the organizational development is a broader concept and includes such elements as an innovative, a technical, a scientific development.

According to another foreign economist Rosenfeld SA [7], the innovative development reflects a theoretical understanding of the strategic direction of enterprise development, the potential growth in production efficiency and enhance long-term competitiveness through the development of new scientific and technological achievements. However, this definition is not quite correct, as the innovative development in this case is considered only in relation to the technical and technological areas of a business entity. But she does not give due attention to another areas of the company (social, administrative, economic, etc.).
The most accurate definition of the term "innovative development" from a position to cover all areas of a business entity was given by the group of scientists headed by V. P. Barancheeva [8]. They realize the innovative development as the gain and the use of the innovative features to achieve the Millennium Development for social object (enterprises, corporations, industry, region, country) in some areas. In our opinion the innovative development of the industrial enterprise is clearly ranked update system with the implementation of reforms collectively targeted innovative character in various spheres of the activity (organizational and managerial, technological, social, etc.). This system allows to operate the best way in the environment than its competitors.

Analysing the above-mentioned, we came to the conclusion the term "the innovative development" is more broader than all above investigated concepts. It is a development of the entire system functioning enterprise. It is necessary to have a mechanism to regulate and stimulate this type of transformation.

There is no single approach to the interpretation of the essence of the concept of "the innovation development mechanism" in modern economic literature. Reviewing several literary sources, we can make a conclusion some economists [9, 10] associate the term "the mechanism innovation development" with the term "the innovative mechanism". But in our opinion it is incorrect, as these two categories have different semantic content in relation to the processes of economic development. Other economists [11] do not take into account the specificity, the nature and the goals and objectives of the innovative development of the economic entity.

Thus, the mechanism of innovative development of the industrial enterprise means a set of (complex) interrelated elements to regulate and promote the conduct clearly aligned sequence updates within an industrial enterprise, with the help of the innovative nature of targeted reforms in various spheres of the activities. The result of the application of this mechanism will be achieved to a level of innovative development, which allows industrial enterprise to operate in an environment in the best way compared to competitors on various parameters in the economic and market environment.

Efficiency of formation mechanism of the innovation development is guided by main principles.

So A. A. Bogdanov [12] considers the construction of any rational mechanism within the business entity should be based on the following principles:

- Compatibility principle, which focuses on the selection of certain qualitative elements and relationships that make their set is transformed into a system that has features missing from its constituent elements.
- Mainstreaming principle (or matching) involves identifying all possible functions of the elements of the system and the connections between them, to establish their quantitative and qualitative certainty.
- Principle of concentration is subordinated to the implementation of the basic functions of individual system function.
- Lability principle means the conscious maintaining ongoing process of system development, improve its organization.

Also I. A. Kuzovleva, S. G. Kuznetsov and O. G Kuralenko [13] made a significant contribution to the construction of the mechanism of an innovative development of industrial enterprises. They paid a special attention to block state and regional management innovation activities of businesses in the model of the organizational-economic mechanism of management of an innovative enterprise development, which is important at the moment. However, this approach has the following disadvantages: lack of information on indicators for assessing the efficiency of the implementation mechanism of an innovative development, also focused on two types of innovation (technical and technological) and are not considered organizational, managerial and another types of innovation.

CONCLUSION

So our above-mentioned study shows the mechanisms can not provide the full implementation of this option innovative development completely. And industrial facilities can put their activities into practice in the best way in comparison with competitors.

There are some basic requirements for the construction of the mechanism of innovation development of industrial enterprise:
The mechanism of an innovative development of industrial enterprise should be presented in the accurate Logframe form.

It is necessary to pay attention to the innovations in all spheres of activities (technical, organizational, etc.).

It is necessary to enter a number of the quantitative indicators to assess the need for an economic entity in the innovative development, as well as results from the implementation of this mechanism.

The mechanism of an innovative development should not contradict the overall corporate mission and objectives of the industrial enterprise.

The mechanism of an innovative development of industrial enterprises should not conflict with the essential requirements and the principles on the basis of the national and regional management innovation businesses.

REFERENCES