

## **FACTORS OF FORMATION OF INNOVATIVE POTENTIAL OF THE ENTERPRISES**

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The decision of tasks of constant economic development of the country is directly connected with development of innovative activity which should provide strengthening of competitiveness of domestic subjects of economic activities. One of prominent aspects thus is the interrelation of innovative activity with the environment. As without doubts influence of results of innovative activity on an ecological condition is one of defining parameters of the further manufacture of innovative products. Under such circumstances there is a necessary efficient control of innovative activity with a view of ecological aspect.

At the same time, the basis of efficient control development of the domestic enterprises often lies in management of their potential which defines a level of competitiveness of the enterprise. Thus one of the major aspects of strengthening of positions of the enterprise in the market is their choice of innovative type of development. The enterprise more perceives market opportunities which are open before it if it has the corresponding innovative potential. Therefore, within the limits of the general potential a special place is taken by innovative potential of the enterprise.

The innovative potential is initial base at complex monitoring of innovative activity of the enterprise. However, existing theoretical and methodical approaches to an estimation level of innovative potential, efficiency of its influence on the further innovative activity of the enterprise specify need for detailed studying of components of innovative potential and their interrelation with other elements of innovative activity.

With the purpose of a methodical substantiation of levers of efficiency of influence of components of innovative potential on other elements of innovative activity of the enterprise it is offered to consider these concepts from the point of view of the system approach, as most convenient generalizing principle of cognitive and practical activities. Thus as the object of the system analysis, it is considered the methodology of monitoring of innovative activity. Within the limits of this analysis the separate, scientifically-significant part is allocation of the methodical approach to an estimation of management efficiency by components of innovative potential.

For realization of such purpose it is necessary to substantiate of components of innovative potential which influence manufacturing of an innovation. Many proceedings are devoted to allocation of such components. However, according to practice of the enterprises, all approaches to formation of components of innovative potential almost always demand qualitative specification. Even very often the positive estimation according to these components does not mean positive result from innovative activity as a whole. First of all it concerns parameters of intellectual component (research activity, nonproduction and scientific maintenance, the interface component, etc.) The same complexities may occur at an interface estimation, research components, etc. For example, a plenty of workers with higher education that corresponds to a structure of activity of firm does not always mean, that they are capable of submission of innovative decisions and on the contrary, some parameters are tendentious.

The important point, in our opinion, thus is accentuation on an ecological component. The correct account and a substantiation of the ecological factor under an estimation of innovative potential will enable liquidation negative changes and increase of influence of positive changes in the environment in time.

The essence of the approach offered by us lies in formation of dependences between separate parameters of innovative potential and corresponding parameters of innovative activity of the enterprise. It enables to form a tree of decisions for different situations in management of innovative activity of the enterprise. The use of such approach helps the formation of correcting ways at separate stages of innovative activity of the enterprises, depending on the revealed features of their innovative potential. The approach will help to understand character of promotion of an innovation, objectively define priorities in distribution of innovative resources.

The result of monitoring of innovative potential should display conclusions about expediency of manufacturing of an innovative product. Besides the account of the ecological factor will mark zones of risk in this process, will help to avoid not simple negative displays of an innovation, and to make its further promotion safe and optimized.

On the basis of the received results of consideration of innovative potential in a system of monitoring of the innovative activity, the subsequent fulfillment of regressive synthesis of subsystems of this system and transformation to real object macro or a micro level is necessary.