

such wind power stations in Ukraine: Donuzlavskaya, Myrnovskaya, Vorobiyovskaya, Truskavetska, Askanivska, and also of the stage of planning — Western-Syvashska, Sdanese, Black sea, Djankoyska and other.

Special researches with the purpose of estimation of public thought in behalf of introduction of wind energetics in Ukraine were not conducted. But events of negative plan for all active period, beginning with 1989, place does not take. And judging on the publications in mass medias, it is possible to do a conclusion about positive perception of this direction. Positive argumentation is based on: receipt of electric power; improvement of ecological situation; creation of alternative to the nuclearepower plants; creation of new workplases. However, there are three fundamental problems in relation to development of wind energetic crisis of economy; unfavorable character of influencing of lagislative base; imperfect organizational structure.

INNOVATIONAL POTENTIAL OF THE ENTERPRISE

T. Kostuchenko, E-11.

The basic features of modern economy are increase of an openness national economy, growth of a competition, the further differentiation of inquires of consumers, amplification of a role scientifically technical progress, often changes of a economical vector development.

In such conditions the enterprise obtain if it can quickly achieve will adapt to changes a situation in the market, if it timely reveal market opportunities which open before them to satisfy inquiries of consumers more effective way than competitors. Those enterprises are going by innovational way of development.

It is necessary for enterprise which develops in the innovational way to improve the industrial base, system financially — technical security. It optimizes structure of a network of distribution and system of barter, making its more comprehensible for a situation in the market. Thus there is a reorganization of its

structure and a control system, its experts receive an operational experience, the system of communications with its economic contractors is adjusted and so on. These say that the innovational potential of the enterprise is growing.

Innovational potential can be divided on components:

1. Market - is a degree of conformity of internal conditions of development to external (market).
2. Interface – keeps account various conditions of subjects of innovational process.
3. Intellectual, personnel, technological – introduction of achievements of science and technology in concrete products which can satisfy demand of consumers. It is an opportunity for the manufacturer to develop, make and realize innovations in the market.
4. Information – an information which is necessary for the realize innovations in the market and to take effective decisions.

These components characterize the certain sides of enterprise's activity.