

Kovalenko O.V.

Doctor of Economic Sciences, Professor,
Head of Department of Business Economics,
Zaporizhzhia State Engineering Academy

Hladchenko O.O.

Graduate Student,
Zaporizhzhia State Engineering Academy

IMPROVEMENT OF THE EFFECTIVENESS OF INVESTMENT AND INNOVATION ACTIVITIES OF THE INDUSTRIAL ENTERPRISE

The topic relevance is determined by the fact that at the modern development stage of the national economy the main problem is providing competitiveness of industrial enterprises. An optimal solution to this problem is to conduct a weighted investment and innovation policy that would contribute to the activation of investment and innovation activities. The purpose of the article is to substantiate a necessity of enhancement of efficiency of investment and innovation activities at industrial enterprises, in particular, machine-building enterprises, in order to provide their competitiveness over the long term. The paper uses the following methods of research: analysis, comparison, generalization. The article considers key problems of investment and innovation development of industrial enterprises. It is determined that in Zaporizhzhia region, machine-building enterprises have the biggest potential to the innovative development. An analysis of sold production of industry at All-Ukrainian and regional level, including the machine-building industry, is conducted. Machine engineering is export-oriented industry and thus, on the one hand, depends on the state of foreign markets and, on the other hand, it is sensitive to domestic demand as occupies an important intermediate link in the national economy. On the basis of the research done, it can be concluded that today the machine-building industry continues losing competitive positions in the market and the financial state of enterprises is determined as unstable. For the purpose of development of such a complex, important for the country, which is the machine engineering, there is proved the necessity of developing an adequate innovative and investment policy. One of the priority and perspective directions for enhancing investment and innovative activities of machine-building enterprises is the development of helicopter engineering in the country that will become the main stimulus for the development of a new competitive production at industrial enterprises not only in Ukrainian market but also out of it, and what counts

most is that it will provide government agencies and departments with helicopters of Ukrainian production, which are very important for the Ukrainian aircraft fleet renewal. The solution of these problems of formation and implementation of investment and innovative policy in the field of machine engineering provides for the development of investment programs on the main directions: renewal and modernization of fixed assets; development of innovations, improvement of the enterprise management system.

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