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**STAKEHOLDER APPROACH TO THE PUBLIC-PRIVATE PARTNERSHIP  
IN INNOVATION MANAGEMENT OF ENTERPRISES**

The article deals with the issues of interaction of state and business in the context of innovation processes occurring at the enterprises. The state is one of the key stakeholders at that. It is well founded that in the current economic conditions not only securing growth of the welfare of owners comes to the forefront but also maintenance of public interests the formation of sustainable business model.

In the paper one the essence of the stakeholder concept is analysed, the stakeholder model of enterprise management during its innovative activities is studied. It demonstrates that the method of tax relieves is more common method of state stimulation of innovation and investment activity on the part of state. The analysis of global trends of innovation processes allowed us to determine the factors of maximum efficiency securing of innovation activity at the enterprise and showed high efficiency of state-private partnership mechanisms in the innovation sphere. It was considered the benefits that state and business structures would get from interaction on the basis of public-private partnership.

The partnership of public and private sector takes on different forms according to the degree of involvement and the risk level that the sides undertake. Studying the interaction problem between government and business several approaches to identification of their cooperation areas were pointed out. Analysing the benefits of public-private partnership the growth of its cost and investment attractiveness by improving the image and reputation was considered in more detail. It is proved that in the company, which has a positive reputation, the sales volume of goods and services are increasing and at the same time the total cost of its tangible assets compared with the same industry is also increasing.

Under the study considering the company as an open system consisting of interconnected elements the conceptual category corporate responsibility was analysed. The development prospects of corporate responsibility programs in Ukraine were also considered.

As a result it was concluded that the development of industrial and social innovative infrastructure is achieved through the partnership of state and business structures. The quality of conformance of corporate social investments according to the very business requests as well as to the interests of the country development depends on the efficiency of relations between state and business.

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