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INNOVATION MANAGEMENT SYSTEM IN ENSURING THE EFFECTIVENESS OF INTERNATIONAL BUSINESS

The article is isolating features management system innovation in the field of international business activity. In accordance with the established purpose of the study was carried synthesis of theoretical and practical features of innovation management in the context of international business activity.

In the theoretical study founded that innovation is an essential foundation of a stable and effective socio-economic development, an important mechanism renovation of the real economy, the main factor increasing the country's competitiveness and the implementation of progressive structural changes. Among the properties that are inherent in innovation are the following: innovation; meet market demand; commercial feasibility. Also determined that the innovations include: new or improved product, sold on the market; new or improved process; new forms of production and maintenance of commercial, financial and other activities; new management processes and solving social and economic problems, etc.

During the studies founded a relationship between foreign trade and innovation enterprise. Thus, foreign economic relations affect the implementation of innovative economic entities tasks and goals and outcomes of innovation can determine the nature of foreign trade.

In general, the development of communications company that creates innovative products, we can identify several successive stages:

1) in the first phase the company exports finished products, which implemented technological innovations and other innovations;

2) the second phase production of innovative products being established abroad by foreign direct investment;

3) the third step is the direct sale of technology.

Any innovation that has always characterized a significant increase in risk. This is particularly evident in the context of foreign trade. It should be noted that managers of various hierarchical levels working in the production of products are designed in varying degrees of risk. Risks are closely related to the sys-

tem of the decisions and the conditions of production

One element of increasing innovation and reducing the risks may be relying on an international standard of quality ("quality loop» – ISO-9000-). This standard is intended to regulate the production system not only goods, but also to consider a service provider.

In conclusion, it is proposed elements, can improve the effectiveness of international economic relations based on innovation. Thus, despite the fairly strict foreign economic regulation of relevant international standards and agreements, innovation orientation is not only possible but also feasible as a means to obtain certain competitive advantages.

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