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BACKGROUND AND FORMATION OF CORPORATE STRATEGY INNOVATIVE ENTERPRISES

The article analyses the strategy of innovative development of undertakings and discussed the relevance of the innovation development strategy for enterprises of Ukraine. The main stages and processes that accompany the formation of strategy innovation. Developed by analysing existing methodological approaches forming strategy theoretical approach that can combine existing market needs and opportunities for implementing innovative business strategies.

The aim is to study the existing methodological approaches for choosing strategy of innovative development of the corporate enterprise, and choose the most optimal approach which is able to cover all the features of the innovation strategy.

Innovation strategy is one of the alternative options for achieving the strategic objectives based on attracting and channelling investment into innovative areas of development. In modern terms this is the way to make it possible to form a competitive advantage and create the conditions for effective work in the long run. The classification can be a basis for determining investment and innovative business strategy in accordance with its objectives, existing and prospective capabilities of their implementation, and provide value parameters of innovation and investment strategies to achieve synergies of their implementation.

The analysis system of innovation management corporate enterprises found inadequate methodological support performance evaluation of strategic change innovation corporate enterprises.

Today one of the main problems Ukraine is forming the foundation for the effective operation of the international markets. The most promising option on competition is to promote innovation. The analysis of the issue of innovation activity in Ukraine on the basis of which revealed some problems that impede economic development. To Ukraine has moved towards innovative development, you need to make great efforts in different directions. One way of innovation system of the state is a focus on foreign investment and imports

of innovation. Therefore, domestic enterprises should begin developing their own innovative strategies and, because otherwise they cannot compete with leading global and national innovative enterprises

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