

Dumanska I.Y.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of International Economic Relations
Khmelnitskyi National University

**OPTIMIZATION OF STATIC OBSERVATIONS
ON PROVIDING INNOVATION ACTIVITY OF ENTERPRISES**

In the article the peculiarities of statistical observation of innovation activities of enterprises by the State statistics service. A critical analysis of the informational basis of the reporting forms, taking into account the specifics of providing innovation. Researched and identified criteria for the formation of the population of reporting units for statistical surveys of innovative activity. The directions of improving the tools of analysis and information management. Justified the inclusion of separate indicators of the forms of static monitoring the innovation activities with the objective of carrying out quality monitoring and analysis.

Summary results of the research can prove the following main areas of improvement tools for the analysis of innovation and innovative development of industrial static observation:

1. Analysis of innovative development company should focus on two areas: an analysis of the actual signs and its innovation – innovation activity and innovation potential that requires improvement tools of statistical analysis of innovative enterprise development based on a combination of indicators of innovation and innovative capacity indicators, the least financial, reflecting their development;

2. Development Indicators, innovation and innovative potential of industrial enterprises require classification and construction as a single hierarchical system of indicators that will assess trends in innovative development (activity, building) and to determine the factors influencing them at different levels of detail.

Improving the tools of analysis of innovative development of industry and its application in practice requires appropriate information management, which probably will not be realized within the existing mandatory financial and statistical records and require at least corresponding improvement of management accounting at a certain company.

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