

K. Kovtunenکو

*Candidate of Economic Sciences, Associate Professor,
Odessa National Polytechnic University*

L. Skorokhodova

*Postgraduate Student,
Odessa National Polytechnic University*

FEATURES OF INFORMATION SUPPORT ACCORDING TO THE STAGES OF INNOVATIVE ACTIVITY OF INDUSTRIAL ENTERPRISES

After reading the works of contemporary scholars and based on our own research, the article highlighted the specific nature of innovation industry as an innovative product serving as a new technology, and any improvements that are created by mental activity, experience gained, knowledge of individual staff of enterprise.

As well as the environment of any enterprise has an inner and outer space, information must provide external and internal needs.

Considering the process of innovation of industrial enterprises, it is important to evaluate innovative measures in terms of investor, enterprise itself, as an object of investment; to estimate effects of its business by comprehensive performance as well as other factors inherent in any activity aimed at improving the situation of the company.

An important role at the stage of implementation of the innovation project plays information software that allows evaluating the need for such implementation, competitiveness, projected levels of performance of investment and profitability of the project.

The study of information support of enterprise's innovative activity provides stages of innovation indicating the nature of the information that meets the needs of each stage.

Research and calculations performed by many modern scholars argue that statistics are far from the actual reflection of position of industrial economics. Managers should use their own research to create plausible information support for analysis of the company.

As a task for further development, it is appropriate to define parameters that will satisfy every stage of the process of innovation activities in industry.