

R. Skrynkovskyy
*Candidate of Economic Sciences,
 Associate Professor at the Department of Business
 Economics and Information Technology,
 Lviv University of Business and Law*

THE SYSTEM OF DIAGNOSTICS OF INNOVATIVE ACTIVITY OF ENTERPRISES: CONCEPT AND TOOLS

At the present stage of development of market relations, innovation is one of the key components of activity and economic growth of the enterprise.

In such circumstances, there is an urgent need for diagnostics of innovative activity of enterprise in order to develop the information and analytical framework for making effective management decisions aimed at the development of a business entity formation and its prospects.

Despite the significant contribution of domestic and foreign scholars in the development of diagnostic of certain areas and types of business entities, diagnostic system of innovation of enterprise is not fully explored.

The work is carried out within the framework of research of Lviv University of Business and Law "Increasing of competitiveness of enterprises and efficiency of application of their productive and human resources" (2014-2015).

The purpose of the article is to develop innovative diagnostic system of the entity (enterprise) on the basis of business indicators.

In view of results of the investigation of the theory and practice, it was found that diagnostics of innovative

activity of enterprises provides targeted assessment (or identification) of the condition of its innovation activity, trends and prospects in this area on the basis of business indicators with a view to making effective management decisions aimed at the development of the enterprise and prospects of its formation.

It was established that key business indicators of the diagnostics system for innovation activity of enterprises are:

- The level of development of new products and the degree of uniqueness of innovative products (including prices, sales volumes, market share, competitiveness, consumer characteristics at different stages of the technological cycle, etc.);
- The level of implementation of new processes;
- The level of automation and mechanization of production processes;
- The level of education and professional and scientific potential of staff (managers and workers);
- The level of cost-effectiveness of innovations;
- The level of investment efficiency of innovations.

The system of diagnostics of innovative activity of enterprise has been

implemented in the companies Co.Ltd “Velet Avto” and Co.Ltd “Yadro”.

Prospects for further research in selected areas lie in the forma-

tion of the goals of the enterprise diagnostics taking into account the diagnostics of innovation as partial diagnostic purposes.