

THEORETICAL ASPECTS FOR ENTERPRISES INNOVATIVE DEVELOPMENT

The global economic transformation and challenges that Ukraine faces are accompanied by a significant increase in the technological adaptability of public reproduction in the world. Accelerating the economic development of all sectors of the national economy, accompanied by the European integration process, requires the formation of innovative foundations of the activities of domestic enterprises and their further innovative development.

The vector of European integration chosen by Ukraine requires the approximation of the national economic system to the economic systems of the countries of the European Union. Therefore, the question of introducing a model of innovative development is important. Formation of the enterprise innovation management system should be ensured by prompt response and rapid adaptation to the influences of global and local factors.

The current global trends in the economic development of countries stimulate the need and alternative to build a model of accelerated innovation development. The competitiveness of the national economy, industry and the enterprise itself is made possible by the implementation of such a model, taking into account the world's innovative achievements.

The article deals with the economic essence of the concept of "investment" and presents definitive scientific approaches to understanding their content. Theoretical aspects are summarized and the most significant trends of interpretation of the concept of "innovative development of enterprises" are revealed. The necessity of innovative development of enterprises under the conditions of globalization world processes and economic transformations in Ukraine is substantiated.