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WAYS TO INCREASE THE EFFECTIVENESS OF INNOVATION MANAGEMENT BASED ON A SYSTEMATIC APPROACH

The article substantiates the necessity of innovative way of development of the whole state, separate industries, territories, and enterprises, based on the most current criterion of the present – energy efficiency and as a necessary condition for this – creation of an effective system of management of innovative development at the appropriate levels. With the help of using the system approach to constructing modern innovation management, the main principles that allow optimizing the structure, as well as increasing the efficiency and adaptability of innovation management systems, are proposed.

The reality of the present highlights the need for the innovative way of developing the entire state, its individual industries, territories, and enterprises, based on the most current criterion – energy efficiency – and, as the prerequisite for this, the creation of an effective system for managing innovative development at the appropriate levels.

Successful development of Ukraine, its competitiveness implies increasing energy efficiency of the economy based on the development and implementation of the latest innovative energy-efficient technologies and equipment, as one of the most important indicators of the efficiency of the economy is the energy intensity of production and the

policy of the leading countries of the world is aimed at reducing it. In general, one of the main criteria for an innovative way of development is to increase the energy efficiency of social production with all relevant infrastructure and social sphere. This is determined by the limited traditional energy resources and the growing environmental problems associated with their use.

Today, the use of a systematic approach to energy efficiency issues based on the introduction of innovative technologies is recognized as a necessity. It is clear that these complex and multidimensional innovation processes must have effective modern management. In the work on the basis of the system approach, it is proposed to simultaneously investigate problems of building energy-efficient systems by considering processes of production (consumption) of energy and management processes in inextricable unity.

In the conditions of implementation of innovative technologies, implementation of a systematic approach to the creation or reconstruction of energy production (consumption) systems on the basis of economic and mathematical modelling can increase the efficiency and adaptability of these systems by establishing a match between the characteristics of production processes and management processes.