

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

***Rozdolskaya I.V.***

Belgorod University of Cooperation, Economics and Law, Ph.D. in Economics, Professor, Head of the Chair of Marketing and Management

***Mozgovaya Yu.A.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Marketing and Management

**Promotion and expressed advantages of interim management development as a new type of managerial resource and innovative forms of management activity. P. 9–21.**

**Abstract.** The aim of the article is the research of new technologies of administrative resource usage – interim management. For the solution of the stated goals we used general scientific and special research methods. The article discusses one of the new trends in the economic development of businesses and new form of management – interim management. Taking into account the international experience of formation and development of interim management it is advisable to pay attention to its positive role. Therefore, the largest Russian companies in entering new markets and restructuring of industries are beginning to use this technology. The paper determines pronounced advantages of interim management, draws attention to the interim manager as a leader and reformer; presents his/her profile; singles out certain categories of interim managers, which are classified according to purpose of their involvement in the company. The attention is focused on the performance of the interim manager, which depends on an adequate application of the principles of project management. The paper indicates current trends in the development of interim management in the Russian context; describes the situations in which it is appropriate to use the services of the interim managers. The application of the proposed approaches in the process of using the technology of interim management would allow to solve the problem of quality control.

**Keywords:** interim management, interim manager, managerial resource, outstaffing.

***Snitko L.T.***

Belgorod University of Cooperation, Economics and Law, Ph.D. in Economics, Professor, Head of the Chair of Economics

***Savenkova I.V.***

Belgorod State National Research University, Candidate in Economics, Associate Professor, Chair of Accounting, Analysis and Audit

***Kovalenko S.N.***

Belgorod State National Research University, Candidate in Economics, Associate Professor, head of the Chair of Accounting, Analysis and Audit

**Study of key aspects of the innovative process in the activity of a company. P. 22–33.**

**Abstract.** Transition of the Russian economy on the path of innovative development is impossible without the functioning of a sufficient number of innovative enterprises. Many market actors are positioning their activities as innovative. According to the theory of innovative development, innovative enterprise is the activity which passes through all the stages of the innovation process, from generating the idea to its commercialization, and financial statements available of expenditure on research, experimental-design and technological works. In this regard, there increases the interest to the activities of Russian companies positioning themselves as innovation active. Due to the relevance of the subject, the purpose of this study is to create a universal model of the innovation process characteristic of enterprise engaged in the development and commercialization of innovative products, and research of key aspects of the

innovation process on the example of industrial enterprises of JSC «LOMO», creating innovation for over a hundred years. The study used general scientific methods, qualitative and quantitative methods of economic analysis, principles of system and situational analysis. The conducted research allowed to submit a consolidated universal model of the innovation process of the enterprise, covering the full cycle of innovation; to perform innovative activities of JSC «LOMO» and describe the organization of each stage of the innovation process; to highlight key aspects of innovative activity of the enterprise; to determine the relationship between R & d expenditure and results of activity of the company as a whole.

**Keywords:** innovations, innovative company, innovative process model, innovative process key aspects, innovative process stages.

***Makrinova E.I.***

Belgorod University of Cooperation, Economics and Law, Ph.D. in Economics, Professor, Head of the Chair of Services and Tourism

***Lysenko V.V.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Senior Lecturer, Chair of Services and Tourism

**Monitoring of loyalty of the personnel involved in tourism and main directions of its diversification. P. 34–46.**

**Abstract.** The article considers problems of personnel loyalty formation engaged in tourism; identifies key actions aimed at implementing diversification of staff loyalty; suggests definitions of «staff loyalty» and «diversification of staff loyalty». The authors argue that attracting new customers and retaining the existing client base is impossible without formation of their loyalty, which is an important strategic goal of each organization. The basis of personnel loyalty formation is the emergence of commitment to the organization, prospects for professional realization within it. We found that with the personnel loyalty formation programs the organization should focus on some groups of staff, which may differ in interests, professionalism, social status and mandatory condition for the implementation of the loyalty program based on a diversified approach is client-oriented organization of the enterprise. It is determined that the level of loyalty of the employee towards the organization and its products (services) is a necessary condition of both formation and diversification of staff loyalty. The article specifies the main actions to implement the diversification of loyalty as a form of orientation to improve the degree of satisfaction of the personnel. The authors argue that before designing a system of tangible and intangible benefits for employees it is necessary analyze their needs. Given the hierarchical structure of the company providing services, we have proposed a system of privileges for different categories of employees, the analysis of factors and motives influencing the willingness of staff to work in the organization.

**Keywords:** loyalty, antiroyalist, staff loyalty diversification, loyalty improvement, personnel loyalty monitoring.

***Tarasova T.F.***

Belgorod University of Cooperation, Economics and Law, PhD in Economics, Professor, Professor, Chair of Economics

***Tedejeva R.A.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Economics

***Zinnatova E.I.***

Belgorod University of Cooperation, Economics and Law, Postgraduate Student, Chair of Economics

**Influence of consumer market conjuncture on the standard of living of the Russian Federation population. P. 47–59.**

**Abstract.** The article examines some indicators of consumer market and their impact on the standard of living in the current economic situation. The aim of this study is to determine the degree of influence of the consumer market conjuncture on the standard of living of the population, identifying the relationship of the consumer market conjuncture's indicators and the population standard of living. The study uses general scientific analytical, graphical and economic-mathematical methods of research, comparative, dynamic and correlation analysis, which, in turn, allows to present and analyze the dynamics of the main socio-economic indicators of the consumer market and the standard of living and to show the interrelation of «standard of living» and «consumer market» concepts. The article considers the results of the analysis of consumer price index dynamics, the retail trade turnover, cash income and expenses of the population for the period from 2008 to 2015, examines the data on consumer expectations and intentions of the Russian population during the study period. There were made conclusions on minor changes in market conjuncture and standard of living indicators, despite the considerable increase in foreign exchange rate and the introduction of economic sanctions against Russia, which led to a search for alternative sources of import substitution. Another conclusion is about the moderate influence of price dynamics and foreign exchange rate on the main indicators of the standard of living of the population, as well as about low or medium dependence of particular indicators of living standards on external factors.

**Keywords:** standard of living, consumer market conjuncture, inflation, consumer confidence index, income and expenditure, retail trade turnover per capita.

*Tokar E.V.*

Belgorod University of Cooperation, Economics and Law, Ph.D. in Economics, Associate Professor, Professor, Chair of Economics

**Basic requirements for the construction of domestic trade efficiency indicators system. P. 60–68.**

**Abstract.** The aim of the study is to substantiate the substantive requirements and development of domestic trade efficiency indicators system. The article describes the main principles, defines the methodological requirements for constructing the system of domestic trade efficiency indicators. The study was conducted on the basis of effective use of methods of analysis of causality, study of socio-economic phenomena nature, the parametrization of criteria and indicators of internal trade efficiency assessment. As a result of research, we came to the conclusion that the system of domestic trade efficiency indicators assessment should be a subordinate system, which should lie with the synthesis indicator, corresponding to the global performance criterion. The presence of such a figure creates the conditions for substantial simplification of the procedure of performance evaluation, planning and management. We suggest the system of efficiency estimation indicators is based on the general methodology and takes full account of the place and role of domestic trade in the national economy. For any considered hierarchy level of management, in our opinion, the achievement comes from the methodological unity between all indicators of domestic trade efficiency. All this creates real conditions for integral estimation of domestic trade efficiency at the macro and micro level.

**Keywords:** principles, methods, system of indicators, efficiency, domestic trade companies, assessment methodology development, domestic trade efficiency assessment, integral study.

*Nagovitsina L.P.*

Siberian University of Consumer Cooperatives, Ph.D. in Economics, Professor, Chair of Economics

***Shiryaeva T.Yu.***

Siberian University of Consumer Cooperatives, Candidate in Economics, Associate Professor,  
Chair of Management

***Sorokina L.A.***

Siberian University of Consumer Cooperatives, Candidate in Economics, Associate Professor,  
Chair of Management

**Success factors and organization's competitiveness. P. 69–77.**

**Abstract:** The purpose of the study is to examine the impact of the success factors in the competitiveness of organizations. The article presents the author's definition of success factors and products customer value, it emphasizes the relationship of competitiveness and products customer value. It is shown that the set and method of calculating the factors of success depends on the adopted methodology. Comparison of methods revealed differences of traditional methods of «lean production» and «manufacturing excellence». Authors give priority to the method of manufacturing excellence and adapt it to the sphere of circulation. The novelty of the approach lies in the fact that success factors are expressed not only in growth rates of volume and quality indicators, but also in indicators that characterize the reduction of losses, especially those that do not add goods consumer value related to excessive transportation and movement of goods, the use of warehouse space, material, labor, financial and technological resources, general administrative expenses. Success factors are considered from the standpoint of the methodology of «manufacturing excellence», differentiated for administrative action in respect of personnel, goods, companies, processes, profits are illustrated in the specific data of trade organization. It is suggested, first of all, that be reduced the losses from unrealized creative potential of employees. The effect of creativity for the organization of trade characterized by the number of buyers, including new ones, customers of new products, and for employees of decent work motivation. It is concluded that the more completely the creativity of employees is used, the better the volume and quality indicators and higher competitiveness of organization.

**Keywords:** success factors, the use-value of goods, growth factors indicators, lean manufacturing, manufacturing excellence, employees' creative potential realization, motivation.

***Matvejeva O.P.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Head of the Chair of Customs Operations and Customs Control

***Glagoleva N.N.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Professor,  
Chair of Accounting, Analysis and Statistics

**Goods export in the context of import substitution: regional aspect. P. 78–87.**

**Abstract.** The aim of the study is the study, identification of export potential and development trends of its growth at the level of subject of the Russian Federation (RF). This objective is achieved on the basis of the results of the analysis and evaluation of the export of meat and edible meat offal in the Belgorod Oblast, which acted as the basis for the development export oriented production of goods in the region. The basis for the research are general scientific and special economic methods. When using scientific methods within a logical approach we consistently applied methods of analysis and synthesis, induction and deduction. A study of the competitive positions of individual varieties of goods of the second group of the unified Commodity nomenclature of foreign economic activities (TN FEA EAEU) of the Belgorod Oblast origin on the single commodity market of the Eurasian Economic Union (EAEC), CIS and far abroad allowed to allocate a number of measures of prospective development of production: creation of conditions for further steady growth of the Russian production of goods, including peak usage: competitive advantages and integration of comparative and competitive advantages in the production of consumer and investment goods by a decline in imports of similar goods from third countries, comparative advantages in production

of traditional export goods; the reduction in procurement of goods in the global market space, giving preferential right to delivery of goods to business entities of the EAEU and the CIS countries in the implementation of the terms of comparative and competitive advantages; the formation of the common commercial policy of the business entities of the integration of education and strategy, product positioning as market space of five states and in the world commodity market, the aim is to increase competitive advantage in growing number of physical products in various segments of the world market of goods.

**Keywords:** goods export, imports substitution, export of meat and edible meat offal.

*Gatilova I.N.*

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Information Systems and Technologies

**Information as the main factor of enterprise's efficiency improvement. P. 88–97.**

**Abstract.** Computerization is one of the main factors increasing the efficiency of modern enterprise management. Today the conditions of economic entities are characterized by market instability, and increased information flows. Modern information technologies radically change the approach to business: contribute to the reorganization of administrative relations, opening up new opportunities for managers who have to make decisions under conditions of high uncertainty and risk. A prerequisite of successful work is the head analysis of market information about the company position. This analysis requires the use of complex and time-consuming mathematical calculations, but it is difficult to solve such problems without automation equipment. The purpose of this article is to consider the enterprise's computerization impact on the process of improving the efficiency of enterprise management. The study methods were applied: systemic and materialist scientific approaches, works of domestic and foreign scientists in the study area, the legal documents of the Russian Federation, was also used scientific instruments, including methods of comparative, statistical and logical analysis, sociological research. As a result, studies have concluded that computerization can significantly improve the effectiveness of training for managerial decision-making, as well as to bring business processes to a higher level, which will ensure its progressive development, a stable income and significantly increase competitive advantage.

**Keywords:** business processes, information, information technology, information systems, innovation, enterprise management, efficiency, effective management.

*Ivanenko M.G.*

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Service and Tourism

*Lysenko V.V.*

Belgorod University of cooperation, Economics and Law, Candidate in Economics, Senior Lecturer, Chair of Service and Tourism

**Trends in the development of organizations' human resources management in the conditions of transition to post-industrial economy. P. 98–106.**

**Abstract.** The aim of the study is the technologization of human resources management in the transition to a postindustrial economy. To achieve this goal we have used general scientific and special research methods. The article discusses the problem of human resources management, which is the focus of management theory, and for the organization it is an instrument for the most efficient use of personnel; presents systemized description of human resource management as a system of integrated subsystems and the review of scientific debate on the concept of «human resources». The authors present their interpretation of the concept «human resources» – the set of characteristics and properties of the employee, which, in turn, are the main wealth of any country, region, industry, organization, prosperity, which is possible

when you create conditions for reproduction, development and use of these resources, taking into account interests of each person. The authors present the paradigm of human resource management organization, considered as the basis of formation of competitive advantages, and highlight the main scientific doctrines; identify principles of the modern concept of organization's human resources management; draw attention to the model of human resources management and their intrinsic value. The application of the proposed models would improve the efficiency of the organization in the transition to post-industrial economy.

**Key words:** human resources, personnel management, human potential, systemic approach, system of organization, models of human resources management.

***Ledovskaya M.E.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Marketing and Management

***Ledovskaya I.I.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Marketing and Management

***Diachkova E.N.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Marketing and Management

**Increasing the mobility of marketing impacts at the stage of enterprise's innovative development. P. 107–116.**

**Abstract.** The purpose of the research is the analysis of the category of «marketing mobility» in the context of innovative reforms in the functioning of modern enterprises. To achieve the stated goal we used a set of general scientific research approaches including: generalization, analysis, synthesis, induction, deduction, analogy. The study is based on the principles of systemic and integrated analysis of the studied problems, the information basis of domestic and foreign scholars, as well as the results of the activities of practitioners in the studied area. This article examines the conceptual and functional representation of marketing mobility as a research category; special attention is paid to studying and implementing the concept of mobility marketing actions in the conditions of innovative economy. Marketing mobility is seen as a factor of modernization and transformation of the consulting services market by conducting professional consultations, making it the object of consulting, expanding the range of application of mobile marketing opportunities for the company's management and raising interest among the majority of consulting services consumers. In the context of studying marketing mobility the authors touched upon the problems and possibilities of application of mobile marketing that is considered from the point of view of establishing an interactive contact with the direct consumer at the right time and from the point of view of the use of means of cellular communication and mobile devices. The paper convincingly proves that marketing mobility can act as part of a complex of innovations marketing in the organization, thereby, pronounced competitive advantages in the sphere of formation of demand for goods and services and facilitating unit sales.

**Keywords:** mobility, marketing mobility, mobile marketing, marketing influences mobility.

***Shchepochkina N.A.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Accounting, Analysis and Statistics

***Zalevskaya N.A.***

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Accounting, Analysis and Statistics

**Organization' retained earnings accounting technique development. P. 117–125.**

**Abstract.** Cardinal changes of organizations' managing conditions and requirement of adaptation to them cause the need of studying methodical aspects of the retained earnings accounting and development of the directions of its further development, which have essential value for improvement of quality of accounting (financial) reports and validity of adoption of administrative decisions, which was the research objective. Within the conducted research general scientific methods, such as the analysis and synthesis, induction and deduction, systemacity, complexity, generalization, and also special methods of accounting – balance, accounts and double record, the reporting were applied. The given research of domestic scientists, legislative and standard materials regulating the organization of accounting have formed the information basis. During the research it has been established that the Russian practice of the accounting of organizations' retained earnings leans on the operating standard and legal base. The term "retained earnings" is widely used in scientific and specialized literature, however its exact value is a subject of further discussion. The uniform and conventional technique of the analytical accounting of retained earnings isn't developed now. On the basis of generalization of various scientific opinions on the matter during the research the author's technique of retained earnings accounting allowing to track process of an expenditure of profit and its account as a source of production development of the organization has been developed.

**Keywords:** net profit, retained earnings (uncovered loss), analytical accounting of retained earnings, distribution of profit.

*Ali-Askaryi S.A.*

Sibirsky University of Consumer Cooperatives, Candidate in Economics, Associate Professor, Chair of Accounting and Finance

*Maksudov Kh.Z.*

Sibirsky University of Consumer Cooperatives, Postgraduate Student

**Advantages of association as a form of AIC sector subjects integration. P. 126–136.**

**Abstract.** Improvement of the mechanism of economic subjects management in agriculture in modern conditions of development of the Russian economy is actual. In this regard, the aim of the article is justification of a necessity of transformation of organizational agricultural production structures and justification of the choice of the association as the most effective form of integration. The study is based on holistic approach, involving general scientific methods of induction, deduction, analysis, synthesis, systematic, integrated approach. Processing of economic information was conducted using information and communication technologies. The article provides the analysis of the types of organizations and forms of ownership, availability of equipment, milking machines, which contributed to the assessment of the property potential of dairy production on the example of agricultural enterprises of the Novosibirsk region; and singles out the basic form of associations and transformation of small and medium business in the agricultural sector. The research process revealed the shortcomings of the existing mechanism of management of the parties involved in the production, processing and sales of dairy products. It is proved that the association is the most rational form of unifying transformations, which contribute to the development of innovative and technological initiatives of transparency of costs and allocation of subsidies. According to the authors, in the framework of the association there would be achieved a greater effect of improving the depreciation policy, tax optimization, development of logistics systems for products distribution, as well as other approaches in the activities of agricultural enterprises.

**Keywords:** transformation, association, statistical record, depreciation, tax.

*Galchenko S.A.*

Kursk State University, Candidate in Economics, Associate Professor, Chair of State and Municipal Management

*Sezonova O.N.*

Kursk State University, Candidate in Economics, Senior Lecturer, Chair of State and Municipal Management

**Economic conditions and regional production and economic modernization based on the development of rational branch structure. P. 137–147.**

The paper is done with the support of RFFI (grant 16-36-0096/16)

**Abstract.** The article focuses on the need of building a rational structure of the industry in the framework of sustainable development of the region's industrial complex. The main goal is to identify priority sectors and the development of tools for their further growth. The authors present the mechanism of development and implementation of the concept with the Kursk Oblast as a case study. The article shows an algorithm of formation of rational sectoral structure of the regional industrial sector; notes the particular importance of ranking manufacturing industries in the Kursk Oblast by the main indicators of production and economic growth, additional selection criteria; introduces the combined grouping of sectors into blocks depending on the pace and development priorities. The article concludes that the creation of favorable conditions for the attraction of investments in the economy of the Kursk Oblast would catalyze the growth of industrial production in the region.

**Keywords:** industry, region, foundations, structure, industrial complex, development.

*Gilmanova R.I.*

Kazan (Privolzhsky) Federal University, Candidate in Economics, Researcher, Research and Educational Center «Modern geophysical technologies»

**Russia`s innovative activity evaluation. Retrospective analysis. P. 148–157.**

**Abstract.** The article focuses on the actual issues of retrospective evaluation of Russia`s innovative activity in order to form a vector of strategic development in scientific and technical areas. Present research has been based on economic regulations of the Russian Federation, research and analytical materials, analytical information of Russian Federal State Statistics Service and EUROSTAT. Basic research methods applied in the article: statistical and economic analysis. The analysis of Russia`s innovative activity has been carried out based on 3 blocks of indicators: 1) scientific and research activity indicators; 2) indicators of innovative activity of mining and processing industry, production and distribution of electric power, gas and water; 3) additional indicators revealing transfer of technologies and factors facilitating investment into innovation. As a result, we can conclude that, at the moment, despite the high rates of investment into both research and development and innovation, Russia lags behind many countries of the world in terms of both investment volumes and the efficiency of implemented research or innovation. Correspondingly, if we analyze the «Outlook of long-term social and economic development of Russian Federation for a period up to 2030», Russia will most likely develop in such a way where «technical and technological retooling of economy will be carried out not only based on imported technology, but as a result of local implementation of domestic developments».

**Keywords:** innovative model of economic growth, research and development indicators, innovative activity.

*Kadyrova Z.Kh.*

Tajik State University of Commerce, Candidate in Economics, Associate Professor, Chair of Economics and Business Organization, Dushanbe

*Ibodova Z.Kh.*

Tajik State University of Commerce, Postgraduate Student, Dushanbe

**Ways of enhancing innovative activity in the universities of the Republic of Tajikistan. P. 158–162.**

**Abstract.** This article identifies factors that influence the development of innovations in the educational process, and develop practical recommendations for enhancing innovation in the higher education institutions of the republic. The study used such methods of economic analysis, as a comparison, factorial study, a survey questionnaire, which generally allowed ensuring the accuracy and validity of the conclusions and recommendations made by the authors of this work. The survey showed that the main objectives of the universities' innovation strategy of the Republic are aimed at the modernization of educational services, the production of new educational products, search for ways into the international education market, as well as improving the quality and competitiveness of education services, improvement of working conditions through the introduction of innovations. Also, the study revealed the positive and negative trends in the innovation processes in higher education; considered the main ways of increasing the efficiency of innovation process in HEIs; and suggested the ways of enhancing innovation in higher education institutions of the Republic of Tajikistan, through the development of the economic potential of the university (human, educational, scientific, logistical, student); changes in the educational environment (creating conditions for innovative activities of staff and students), testing new financing mechanisms (finding ways to increase own and borrowed funds).

**Keywords:** innovative activity of the university, the goal of innovation, revitalization of the innovation process, funding for innovation activities, sources of financing innovation, own funds of universities, attracted funds of university, new educational technologies, economic factors, ways to enhance innovation.

***Zaikina E.A.***

National Research University, Moscow Energy Institute, Postgraduate Student, Chief Expert of the Economic Planning and Investment Programs Department JSC «RusHydro»

**Study of intercompany stakeholders relations in implementation of modernization and upgrading of territorial power generating companies. P. 163–172.**

**Abstract.** The article analyzes the existing schemes of technical re-equipment and reconstruction process in the territorial generating companies. The study analyzed the annual reports, comprehensive program of purchases of a number of thermal generation companies, analyzed the age structure of the main equipment of heat generating companies in Russia. It is shown that the current trends of globalization and integration contribute to the development of network forms of cooperation. The purpose of this article is to study the feasibility of the development of a network of territorial generating companies inter-firm co-operation in the implementation of technical re-equipment and reconstruction, which would allow the territorial generating companies to increase efficiency. The paper shows the preconditions of occurrence of a network of territorial generating companies inter-firm co-operation in the implementation of technical re-equipment and reconstruction. The author of the article suggests the scheme of a network of inter-firm co-operation of territorial generating companies in the implementation of technical re-equipment and reconstruction. The analysis of the current state of development of territorial generating companies cooperation allowed to develop a network diagram of inter-firm cooperation in the implementation of technical re-equipment and reconstruction, and to identify a number of inter-firm interaction problems that currently are not fully explored and investigated.

**Keywords:** technical re-equipment, reconstruction, inter-firm relations, cooperation, intercompany networks, territorial power generating companies.

***Baldynyuk A.I.***

Donetsk National University, Postgraduate Student, Chair of management Information Systems

**Theoretical and methodological foundations for the interpretation of the concept «innovative and active enterprises». P. 173–179.**

**Abstract.** At the present stage of development the level and quality of economic growth is largely determined by the application of the latest achievements of science and technology, the introduction and use of innovation results in manufacturing processes. The commercialization of the results of research and development is one of the most important stages of the innovation process, which not only provides its funding, but also improves the competitiveness of manufacturers of technological development products and increases profit from innovation in general. Activities of innovative and active enterprises, implying a transformation of ideas into new products or technologically advanced services, processes, methods of production, is of particular importance in the current economic system, which determines the relevance of the test material. The study, which analyzes and considers methodical bases of categorical definitions of «innovation», «innovation» and «innovation activity», on the basis of what the authors give interpretation of the definition of «innovative enterprises». The paper provides the classification of basic types of innovative enterprises, in accordance with their organizational forms and the functions performed. The study allowed to reveal the theoretical and methodological foundations for the interpretation «innovative enterprise».

**Keywords:** innovations, innovative activity, innovative and active enterprises, scientific and technological progress, scientific and technological revolution.