THEORETICAL BASES OF MANAGEMENT ORGANIZATIONAL AND MANAGERIAL INNOVATION

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Sustainable operation and development of innovative economy is impossible without adequate sustainable operation and development engineering plants.

Nowadays, modern enterprises operate in conditions of constant changes, such as technical, economic, political, demographic and social, forcing them to operate in a constantly changing environment. The external and internal environment include: the emergence of new laws, markets, technologies, customer needs, the need for staff training, reduced productivity.

All this requires an immediate response from the head of the company, decision-making, to ensure the normal operation of enterprises in the new environment, with the help of the organizational and managerial innovations.

Managing organizational and managerial innovations in enterprises is particularly acute problem for the economy, since, nowadays in order to survive the company must change, look for new methods, programs, concepts, develop high technology, design and produce intellectual products.

The question of innovation is the subject of numerous research and development. The most comprehensive research and innovative development issues in the context of organizational and administrative support devoted his scientific work, such scientists as Milner B. Z., Turovets A.G., Novitsky N.I., Novikov D.A., Amosha A.I., Starichenko L.L., Drachuk U.Z., Kravchenko S.I., Novikov A.

Inherently organizational and managerial innovations is a specific kind of innovation that aimed at changes in the management of the organization in order to improve its efficiency, competitiveness and business development organization.

All organizations aim to develop and, therefore, their goal is to move in a positive direction in the direction of growth. Therefore, modern organizations can not successfully exist without an effective system of organizational and managerial innovations in the organization. At the same time, guide enterprises limits their activity introducing innovations, and implementation and management of organizational and managerial innovations in enterprises pay a secondary role, as it is a complex and lengthy process.

Leaders of different levels of government should be aware that changes are needed in the enterprise not only in crisis situations, but also in terms of successful operation, because competition is always involves both successes and failures in a particular market [1].

Organizational and managerial innovations it is a set of new technologies, techniques, tools,
methods of organization aimed at improving the effectiveness of the individual parts of the system management, control activities, in general, the entire management system, ultimately aimed at improving the functioning of the entire enterprise.

Organizational and managerial innovations are expressed in the introduction of modern methods of innovation management as a recognized factor of competitiveness, improvement of existing and implementation of new mechanisms and forms of organization of production and labor. As a rule, they are associated with modernization strategies of companies like access to new markets, mergers and acquisitions, corporate standardization system, the introduction of international standards for quality management systems and product certification [2].

Introduction of organizational and managerial innovations in the economic and industrial innovation determines, on the one hand, increasing the effectiveness of innovation, and on the other - improving performance of the enterprises, which indicates the special role of these innovations for industrial competitiveness.

Managing organizational and managerial innovation in the enterprise is a complex process that covers many aspects of the enterprise, which together enable the organization to effectively implement its strategy, improve competitiveness, preserve and develop resistance.

The most important leadership competencies for managing organizational and managerial innovations in enterprises is the active use of the most promising methods in a single complex, and effective change management of different levels, which should be implemented depending on the continuous and rapid changes in the environment and success factors as well as internal conditions for development of key competencies and critical resources.

Based on the content and meaning of the concept of organizational and managerial innovations that they include two groups of innovation: innovation associated with changes in management actions appropriate personnel, and that managers and specialists involved in the management and innovation related to the organization of production processes and changing hierarchical organizational structures.

Managing organizational and managerial innovation in the enterprise formed taking into account elements such as the management team, employees and staff, orgkultura, culture management, organization of work, innovation climate, principles, methods, and management tools.

Fig.1. Elements of management organizational and managerial innovations

Full implementation of organizational and managerial innovation implies the necessary changes in the organizational structure, composition and qualification, job descriptions, technical and technological features of the work, the introduction of adapted to the ongoing changes in the system of motivation and incentives, as well as other aspects that affect this innovation. Full implementation begins with training for all staff involved in the implementation of selected management and organizational innovation, or employees, work which will change according to the result of its introduction. So, need staff training, as training on the job, and specialized schools. After that, the implementation of the organizational and managerial innovation across the enterprise with appropriate changes in their core. Should be made to inform employees about the results of the implementation and results regardless of the nature objectively cover the event. All other options will lead to media coverage of the loss of employee loyalty, reduce the loss of momentum and achieved effective
implementation process. In conclusion, make recommendations for the maintenance of the results, the consolidation of innovative achievements, fixing instructions, guidelines [3].

An important stage of the organizational and managerial innovations is the monitoring and analysis, which includes summarizing the implementation of innovation, monitoring and implementation of feedback from the management team, made the decision to implement it. Management is required to determine the impact of the introduction of innovation: economic, social and administrative efficiency that will assess the implementation of the management of organizational and managerial innovations.

Thus, management of organizational and managerial innovation in the enterprise must be increasingly focused not on the solution of the existing problems, and the use of existing capacity and strengths of the enterprise, for the guidance of potential underestimation of production, personnel, goods leads to a lack of demand for the material and intellectual resources. Consequently, the approach to organizational change must be adaptive in nature, based on the positive attitude of members of the workforce, their faith in their own strength and ability to represent the future of the enterprise. The success of the changes in the company depends largely on the ability of managers at all levels of the management hierarchy to estimate the real difficulties and reorganize themselves [1].

References