

14. Resource innovations in market conditions

Victor Strunin

National University of Food Technologies

Annotation: Nowadays resource innovations are the one of powerful instruments to reach leadership and positions of success at local market and at branch at all. This forces enterprises to find a proper way at business strategy and involves different managerial actions to create a base point to start innovation process at this path.

Materials and methods: Analysis method was used in researching of dynamic processes at innovation sphere in different branches. To identify new approaches and views of scientists the synthesis method was used.

Results: Great level of competition between different market participants forms a situation of oversupplying of goods which are close to be similar. But variable consumers' needs and level of their abilities help to overcome such oversupplying. In the other case such situation leads to exhausting of available resources. That is why we should pay attention to providing resource innovations.

Looking through the scientific works of economists [1, 2] we can presume that all of production factors as they are could be represented as one of resource type (fig. 1). Thus, we can understand that any changes or modifications at production factors we can classify as change and modification at resource base.

In this case, significant role in this way belongs to ability of each factor to periodic changes and it's important to predict a factor's potency to innovative changes. Taking into account numerous resource components managers should choose appropriate managerial decisions in manufacture planning and innovation changes on enterprise at all.

Also, resource innovations in actual market conditions should provide food safety at every stage of firm's activity. That is why each innovation must be qualified by ecological parameters to be sure that final product will satisfy such conditions.

Besides, it needs to set priorities in providing resource innovations. This aspect forms under certain market conditions and it can vary due to research and monitoring work of company's managers in different time periods.

One of important way of resource innovations is innovations at energy providing sphere. Such innovations should guarantee uninterrupted and timely supplies of proper resource in directly defined sections to support production that had been planned and to perform properly all the commitments.

In this way it advisable to say about forming reserve of power that might be an additional source for enterprise's aims in case of force major situations, financial weakness or reducing firm's effectuality.

Therefore, the right way of resource innovations should be oriented on nonconventional renewable power resources using and up-to-date technic invents.

Conclusions: Resource innovations today become an important component of enterprises' strategy as an instrument to guarantee variable consumer needs, stable functioning of all parts and departments and enterprise's effectuality at all. According to actual market conditions a significant role belongs to innovations in energy sphere. The key innovations in this sphere are represents by renewable power sources.

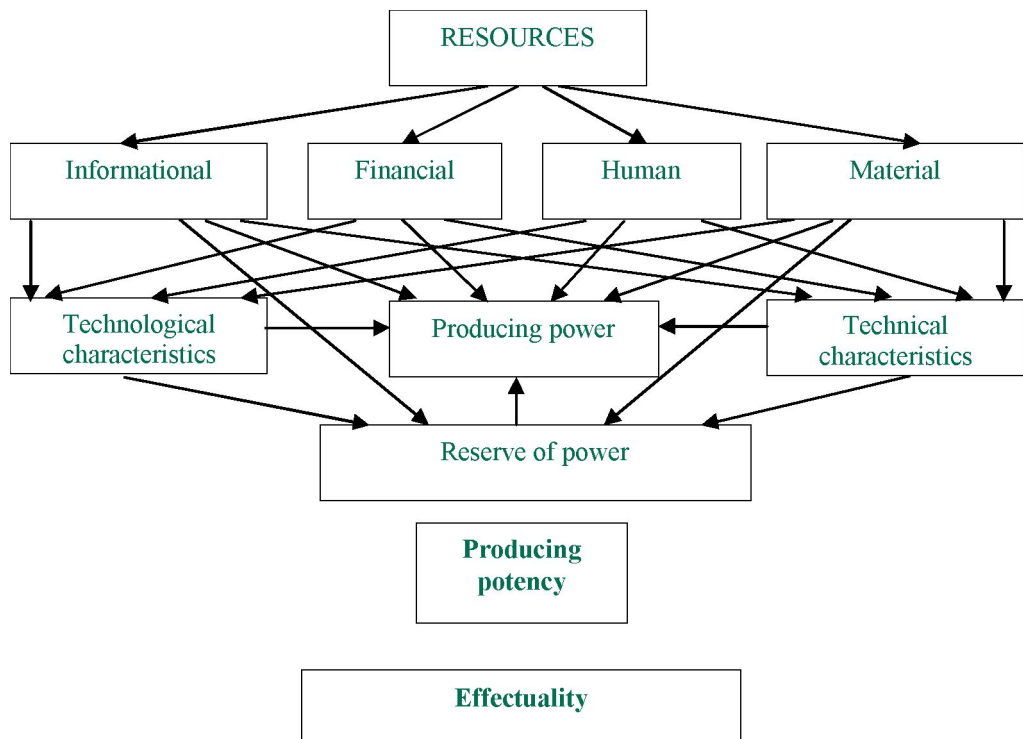


Fig. 1. Key vectors of resources' flows in providing effective enterprise's activity

Literature

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