

THE PRINCIPLES OF INNOVATIVE MANAGEMENT

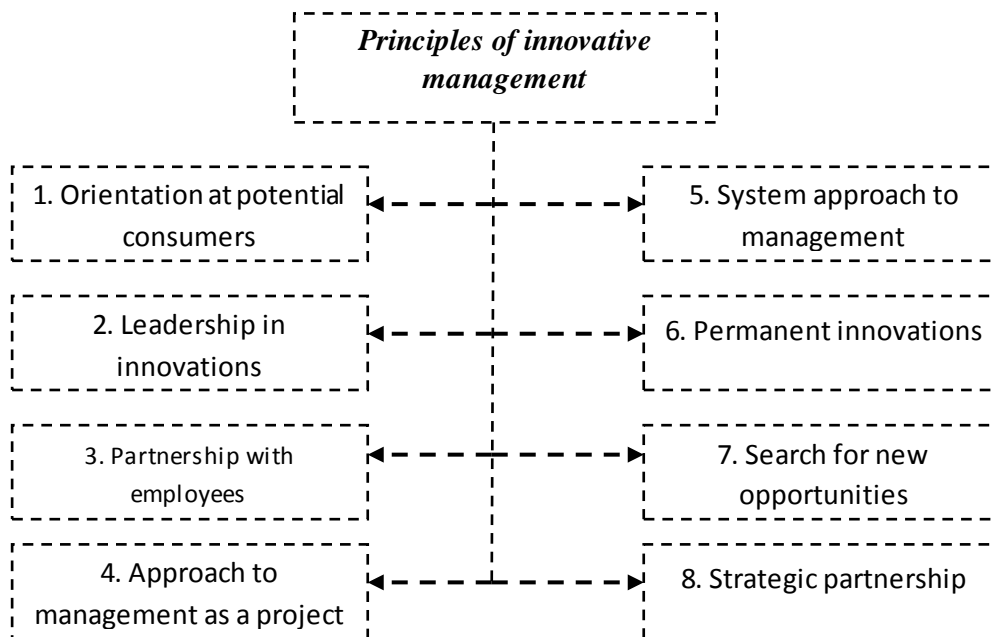
The basic principles of innovative management directing a modern enterprise's development are analyzed in the article.

A research urgency. Nowadays in innovative management there is a tendency to redirect scientific and technical as well as manufacturing and selling activities. That is why it is necessary to both implement new approaches at an enterprise and analyze the principles of innovative management.

A research objective: to examine in details the principles of innovative management.

A body. One of the purposes of innovative management and innovative activity in modern conditions is the creation of single scientific and technical complexes in large companies, which unites research and production into a single process.

Let us consider the principles of innovative management, oriented at potential consumers.



Pic. 1 — The principles of innovative management

As the first principle of innovative management there is the **principle of orientation at potential consumers**. This principle means that future profits of the organization depend on the tendency of allocation of the current profit of future consumers and the organization's efforts to include the product and service in the sphere of potential consumers' interests. The implementation of the principle of orientation at potential consumers will allow a company to actively form future needs of consumers, become an active company creating new markets and consumption products.

The principle of management leadership in innovations means that the leaders of an innovative company have to be able to determine the future designation of a company, work out the innovative strategy, achieve realization of new creative plans of a company development.

The third principle of innovative management is **the achievement of partnership-like relations with employees**, i.e. innovative employees have their own means of production such as knowledge, experience and ability to realize their capabilities. In this connection they are much more independent from a company than their colleagues who do not take part in innovative activity. It is necessary that all employees of a company have the right to think and act non-typically. The employees must be the company's partners with equal rights.

The principle of approaching management as a project is the most acceptable type of management to achieve the final result of innovative activity to: 1) ensure the necessary concentration of resources; 2) guarantee efficient achievement of final results.

The principle of system approach to management means that definition, understanding and management of the system of interconnected processes and projects according to the set goal contribute to continuous development of an organization. The system approach to management creates the basis for formation of trust from future consumers and making them current consumers.

The sixth principle of innovative management is the **principle of continuous innovations**. Potential consumers are not yet the company's clients, that is why they are not interested in permanent improvement of products, services and processes, which are at present not aimed at them. At the same time they cannot stay indifferent to continuous innovations, that is why successful projects can make them the company's clients.

The seventh principle is the **principle of search for new opportunities**. The winning over of new consumers cannot be based on the facts only. In innovative activity it is necessary to base on prognoses, predictions, hypotheses and other not always reliable data. Innovative companies create new reality and corresponding new facts of appearance of absolutely new products and services, which have never been relevant, and not using only existing reliable data and facts. The more proved the predictions are, the more precise the formation of a product or service for future consumers is.

The principle of strategic partnership interprets wider the relationship not only with suppliers, but also with other partners and other interested in final results of innovations companies and non-commercial organizations. The winning over of future consumers is a large-scale task for one - even very developed - innovative company. In this type of activity all strategic unions, partners in standardization and certification etc. are necessary. New products and services can have a decent place among the existing range of products only on the basis of combined activity of companies from different industrial branches and service sector.

The conclusion. The use of the suggested principles of innovative management will allow to create a management system oriented at potential consumers. In its turn it will lead to considerably higher business results, as attraction of future

consumers ensures the growth of company's profit, rise of its potential, development of implemented approaches, improvement of system of resources allocation, increase of personnel motivation and other advantages.

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