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STUDY OF THE PREREQUISITES FOR EFFECTIVE COMMERCIALIZATION OF INTELLIGENCE TECHNOLOGIES

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With the practical use of the results of innovation, there can be two fundamentally different approaches to the process of commercialization of intellectual property.

The first approach declares that the need to create an intellectual property object is caused by the real possibility of its successful commercialization and the need of the market. And here the object of intellectual property is developed according to the plan and, usually, according to the terms of reference. It must meet the requirements of the problem and solve the problem, for example, reducing labor intensity, increasing reliability, increasing strength or adding new features to a particular product. Similarly, the object intellectual property is created in research and production or scientific organizations. Planned intellectual property objects can be created both at the expense of the organization's own funds - the developer, and under the contract, state, defense order, etc.

The second approach assumes that the progressive idea of creating an intellectual property object comes to mind of the developer spontaneously and he tries to put it into practice. Unfortunately, as practice shows, only a small part of such ideas live to be actually implemented in a particular product. An even smaller number of such intellectual property objects reach the startup and only a few bring profit in the future. As a rule, The second approach is used by venture innovation enterprises and single inventors.

The theory and practice of innovation has developed a number of prerequisites, the implementation or observance of which can ensure the successful commercialization of the results of intellectual activity.

Premise №1 – an innovative product should, if possible, be new and to a certain extent unique, that is, differ from similar competing products presented in this target market and give the consumer new additional advantages.

Premise №2 - an innovative product should be focused on a specific market niche (effective positioning strategy) and a specific consumer (marketing research results).

Premise №3 - an innovative product must meet the needs of the market. Research on the needs and needs of consumers is recommended to be carried out before the development of innovative products.

Premise №4 - an innovative product must correspond to the functional, production, regional and other capabilities and preferences of the company. The production of goods should not be deficient in the necessary means, raw materials, materials or components.

Premise №5 - an innovative product should exceed the products of competitors in the sum of the main parameters. The total indicator of competitiveness should exceed similar indicators of competing goods and substitute goods.

Premise №6 - the promotion of an innovative product on the market should be accompanied by a full package of post-sale services: warranty service, operating instructions, user training if necessary, etc. Branded service in modern conditions can be a decisive indicator of competitiveness in the target market.

However, even if all the listed conditions for successful commercialization are met, it may turn out that this is not enough. Next, the art of marketing comes into force. Formally, it is believed that successful marketing is 50% of success. In fact, the role of marketing in the commercialization of an innovative product is much more important. Unsuccessful marketing can completely ruin even a successful object of intellectual property and, on the contrary, can impose an inflated price on the consumer of a supposedly innovative product.

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INDICATOR APPROACH TO ASSESSING THE ECONOMIC SECURITY OF A CONSTRUCTION ENTERPRISE

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The economic security of enterprises in the construction industry is a property of the enterprise, which is characterized by its ability to function normally to achieve its goals under existing threats.

The main directions of implementation of foreign economic support for the economic security of enterprises of the construction industry are:

- a) development of economic integration with foreign enterprises;
- b) increasing the competitiveness of domestic building materials, and as a result, independence from a foreign manufacturer;
- c) expansion of economic cooperation.

Despite the importance of scientific research in the field of economic security of enterprise in conditions of uncertainty of the impact of risks and threats, the theory of economic security is difficult to attribute to the formed theoretical systems. And this is largely due to the incompletely developed methodology for studying economic security [1-14].

Unfortunately, very often the heads of enterprises are not ready to fully assess the needs of creating a reliable system of economic security. This is due to the fact that according to social stereotypes, this area is within the competence of the state or special bodies.

In the absence of programs to ensure economic security, it is most difficult to identify certain actions necessary to protect the vital resources of the enterprise. Very often, the managers of the company, organizational, technical and legal means, methods of protection against external and internal threats are excluded from the field of view.

The development of any construction enterprise in modern conditions takes place in the conditions of the existence of various internal and external threats to its economic security. The most significant threats to economic security, which lead to the action of destabilizing factors, include: a reduction in investment in the construction industry; crime in the construction sector; a decline in production and the loss of sales markets; unfair competition (all its manifestations can cause losses to economic entities or damage their business reputation); slow development of scientific and technological progress; the threat of loss of financial resources; an increase in the number of debts of the enterprise.