

Коли мова йде про формування інноваційних кластерів - на роль фасилітатора найкраще підходять Регіональні наукові центри НАН і МОН України, як своєрідні осередки регіонального інноваційного розвитку. Саме вони мають стати базовим елементом активізації як інноваційного розвитку, так і провайдерами сучасної практики кластеризації. Вони мають збирати інформаційно-аналітичні дані про передові технології й ринки, оцінювати ефективність і затребуваність розробок, організувати обмін думками всіх зацікавлених учасників і забезпечувати синергетичний успіх кожного інноваційного проекту. Це свого роду центр стратегічного розвитку, що дає експертну оцінку й визначає наступні напрямки кластерного розвитку та взаємодії.

Успішна кластеризація економічного простору регіонів країни неможлива без наявності механізмів фінансового забезпечення цього процесу. Під механізмом фінансування розуміється не стільки пошук його джерел, скільки виявлення та впровадження ефективних алгоритмів організації.

Шлях до побудови складної, динамічної, нелінійної регіональної інноваційної системи, як і до реалізації ефективної політики кластеризації, які й пропонуються для стимулювання енергії економічного зростання, – складний і довгий, але на нього конче потрібно ставати. Власне, пошук наукових відповідей, яким чином скоріше пройти цей шлях – і є перспективами подальших наукових розвідок.

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## **MANAGEMENT OF THE EFFICIENCY OF THE ORGANIZATION'S EMPLOYEES**

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In a fiercely competitive business environment, organizations need to operate efficiently to maintain a competitive advantage. Employee efficiency is one of the key factors for organizational success. This paper will explore some management methods

to help organizations improve employee efficiency. These methods include setting clear goals, incentive mechanisms, training and development, and effective communication. Both individuals and organizations need to have clear goals and directions in order to work towards targeted goals and achieve success. In daily work, employees need to know what they need to do every day and how their efforts can have a positive impact on the entire organization. Therefore, setting clear goals is crucial for improving employee efficiency and organizational performance. Setting clear goals can provide employees with clear direction and a sense of mission. When employees have a clear understanding of their goals, they feel more motivated and motivated to pursue them. Clear goals also help stimulate employee motivation and creativity, making them more focused and engaged in their work. In addition, clear goals can help employees better organize and plan their work, thereby improving work efficiency and productivity. However, setting clear goals is not just about telling employees what tasks they should complete. It also needs to be specific, measurable, and achievable. Specific goals can provide clearer guidance and avoid vague and vague descriptions. Measurable goals can help employees track and evaluate their progress, and take necessary measures in a timely manner to improve and enhance efficiency. Realizable goals not only stimulate employee motivation, but also maintain their motivation and focus, while avoiding frustration and stress. When setting clear goals, managers should work together with employees to ensure that the goals are closely related to their roles and responsibilities. By collaborating with employees, managers can better understand their abilities and interests, and set appropriate goals. In addition, managers should regularly evaluate the progress of goals with employees and provide necessary support and feedback to ensure that employees receive appropriate guidance and assistance in achieving the goals. Setting clear goals is an important means to improve employee efficiency and organizational performance. Clear goals can provide employees with direction and a sense of mission, and stimulate their enthusiasm and motivation. However, the specificity, measurability, and feasibility of the goals are also crucial. By collaborating to set goals and regularly evaluating and providing feedback, managers can ensure that goals are effectively implemented, thereby helping employees and organizations achieve better results and competitive advantages.

1. Set clear goals. Clear goals can provide employees with clear direction and goals, helping them understand their work tasks and expectations. Managers should discuss and jointly set specific and measurable goals with employees. Such goals should be challenging, but also reasonable and feasible. By setting clear goals, employees can better understand their responsibilities and clarify how their efforts will have a positive impact on the organization.

2. Provide incentive mechanisms. Incentive mechanisms are one of the important means to improve employee efficiency. Managers should establish an incentive system that includes compensation, rewards, and recognition mechanisms. Salary should be matched with employee performance and contributions, and rewards can be in the form of money or non money, such as promotions, prizes, or additional leave. In addition, timely recognition and appreciation are also crucial for stimulating employee motivation and motivation. Managers should pay attention to the efforts of employees and give timely recognition and praise.

3. Training and Development. Providing training and development opportunities for employees is an effective way to improve employee efficiency. By continuously improving the skills and knowledge of employees, they can better cope with challenges in their work and improve work quality and efficiency. Managers should evaluate the training needs of employees and provide relevant training plans and resources. In addition, encouraging employees to participate in professional seminars, training courses, and workshops can also help them maintain a leading position and gain new insights and skills.

4. Effective communication. Good communication is one of the indispensable factors in organizational management. Managers should ensure timely, clear, and effective communication with employees. Communication should be two-way, and managers should listen to the opinions and feedback of employees and provide necessary support and guidance. In addition, managers should timely share the organization's goals, changes, and important information to ensure that employees understand the organization's direction and expectations.

Setting clear goals is an important management method for improving the efficiency of organizational employees. Clear goals can provide employees with clear direction and goals, helping them understand their responsibilities and expectations. By setting clear goals, organizations can achieve the following benefits: providing direction and a sense of mission: Clear goals can help employees understand their daily work tasks and connect them with the overall goals of the organization. When employees know how their work has a positive impact on the organization, they feel more motivated and committed, thereby improving work efficiency. Stimulating enthusiasm and motivation: Clear goals can stimulate employee motivation and motivation. When employees have a specific goal, they are more likely to focus on completing the task and strive to achieve it. This enthusiasm and motivation will drive employees to complete their work more efficiently. Evaluation and feedback: Clear goals enable employees to track and evaluate their progress. They can compare the gap between their performance and goals and take necessary measures to improve and enhance efficiency. In addition, clear goals provide managers with a basis for feedback on employee performance, in order to provide timely recognition, praise, and guidance. Improving team collaboration: Clear goals can promote teamwork and collaboration. When each team member clearly defines their own goals and understands how to collaborate with other members to achieve the overall goal, the team's collaboration efficiency will be improved.

In summary, setting clear goals is one of the key management methods to improve the efficiency of organizational employees. Clear goals can stimulate employee motivation and motivation, provide direction and a sense of mission, and promote team collaboration. However, managers should ensure that the goals are specific, measurable, and achievable, and conduct regular evaluations and feedback with employees to ensure effective implementation of the goals. Through these efforts, the organization will be able to improve employee efficiency and achieve better performance and competitive advantage.

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## **RESEARCH ON THE MANAGEMENT OF ENTERPRISE INTERNAL INNOVATION ACTIVITIES**

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With the increasing market competition, innovation has become the key to the sustainable development of enterprises. However, the effective management of innovation activities within enterprises is not easy. The purpose of this paper is to discuss the management strategy of innovation activities in enterprises, so as to realize efficient innovation of enterprises.

In today's business environment, innovation is not only about the survival of the company, but also about its long-term development. Innovation is an important way for enterprises to constantly break through themselves and seek growth. However, many enterprises often encounter problems such as resource allocation, team cooperation, risk management and so on when implementing innovation activities.

The management of innovation activities within enterprises needs to start from many aspects. First of all, enterprises should establish a complete set of innovation management system, clear innovation objectives, processes and evaluation criteria. Secondly, enterprises should pay attention to the cultivation of talents, stimulate the innovative spirit of employees, and improve their innovative ability. In addition, enterprises should strengthen cross-departmental collaboration, break information silos, and realize resource sharing. At the same time, enterprises also need to establish a sound risk assessment and response mechanism to ensure the steady advancement of innovation activities.

In order to ensure the effective implementation of internal innovation activities, enterprises should pay attention to the following aspects:

1. Clear innovation objectives: Enterprises should clarify innovation objectives before carrying out innovation activities to ensure efficient use of resources.
2. Optimize the innovation process: Enterprises should continuously optimize the innovation process to improve the efficiency and quality of innovation activities.
3. Cultivate innovative talents: enterprises should attach importance to talent training and provide a steady stream of talent support for innovative activities.