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

CHONGNAN PANG, graduate of higher education master's degree

N. STOYANETS, Doctor of Economics, Professor

*Sumy National Agrarian University*

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.

4. Strengthen team collaboration: Enterprises should strengthen cross-departmental collaboration, break down information silos, and improve team collaboration efficiency.

5. Establish a sound risk assessment and response mechanism: Enterprises should establish a sound risk assessment and response mechanism to ensure the steady advancement of innovation activities.

To sum up, the management of innovation activities within an enterprise is a complex and important task. Only through clear objectives, optimize processes, cultivate talents, strengthen collaboration and establish a sound risk assessment and response mechanism, can enterprises achieve efficient innovation.

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## **LOGISTICS APPROACH IN MODERN MANAGEMENT AS AN INTEGRAL PART OF THE STRATEGIC SUCCESS OF AN ENTERPRISE**

T. OBYDIENNOVA, PhD of Economics, Associate Professor,  
*Ukrainian Engineering Pedagogics Academy, Kharkiv, Ukraine.*

The experience of developed countries in improving the efficiency of material production confirms the importance of introducing the concept of logistics into the economic activities of an enterprise as one of the key tools for strengthening its market position. In the modern sense, logistics covers both the production process itself and the planning and management of all enterprise activities in the chain "supplier - producer - consumer."

Modern business is characterized not only by great opportunities but also by serious challenges. In a world where technology is rapidly evolving and global markets are becoming increasingly interconnected, the key to success is the effective management and optimization of all business process chains. And it is in this context that the logistics approach becomes a necessary component of the strategic management of an enterprise.

Logistics, in turn, has ceased to be limited to the function of supplying and transporting goods and has become a complex management tool aimed at ensuring smooth, efficient and competitive business processes. This approach recognizes the need to integrate all supply chains into a single system that allows not only rational use of resources but also maximizes value for the end user.

The principles of the logistics approach are the basis for its success. From inventory optimization and effective information management to a focus on customer satisfaction, these principles form a strategy that allows companies to effectively adapt to a dynamic environment and high customer demands.