

Management of study project as the principal innovational management instrument

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Abstract

© Serials Publications Pvt. Ltd. Each company strives to ensure that economic growth has been intensive, i.e., the result of the application of improved inputs and technologies. Thus, innovation is understood as the activity associated with transformation of ideas (usually results of scientific research and development or other scientific and technological achievements) in technological innovation-new or improved products or services introduced on the market new or enhanced processes or methods of production (transfer) of services used in practice. It should be noted that the basis of strategic management is the factor of adaptation of firms to changing environmental conditions. It is obvious that this firm needs to change anything in its structure, i.e. to introduce an innovation that will enable first-to maintain the status quo of the company, and, secondly, to obtain new competitive advantages. However, innovations require financial investments. In order to obtain additional profit or save its current level necessary to carry out investments in the development and implementation of innovations. While empirically the relationship: the greater the success in the future hopes, the costly it should be ready in the present.

Keywords

Economic processes, Innovation management, Project management, Research

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