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EVALUATION OF INNOVATION PROCESS AND INFLUENCING FACTORS

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The IV industrial revolution, digitization, necessitates the creation of innovative enterprises that respond to new challenges. In the conditions of globalization and integration into the world, the innovation process, the need to investigate the factors affecting the innovation process at the macroeconomic and microeconomic levels are priority economic directions for all organizational and economic forms of enterprises.

Innovation can be seen in both statistics and dynamics. If innovation is in statistics, it is the final result of the commercialization of innovation, and the final dynamics of innovation is a complex process of creation, adoption and diffusion of innovation.

The innovation process is a set of interrelated processes performed at different stages, from the creation of a new idea, its adoption, and the release of the purchased product to the market.

In general, the innovation process consists of a chain of sequential events, during which the innovation becomes a concrete product, technology or service and spreads in the farming practice.

This process sequence is as follows: basic research; applied research; processing; designing; technical installation work; embezzlement; industrial production; marketing research; sale.

The innovation process is an innovation activity in any subject of the economy; in other words, it is a set of successive processes aimed at obtaining innovation products from the results of completed scientific research works and its realization.

The innovation process directly starts from the stage of conducting exploratory scientific research. In the course of these works, scientific and technical ideas about the materialization of existing theoretical knowledge and discoveries are put forward. The scientific research works (SRW) ends with the justification and practical verification of new methods of meeting the needs of society. All SRW is conducted by high-level scientific workers both in academic institutions and higher schools, as well as in large scientific and technical industrial organizations. SRW is financed mainly from the state budget and on a non-reimbursable basis. In this case, most of

the SRW is financed from the budget on tasks from the state programs for solving the most important scientific and technical problems. Ultimately, this is to the benefit of public production. Because the results of the evolution of scientific knowledge are included in productive forces in the form of a completed solution of an important scientific-technical problem based on the experimental verification of scientific-technical ideas.

In the second stage of the innovation process, applied scientific research works are carried out.

In the third stage, experimental designer and project designer works related to the development of advanced projects, sketch-technical design, release of working designer documents, preparation and testing of experimental samples are carried out.

In the fourth stage, the commercial process is carried out on the main phases of the product life cycle, application of the innovation to production and access to the market. During the implementation of the innovation in production, a large amount of investment is required for restructuring of production forces, training of employees, advertising activities and other purposes. Therefore, at this stage of the innovation process, it is not known how the market will react to innovations, and the probability of rejection of the proposed product is quite large. In this case, investments are still risky.

However, if the innovations created in the first three stages of the innovation process allow organizing the technological assimilation and commercialization of a new product that has no foreign analogues or replaces imported goods, then the state partially participates in the financing of those works.

As an example of the main factors affecting the dynamics of innovation activity: the elements of labor, its motivation, resource provision, organization and management, competitiveness, environmental conditions, etc. can be shown. In addition to the mentioned objective factors, strategy, tactics, politics and other subjective factors affect the innovation process.

Depending on the purpose of the analysis, these factors can be grouped according to different characteristics. Examples of grouping characteristics are internal and external; main and auxiliary; objective and subjective; microeconomic and macroeconomic etc. such signs can be shown.

A group of factors slow down the progress of the innovation process. Such factors are called "innovation barriers".

The well-known scientist P. Druker divided this set of factors into five groups:

- technical;
- specialization;
- social;
- regulation;
- economic. [1]

The state of the same factor can have a negative or positive effect on the innovation process. All these factors can be grouped and divided into 2 types: Negative and positive factors affecting innovation.

Factors affecting the development of the innovation process: economic-technological, political-legal, organizational-management, social-psychological factors.

1. Factors that weaken or negatively affect the innovation process:

- lack of funds for financing innovation projects, weak material and scientific-technical base, outdated technology, lack of spare production capacity;
- complete lack of antimonopoly, tax, depreciation, patent-license laws;
- inflexibility of the organizational structure, existence of excessive centralization, inflexibility of planning, orientation towards short-term self-payment of expenses;
- avoiding new things, fearing the unknown and leaving the comfort zone, resisting every new thing.

2. Positive impact factors that strengthen the innovative activity of the organization:

- high level of financial, material and technical resources, scientific and technical infrastructure;
- existence of the legal basis of financial encouragement of innovation activity;
- application of the democratic style of management, decentralization in management, availability of innovative management;
- financial incentives, having authority in society, continuous improvement of personnel, continuous innovative changes in production and management, having a normal psychological environment in the workforce.

In the end, it can be concluded that positive and negative factors affect any innovation process, regardless of the field of application. Studying their influence and directing their influence to high achievements and lowering the level of expected risks is the main task of any level of management organizations. This makes it necessary to develop and implement innovation policy at the state, regional, and enterprise levels.

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