

## METHODOLOGICAL FEATURES OF FUNCTIONS OF INNOVATIVE MANAGEMENT

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**Abstract.** *General views and attempts on the methodological features of this, innovative management are briefly presented through examples.*

**Keywords:** *Future generations, management process, management special function, national economy.*

## МЕТОДИЧЕСКИЕ ОСОБЕННОСТИ ФУНКЦИЙ ИННОВАЦИОННОГО УПРАВЛЕНИЯ

**Аннотация.** *На примерах кратко представлены общие взгляды и попытки методологических особенностей этого инновационного менеджмента.*

**Ключевые слова:** *будущие поколения, процесс управления, специальная функция управления, национальная экономика.*

## INTRODUCTION

The goals of the innovative activity of the enterprise are determined. Priority objectives of innovation management are the use of opportunities for further development and diversification of production to develop the organization on the basis of activation of innovative activity, the development of the organization, active promotion of new products and new technologies in the market, development of the organization, economic prosperity and access to new markets. Content of planning as a special function of innovative management will be disclosed. The main objective of the organization as a function of management is to provide all kinds of resources for the implementation of innovations, the formation of organizational structures, the implementation of the strategy of the enterprise development and the action plan. It is necessary to develop a plan for various aspects of the innovation process. Particular attention is paid to such functions as organization, control and motivation of innovative management. Controlling coordinates the actions of management and staff of the company. A structural scheme that reflects the role of controlling in the management process is considered. The science (rational) approach, which is a fundamental foundation of management, considers the adoption of managerial decisions as a whole, its content is comprehensively assessed and analyzed possible versions of the problem and allows them to choose the most effective ones.

## MATERIALS AND METHODS

On today's in the conditions of globalization of fierce competition of competitive economy, standing before any the countries forms, innovative development at line a big task, on fight with to resist. As to them the most important factor of increase in competitiveness of national economy and innovative development. And the purpose - achievements of high-quality economic growth and innovative development on the basis of increase in competitiveness of national economy.

Now in a line of innovative development of the country in world it Kazakhstan turn of the page in economic, social, political, ecological, in general on branch for any national economy strictly competitive in fight about strong stay arise. As one of key indicators, the countries reflecting an economic situation and the prospects of development - National competitiveness.

According to requirements reasonable and increases in competitiveness of the country in industrially developed countries it is firmer in the world market, to the main sources of technologies of time to provide competitive on fight, biotechnologies, nanotechnologies, nuclear and space technologies, that is considerable to allocate finance, pay attention to dynamic development of branches in inquiry. As providing, or higher compensation innovative economic development not to find the solution of environmental problems, thinking about future generations of satisfaction of needs of world's population, the solution of questions of these branches as in achievement went, in day by day and in very important. And for Kazakhstan and also other priority directions in industrially developed countries one of the most relevant questions, an exit in called branches of economy through development. Therefore in process of globalization branches of economy is necessary to create conditions for qualitative to competitive production for export of raw materials in the world market the offer to pass servist\_k-technological to economy, aimed at the development, to identify to reduce and dependences.

It is known that these results from results of scientific and technical activity in new goods, services and technologies of receiving and for receiving profit, - innovative management, directed on to turn management process [1–5].

## RESULTS

Includes the mass of the questions considered in branches of various innovations of management science. First of all, it is to mathematics and statistics. During processing of models of separate operations rather difficult mathematical calculations are applied.

Internal requirements of the enterprise increase in production efficiency due to updating, scientific and technical, intellectual and an economic potentiality of its innovative activity of all productive systems. From the point of view of the purposes on the basis of effective use of the enterprise increase is in competitive advantages. Increase in compensation of workers, improves conditions of their work, increase in level of social security of the social purposes. Work, connected with licensing, a know-how, new industrial samples, commodity signs and others are the innovative purposes of patenting connected with receiving and processing, innovation.

Commercialization of innovation in the field of deep the place in the market of marketing measures includes implementation of the purposes of the firm, on the new markets, with own actively to expand intervention with creation of segments.

On the market of new goods and new technologies of development of the organization, on the basis to activate innovative activity of the priority purposes of innovative management economic prosperity and for entry into the new markets and diversifications of production actively of release, development of the organization, depending on the use of functions and specialization.

It is possible in work innovations [6; 137] of the main functions of management, it includes:

- innovative planning;
- the organizations of innovative action;
- control;
- controlling;
- motivation;
- decision-making.

Planning is internal and the analysis of factors of the external environment, achievement of goals of innovative management of the organization of planning the strategy of actions, and firm, is carried out from management special function, the system of measures for planning.

## **DISCUSSION**

It even elasticity and difficulties in connection with height, planning innovative actions have a number of features. Innovative planning includes the entire periods of the innovative project. Result of such planning is the business plan. Concerning of business plans of processing and their contents are not present to strict requirements. Nevertheless, in some cases business plans procedure is partially carried out. Thus, rules of execution of processed business plan for participant organizations to take part in innovative scientific and technical program. Innovative business plan according to the rules established have to be prepared as the following.

The main task of the functions of management organizational structures, introduction of innovations, of management organizational structures, introduction of innovations, and measures providing resources with all types.

Complexity of development of innovation, you will feel contractors and creative the nature of innovative management of the organization and coordination, is defined as the main functions. Formation process which performers, power, information and innovative streams are included by formation of structures between management of the organization of material. In responsibility, risks and important accessories distribution of powers is a part administrative process.

Functions of the organization of management process design, procedures, methods and ways of processing, management on standardization, a measure unifikatsiyalaa information among distribution of management processes of internal systems enters. Increase in level scientific and technical, technological and organizational is to organize productions.

It is system processing of information and planned targets for check of the compliance of the project indicators obtained as a result of implementation innovative control of various stages. During a deviation the actual sizes of planned values, the analysis for definition of reasons for rejection is carried out. And then, later it is analysed administrative impacts on model of decision-making is defined from an object.

In many cases as a result accepted, the decision about points of the plan are changed control of the plan to others will replaced. First of all, it is bad, because cultivated such changes, in connection with internal on the center depends on the plan. Inflation as the reason of external changes, policy and taxes, changes in the legislation can be considered instability. And the applied important causes it can also be referred the new equipment and technology new results, changes.

## **CONCLUSIONS**

Now in all developed countries of income of group of the experts who are engaged in its implementation of the draft of the requirement in connection with changes in work, only on the basis of active and creative actions harmonized the faces which are carried out strategic in management of successful realization. In the interests and boards of each of them and also interests and the general welfare of society have to arrive will develop corresponds to profitability of interests of the experts. The main task is to convince that in general depends on welfare of employees of board from results of the general working staff of the enterprise. Good work for the purposes, and convenient jobs and only for results of work, in conditions, only

working is paid. Everything depends on results of work and work have to arrive each of them in collective. Interests and workers of board kindly considers inquiries. Creative and office conditions for education, growth are created. Also concerning HR departments and to satisfy inquiries and definition of requirements of employment and release from work of personnel carries out daily work.

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