

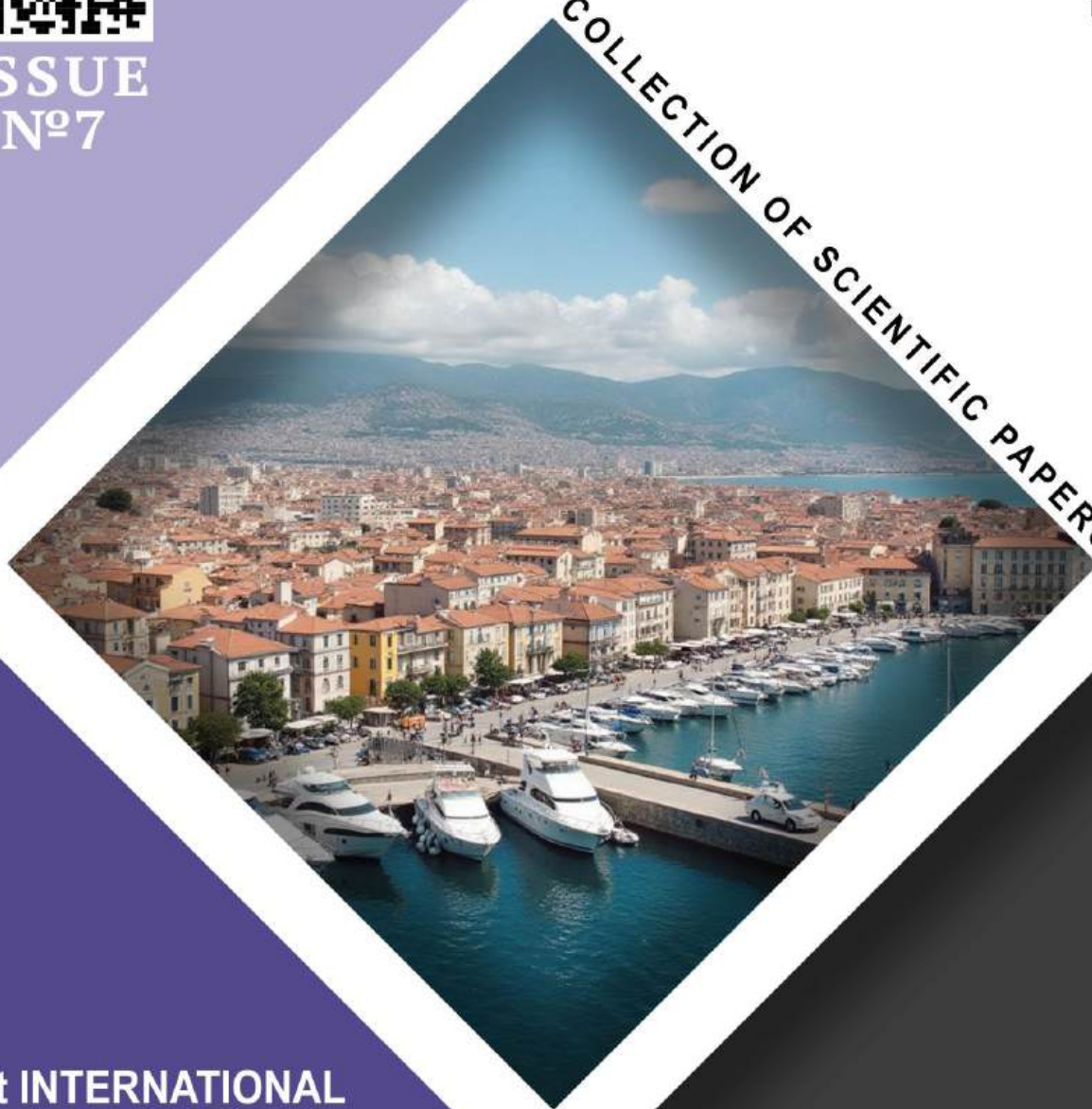


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CONFERENCE

NEW HORIZONS
IN SCIENTIFIC RESEARCH:
CHALLENGES
AND SOLUTIONS

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Section: Management, Public Administration and Administration

STRATEGIC DIRECTIONS OF INNOVATIVE ACTIVITIES OF ELECTRICAL INDUSTRY ENTERPRISES

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Annotation. The reasons for the importance of research into the strategic development of innovative activities of enterprises in the electrotechnical branch of industry have been revealed. An analysis of the state of innovative activity of electrical engineering enterprises was carried out. The internal and external factors of influence on the strategic planning of the innovative activity of enterprises in the electrical engineering industry have been formed. Effective models of innovative management at enterprises of the electrical engineering industry are proposed.

Keywords: the strategic development, innovative activities, electrical engineering enterprise, internal and external factors, innovative management

Introduction. The study of the strategic innovation activity of enterprises of the electrotechnical branch of industry is important for several reasons. First, innovation in this industry is a key factor in increasing competitiveness in domestic and global markets, as technological progress rapidly changes product and process requirements. Secondly, the electrical engineering industry plays an important role in the development of other industries, including energy, construction, and transport, so strategic innovations contribute to the overall economic development of the country. Thirdly, innovation research allows enterprises to adapt to changes in the external environment, such as environmental requirements or the transition to "green" energy, which is becoming more and more relevant in modern conditions. Thus, the strategic management of innovations in the electrical engineering industry not only ensures the sustainable development of the enterprises themselves, but also contributes to long-term economic stability and technological leadership.

The purpose of the research of the strategic innovative activity of enterprises in the electrical engineering industry is to develop and justify strategic approaches to the implementation of innovations that increase the competitiveness and stability of enterprises on the market, as well as ensure their long-term development in the conditions of technological changes and external challenges.

Research objectives:

- analysis of modern trends in the innovative development of the electrical engineering industry both in Ukraine and at the international level, with the aim of identifying promising directions for the implementation of innovations;
- assessment of internal and external factors affecting the strategic planning of innovative activities of enterprises, including technological changes, market requirements and regulatory framework;
- research of effective models of innovative management to increase productivity, reduce costs and optimize business processes at enterprises in the electrical engineering industry.

Research results. Analysis of the innovative activities of electrical engineering companies in Ukraine indicates a number of important trends and trends. The electrical industry is one of the key areas that will require active innovation to support its competitiveness and development. The protean level of innovative activity in Ukraine is deprived of the lowest level in a country with a lot of developed countries.

One of the main challenges for electrical engineering enterprises is the lack of funding for innovative activities, which can significantly deplete the waste of enterprises. This provides opportunities for large-scale implementation of new technologies and developments. According to the data, only a small part of Galusian enterprises are actively engaged in the development of innovation, which can become a critical indicator of intense competition in the light market [1].

Despite these difficulties, there are positive trends associated with the growth in energy-saving technologies and electrical equipment, especially in the context of global energy problems and the transition to green energy. These opportunities open up prospects for enterprises that will promote innovative solutions in the production of energy-efficient electric motors and other equipment [2].

Recently, on the international market, Ukraine has shown rapid progress, occupying a position in global innovation ratings. However, for the further development of innovative activity in the electrical industry, it is necessary to overcome the problems of decreased technological activity and insufficient modernization of production, which are the main transitions for large-scale innovative transformation [3].

An analysis of the innovative activity of electrical engineering enterprises in the world reveals a number of key trends. First, there is a gradual transition from traditional energy systems to integration with modern energy sources and smart meters. This is especially relevant in the context of Industry 4.0, where automation and intelligent control systems play an important role in increased energy efficiency and reduced energy costs. Today's enterprises are actively promoting innovations in the management of distributed energy, which allows optimizing waste and increasing the stability of electrical power lines.

In addition, the global demand for electricity is increasing the need for new approaches to change waste and energy consumption in electricity supply. Smart hospitals and other automation systems are becoming standard in many countries, which promotes efficient energy management. It is also important to note that

countries such as China actively invest in research and development (R&D), which contributes to the development of innovative technologies and an increased number of patents in electrical equipment. i.

These trends reinforce the importance of innovation to ensure the competitiveness of electrical enterprises in the light market and their adaptation to current environmental and technological changes.

Internal and external factors that influence the strategic planning of innovative activities of electrical industry can be divided into two main categories.

Possible internal factors of influence on the strategic planning of innovative activities of enterprises are shown in Fig. 1.

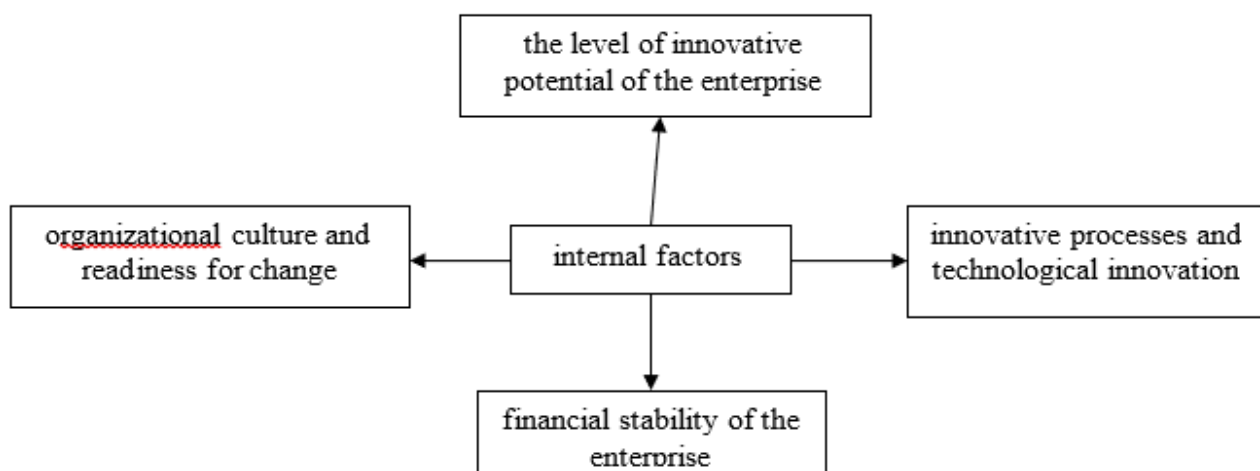


Figure 1. Possible internal factors of influence on the strategic planning of innovative activities of enterprises

The level of innovative potential of the enterprise - availability of qualified personnel, scientifically advanced subdivisions, financial and technical resources. Businesses with high innovation potential may be more likely to actively promote new technologies and develop innovative products.

Organizational culture and readiness for change - enterprise culture influences the readiness to implement innovations. Openness to innovation, management flexibility and support for innovation are critical to successful strategic planning of innovation.

Financial stability of the enterprise - enterprises with a strong financial position may be more able to invest in the development and development of new technologies and the acquisition of current ownership, which is important for strategists Dedicated Planning for Innovation.

Innovative processes and technological innovation - the level of development of the company's technological base and the efficiency of internal processes affect the company's ability to adapt to new technological trends and market requirements.

Possible external factors of influence on the strategic planning of innovative activities of enterprises are shown in Fig. 2.

Technological progress and global trends - rapid development of technologies, such as artificial intelligence, new energy technologies and Industry 4.0, will

influence the electrical engineering industry. They are interested in constantly updating their strategies to preserve competitiveness.

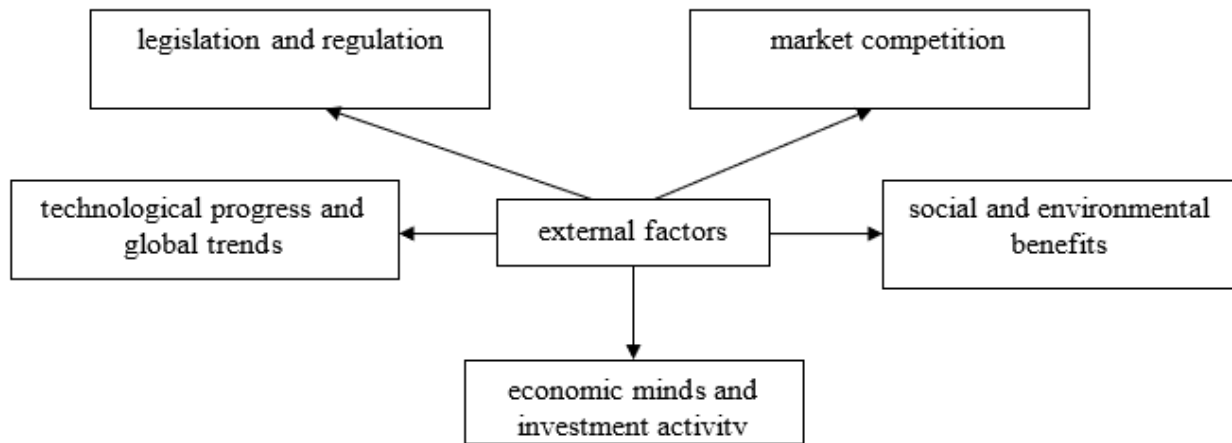


Figure 2. Possible external factors of influence on the strategic planning of innovative activities of enterprises

Legislation and regulation - legislators are able to influence environmental sustainability, energy efficiency and technological standards in the strategic planning of innovation. Businesses are responsible for complying with new regulations that stimulate innovation in energy-efficient and environmentally friendly technologies.

Market competition - increasing competition in the global market is stimulating businesses to explore new ways to develop through the introduction of innovative products and processes in order to gain competitive advantages.

Economic minds and investment activity - the global economic climate, access to investment and the level of government support for innovation play a vital role in the strategic planning of innovation. economic activity. Economic instability may limit the resources available for innovation.

Social and environmental benefits - responsible regulators are increasingly pushing for environmentally friendly solutions, which feeds into innovative business strategies. The transition to “green” technologies is becoming an important aspect of planned innovative activities.

These factors must be taken into account when forming a strategy for innovative activity to ensure its effectiveness and adaptation to current demands.

Effective models of innovative management in electrical engineering enterprises are aimed at increasing productivity, reducing costs and optimizing business processes. Below are the main models that can help achieve these goals.

1. Lean management (thrifty production). Lean management consists in the elimination of all types of losses in the production process: time, resources, storage costs and excess production. At enterprises in the electrical engineering industry, Lean management allows you to optimize processes, reducing costs and increasing product quality. Lean practices help reduce production time, minimize the use of materials and resources without compromising quality, which is critical in high-tech industries

2. Agile management. The Agile model, which has been successfully established in the IT industry, is becoming increasingly popular in manufacturing sectors such as electrical engineering. Agile methods focus on flexibility, rapid changeover, and short development cycles for new products. This allows enterprises to quickly respond to changes in the market and technology, accelerate the development of innovation, increase the effectiveness of teamwork and quickly introduce products to the market.

3. Six Sigma. Six Sigma is a methodology focused on improving the efficiency of production processes through the reduction of defects and product variations. The Six Sigma approach in the electrical engineering industry allows us to ensure high standards of quality and reduce waste on defective products. This methodology helps optimize processes by systematically analyzing data and using statistical tools to identify and eliminate defects in processes.

4. Model "Open Innovation". The model of open innovation transfers active cooperation with external partners (academic institutions, startups, other companies) to accelerate the innovation process. This helps electrical utilities gain access to new technologies and solutions, reducing costs for internal research and development. This model allows for more efficient use of existing resources and accelerates innovation cycles.

5. Digital Twins technology. Digital twins allow businesses to create virtual copies of real production processes or products for testing and modeling without physical investment. The introduction of such innovative technologies in the electrical industry helps to reduce prototyping costs, shorten the time needed to develop new solutions, and increase the accuracy of predicting results. This allows businesses to achieve greater productivity and efficiency without additional costs for physical resources/

6. Automation and robotization of manufacturing processes. The use of automated systems and robots allows electrical industry enterprises to significantly increase productivity, reduce labor costs and minimize human mercy. Automation helps optimize production lines, reduce downtime and increase production stability, which is especially important for high-tech products.

Conclusion. Effective models of innovation management, such as Lean management, Agile, Six Sigma, Open Innovation, digital twins and automation, allow electrical industry enterprises to increase productivity and optimize spend and significantly improve business processes. The advancement of these models is critical to ensure sustainability and competitiveness in the minds of the rapidly evolving technology and growth of the market.

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ОСОБЛИВОСТІ БОРОТЬБИ З СОЦІАЛЬНО НЕБЕЗПЕЧНИМИ ЗАХВОРЮВАННЯМИ НА РЕГІОНАЛЬНОМУ РІВНІ

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здобувачка

ОП «Публічне управління та адміністрування»

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Соціально-небезпечні захворювання як інфекційні так і неінфекційні - це захворювання, які мають не тільки медичне, а й соціальне значення, становлять загрозу для значної кількості людей, а хворі потребують соціального захисту. Основними ознаками соціально-небезпечних захворювань є:

- масовість захворювання (висока поширеність, включаючи значну частку прихованої ланки епідеміологічного процесу);
- високий щорічний приріст хворих (потенціал швидкого поширення серед населення);
- обмеження повноцінної діяльності пацієнта в суспільстві;
- небезпека для оточуючих (інфекційне захворювання);
- заподіяння шкоди особам у молодому статеві активному віці;
- можливість попередження та зупинки розвитку захворювання на ранніх стадіях.

Сьогодні соціально-небезпечні захворювання вважаються однією з головних загроз здоров'ю населення, а також значним тягарем для закладів охорони здоров'я та суспільства в цілому. Останнє пов'язано з тим, що більшість цих захворювань спричиняє тимчасову або стійку втрату працездатності; вимагають величезних фінансових витрат на профілактику, лікування, реабілітацію а в деяких випадках довічну терапію; негативно впливають на якість і тривалість життя та викликають передчасну смерть; досить часто у зв'язку зі злочинністю. Взагалі термін соціально-небезпечні хвороби існує з періоду бурхливого економічного розвитку в дев'ятнадцятому сторіччі та вперше його було використано при лікуванні туберкульозу.

Однією з особливостей соціально-небезпечних хвороб є спільність шляхів передачі ВІЛ, збудників інших хвороб, зокрема вірусу гепатиту, туберкульозу та інших хвороб сприяють паралельному поширенню цього соціально-небезпечного інфекційного захворювання не лише серед окремих контингентів, а й серед населення в цілому. Поєднання хворобливих процесів погіршує та

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