

THE DEVELOPMENT OF SYSTEM APPROACH TO INNOVATION MANAGEMENT

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The article deals with the development (designing) of innovation and investment management procession model on mezzo- and micro-levels. Basic features of logistic approach to innovation management are also mentioned in the article.

Innovation management procession model of innovative and investment activities on micro-level are believed to have considerable drawbacks from the point of logistic approach implementation:

- ◆ it doesn't solve the problem of business processes innovative and investment enterprise activities optimization that can be a characteristics of procession approach;

- ◆ it gives no answer to the question of which separate business processes of innovation and investment activities can be given to outsourcing;

- ◆ it requires cost account on separate business processes for estimation of their efficiency that will never allow to do the existing business accounting and management accounts in its full content on the enterprise;

- ◆ it demands the usage of additional software that is of great help in its analysis, forecast and optimization;

- ◆ it doesn't solve the problem of automatization of production, store, material, technical, financial planning and innovative production of recreation investment supply.

The logistics development as a theoretical and practical trend in economics, dealing with the optimal management of economic and informational streams (inventories, financial, innovations and investments, labor, etc.), is grounded on the evolution of the technological ways of life, clusters and innovative systems.

The evolution of logistics system abroad demonstrates us the fact that logistics is becoming one of the most important strategic tools in a competitive struggle for many business organizations, whereas those enterprises that used the integrated logistic conceptions were able to strengthen their ground on the market.

Innovative logistics has, at least, 2 forms of its usage in modern economics: the first one (innovative logistics itself) includes innovative informational technologies and software of optimal stream processes management on different economic levels; the second one is considered to be an essential innovative system element (ensuring management subsystem).

In fact, there are several functions of innovative logistics that are implemented through the services rendered to the consumer:

- ◆ it is viewed as the most effective tool of creating the system of close integrated connections between producers, various agents (commercial, transport, etc.) and consumers;

- ◆ it is aimed at synergetic effect acquisition from logistic service creating;

- ◆ it assists in shaping of the logistic service process;

- ◆ it provides an enterprise with high competitive advantages, indispensable in global economics conditions.

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