

FUNCTIONS AND METHODS OF TELECOMMUNICATION AGENCIES AND INNOVATIVE DESIGNING

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Keywords: innovative designing, management of innovative activity, non-linear model, classification of innovative projects, criteria of an estimation of an innovation.

The use of the scientific approach to innovative activities management puts the problem increase of efficiency of the given process by means of introduction in practice of the principles developed in the theory, methods and models, and mechanisms of their implementation.

Telecommunications agencies and telecommunications innovative designing are carried out on the basis of performance of the following functions:

1. Formation of the innovative strategy corresponding to the general program of the enterprise strategic development.

2. Planning is short - also intermediate term actions of innovative character according to the developed innovative strategy.

3. The analysis of enterprise innovative potential with a view at the enterprise internal possibilities research for the implementation of the strategic development program by means of innovations introduction.

4. The organization of the innovative infrastructure corresponding to innovative strategy of the enterprise.

5. Definition of requirements to the resources for the implementation of the planned actions of innovative character, statement of problems before employees.

6. Research and development implementation according to available resources and the developed plans.

7. Management of innovative projects according to innovative strategy and the developed plans.

8. Control and analysis of innovative activity results, estimation of innovative-investment projects, implementation of innovations.

9. Updating of innovative strategy, tactical and operating plans.

Application of the process approach to management of the innovative projects realized with

a view of the enterprise development allows presenting it in the form of the interconnected stages process. Management of projects from the moment of occurrence and the analysis of idea before process of their implementation is in close interdependence with the developed strategy of the enterprise development: on the basis of criteria of efficiency there is a formation process of a portfolio of projects, at the same time process of a portfolio formation, and also an implementation of the process of the selected projects influence strategy changing it according to the appeared new information. Thus, the portfolio of innovative projects is understood as in a complex of well-founded set of projects on the innovations implementation purchased and own working out, subject to introduction in the organization. They should be a basis of practical implementation in order to put strategic targets and tactical plans in company activities. The size and the package maintenance are defined, on the one hand, by strategic targets and the problems of the enterprise chosen by criteria of efficiency, on the other hand, by restrictions from environment and resources. In practice, resources are limited. Thus, the maximization purpose of all projects portfolio contribution can be reached at the expense of the project refusal which in other conditions could seem tempting, owing to considerable requirement for any resources, and the implementation of the given project would lead to liquidation of other projects demanding the same resources.

Received for publication on 31.08.2010.

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