**Abstract**

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**CONCEPT OF FORMATION OF SYSTEM OF STRATEGIC MANAGEMENT OF INNOVATIVE ACTIVITY AT MACHINE-BUILDING INDUSTRY ENTERPRISES**

**Introduction.** The significance of the mechanical engineering industry for the modern development of the Ukrainian economy is determined by the fact that it produces not only goods for end consumers, but also means of production for the functioning of other industries. It follows that the development of the entire industry of Ukraine depends on how well-developed and innovative-oriented will be machine-building.

Every year, the importance of innovation for the development of the machine-building industry is increasing. In addition, the question arises of further structural adjustment of the national economy as one of the main means of getting out of the economic crisis. Unlike other industries, the introduction of advanced technologies and new engineering in engineering will bring the greatest effect and effectiveness. In order to bring the industry into a growth trajectory, it is necessary to introduce a new strategy for innovation development, which involves updating the production and technical base. This requires the implementation of expensive projects and the availability of highly skilled personnel.

**Purpose. F**ormation of scientific approaches to strategic management of innovation activity at the enterprises of the machine-building industry taking into account the development of the current market situation and the domestic economy.

**Methods.** At the present stage of economic development of Ukraine there is a significant number of scientific works on the theoretical and practical aspects of managing innovation activities at the enterprises of the machine-building industry. Their research is carried out by both foreign and domestic scientists.

**Results.** Today, many factors in both the external and internal environment influence the strategic management of the innovative development of the machine building industry. In order to avoid the risks they can cause, it is necessary to control not only the market situation of the world market of machine building products, but also the dynamics of the price increase for raw materials, utilities, etc. In addition, unequal economic conditions of business entities within the framework of a single customs and economic space of Ukraine must be taken into account.

Significant role in the strategic management of innovation activity is played by the fact that in many enterprises of the machine-building industry, technological and technological lag behind the world brands and Western producers is still being observed. This negatively affects not only the quality of products but also the image of the manufacturer, which, in turn, raises problems with the attraction of funds for the restoration of equipment and the improvement of reputation. In addition, the economic growth of transnational corporations affects the dynamics of the export potential of domestic enterprises.

The analysis of scientific sources shows that the system approach, in which the innovative strategy of the enterprise is defined as a component of the internal-branded general strategy or as a component of the country's economic development strategy, is quite common in interpreting the category of innovation strategy among the set of approaches. Also elements of innovation strategy are present in a number of functional strategies of the enterprise in terms of production activity, product sales, personnel management, marketing, etc.

With the help of the Global Innovation Index of Cornell University, one can analyze the ability of countries to create a suitable environment for innovation and produce productive innovation projects. This index is made up of 84 sub-indices, which are summarized in such key areas as: infrastructure, institutions, human capital, market and business development, technological and economic development.

The concept of forming a system of strategic management of innovation activities of enterprises in the machine-building industry should be based on a number of defining principles that determine the efficiency, adaptability, systemicity and dynamism of innovation processes. It should include a system of management decisions based on:

- analysis and taking into account the complex market conditions of financial and economic activity that will affect the design of the strategic management system for innovation activity and its functional components at the enterprise;

- formation of a generalized system of information sources in order to develop strategic decisions and make adjustments to the existing strategy of innovation development;

- ability to predict the results of the implementation of management decisions, regulating the use of existing and emerging motives of strategic behavior of production and qualification personnel;

- orientation on the use of the principles of existing approaches (system, target, situational) to the management of the machine-building industry, which implies the openness of the mechanism of innovation management;

- use of appropriate tools, methods of activating innovation activity, improvement of management subsystems and their monitoring provision.

**Conclusion.** The formation of innovation strategy is determined by the level of investment attractiveness of the enterprises of the machine-building industry. Since the positive dynamics of sales volumes has been observed in recent years, it can be assumed that this is the result of an increase in the level of innovation development by updating the equipment and increasing the competitiveness of the products.