

Stimulation of innovative activity in modern conditions of development of the Russian economy

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Abstract: *The relevance of this article most effectively shows the need to move the modern domestic economy to a new, innovative level. The main problem is that in the scientific literature there is no official confirmation of the effectiveness of innovative methods of stimulation. The methodological framework includes observation, theoretical analysis, and conclusions. The main research methods include: analysis of modern concepts of innovation, comparative analysis of the practice of innovation activity of a number of regional enterprises, and a comparative method. The study gave the following results: it showed that most enterprises were able to form innovative competence through the tools used, which confirms the effectiveness of the proposed method. This is also due to stricter competition conditions, complications in interactions with international partners, etc. This article provides an analysis of the innovation activity of a number of regional campaigns, describes ways to stimulate the innovation activity of subjects, and suggests ways to use tools to stimulate the innovative activity of subjects in the innovative aspect. Therefore, the conclusion of this study expands the knowledge about the possibilities of the innovation process and the potential in the learning process at the enterprise and the possibilities of improving economic phenomena, thereby allowing the domestic economy to move boldly in the right direction.*

KEYWORDS: INNOVATION, INNOVATIVE ACTIVITY, MOTIVATION, INNOVATIVE ACTIVITY, STIMULATION OF INNOVATIVE ACTIVITY, INNOVATIVE MANAGEMENT.

1. Introduction

In modern conditions of development of the domestic economy, there is a need to make a strategic choice of a model for further socio-economic development of the country, which will allow us to reach a new, higher level. This need is due to a decrease in the efficiency of the previous sources, which a few decades ago provided relative stability of the socio-economic situation and stimulated the steady growth of the country's economy. Both in the scientific community and at the state level, it is recognized that the prospects for the entire socio-economic development of Russia in the long and medium term are focused on creating an innovative state, which will allow the most efficient use of resources that are available and attract new ones [1,2,4,6]. The goal is to assess the impact of various forms of stimulating innovation activity on the innovative activity of companies in the modern conditions of Russia, as well as to determine on this basis the opportunities and directions of innovative development of its economy. The main tasks are to consider the main concepts related to the research problem and to study the economic process by developing innovative aspects of foreign economic activity. In General, today the activities of most domestic enterprises take place in an extremely difficult socio-economic situation with a General sharp decline in the economy, rising unemployment, a General decline in the living standards of the population and other crisis phenomena. And in such extreme conditions of Russia, innovative activity is, perhaps, the main direction of development of both individual enterprises and the industry as a whole [5].

2. Innovation Progress

It is the promotion of innovation that will help to increase Russia's position among the leading countries and strengthen its position on the world market. It should be noted that the main participants in the entire innovation process are two categories of subjects-the state and enterprises. However, the roles of these subjects of economic relations are different. if an enterprise acts as the initiator, Creator of the most innovative product or innovative service, the state is called upon to provide support for such an innovation-oriented enterprise, usually financial, but we should not underestimate the legislative support. Support from the state includes both direct and indirect methods of stimulation of innovative activity. The set of direct incentive methods implies the use of various forms, methods and types of financing for innovative projects, while indirect methods include providing customs and tax benefits to innovation-oriented enterprises [6].

3. Innovative influence in areas of political or economic interests?

Analysis of the areas of support for the development of innovations and innovative activities suggests that the area of innovative attention today is mainly industrial enterprises, as well as those involved in the field of agriculture, IT and nano technologies, medicine and pharmacology, mining and energy. It should be noted that in modern conditions, there is potential for innovative activities of Russian enterprises, but at the same time there is a need to provide tools for the implementation of the so-called "innovative motivating" policy in the framework of state projects. In our opinion, as one of the directions of the state's innovation policy, it is also necessary to develop directions, methods and methods for increasing the level of motivation and innovative competence among managers of enterprises. It is an innovation-motivated, committed to applying innovations and competent in this area Manager, endowed with the necessary knowledge, is able to effectively implement innovative activities and more successfully resolve all emerging economic and organizational problems, choose the most effective and appropriate innovative projects, as well as become a positive example in the field of innovation for other companies in the industry [3]. In our opinion, state orders are another significant method of stimulating innovative activity, since the initial demand for the products of enterprises is provided through state orders. Public policy has developed two forms of such support: public - private partnership and the Federal contract system (FCS).

4. Is the crisis really ending, or is it another wave of inevitable disaster?

Through the latter, the state encourages the development of innovations in a particular sector of the country's economy through a state order, finances scientific research, provides demand for the final innovative product, and determines the criteria for innovative products. In turn, through public private partnership, joint participation of the state and the enterprise in various areas of activity, as well as mutual funding of scientific research is provided. Despite the fact that a number of indicators characterizing innovation activity in our country are lower than in a number of other countries, there is a certain potential for developing directions for stimulating innovation activity in the modern conditions of the Russian economy, which should be carried out on the basis of studying and analyzing the experience of foreign countries and using their own tools to stimulate innovation. At the same time, the most important direction is the analysis of our country's own economic opportunities and resources to stimulate innovation or

other innovative activities. The processes taking place in the modern Russian economy indicate that the country is at the stage of emerging from a protracted crisis, as a result of which there was a reduction in the turnover of a number of industrial and commercial enterprises, some of which completely ceased operations. Most of the production is concentrated in the modern period in the raw material sector of the economy, where profits are reduced due to falling prices for raw materials. It is stated that the GDP has almost doubled in terms of per capita. [7] in these conditions, the priority of providing support to small innovative enterprises is crystallized on the basis of providing them with guarantees and preferential loans, as well as information about the state of the innovation and investment market. Most researchers in the field of Economics suggest ways and means of stimulating innovative activity of domestic enterprises as ways to solve this problem [8,9].

5. Research in the information world

Today, innovation is a fundamental factor for the development of the economy of the entire modern society, as well as ensuring the competitiveness and survival of enterprises in modern conditions. The importance of Russia's transition to an innovative way of development and technological reorientation of most domestic enterprises, taking into account scientific and technological progress and the needs for innovative products, is also recognized at the state level [10]. The transition to an innovative economy is the main way to restore and develop the economic potential of our country. However, as numerous studies have shown, top managers of most enterprises in various industries are not ready for innovative reorientation of production and organizational processes, which leads to low innovation activity of enterprises [7,11]. To get out of this situation, it is necessary to investigate the reasons for the low innovative activity of enterprises and on the basis of this to develop directions for increasing the innovative activity of enterprises. Regular analysis of the state of the innovation economy is required, as well as research on the motivation of senior management personnel to implement innovations. These studies will help to develop directions for increasing the innovative activity of enterprises.

6. Conclusion

The research has shown that it is expedient to stimulate innovation activity in the current conditions of the Russian economy development by applying a number of basic and indirect methods. The main method is financing innovative projects and enterprises by the state, while the indirect methods are providing customs and tax benefits, developing innovative and motivating policies, and state orders. The development of ways to stimulate innovation in our country should also be based on the study and analysis of foreign experience and a real assessment of its own resource potential. Focusing on a comprehensive solution to the problems of innovative activity of enterprises in the country, the ability to actively integrate them in the framework of ongoing projects, the network principle of dissemination of information about innovative projects and opportunities for participation in them, will contribute to the formation of innovative entrepreneurship as a powerful source of initiatives.

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