

HUMAN RESOURCES AND INNOVATION ACTIVITY OF ENTERPRISE

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Abstract: *The company operates in a dynamically changing environment, it must keep up with current changes and even overtake those changes using upcoming opportunities. Moreover, the company must have strong ability to create and implement innovation, because thanks to them, in many areas of its activity, the company performs its market's tasks and developing. The company's innovative activity depends mainly on human resources, knowledge and entrepreneurship, which essence lies in creating and searching for innovation and discovering new relations in the economic system. The advantage of modern enterprise is its human resources and their development, learning and creativity capability. The aim of the study is to isolate the factors influencing the activity of innovative enterprises*

Keywords: HUMAN RESOURCES, INNOVATIONS, INNOVATIVE ACTIVITY

1. Introduction

Company's performance is based on the pursuit of consensus between the identified internal resource and unpredictable environment. Changes in the business environment, also represent a source of risks and uncertainties, as well as opportunities and limitless possibilities.

High impact on occurring changes in the expectations of customers, has the globalization process and technological and technical progress, especially in the area of information transfer. The basic prerequisite for the enterprises' functioning and development is the ability of competent innovation management through its creation and/or implementation.

The study is the result of theoretical considerations in the area of the human resources' relationship and enterprises' innovative activity. The authors have attempted to isolate the factors influencing the enterprises' innovative activity and to determine the synergy of human resources and innovation activity of enterprises..

2. Determinants of innovation in the enterprises

The need to constantly and permanently making (creation and/or implementation) innovation is a priority for today's entrepreneurs and managers. This is mainly due to the research for effective methods leading to profits' increase and strengthen the company's competitive position.

The innovative activity of the company is carried out under certain conditions, which are determinants of innovation, which can be divided into internal, forming its internal resources and subjecting to the process of business management and external, which are associated with the environment in which the enterprise operates. In a dynamic business environment there are big changes, that affect many areas: technological, market, demographic and socio-economic politics. Such an environment requires vigilance and to actively seek out patterns through perception and interpretation in order to create ideas of new projects. The company is the union of human and physical resources, through which the input elements (raw material, energy, information) are transformed into the outputs (products, semi-finished products, services, information).

Internal factors in the company constitute its innovation system, so general elements conducive to creative behavior of people involved in its activities. The beginning of every innovation, when there are adequate innovative opportunities are variety of ideas of people interested in the company's development.

Innovation in the enterprise is any deliberate, positive change in any area of business activity, which was established in the company or its environment. The innovation of the company confirms its

ability and motivation to seek and commercial exploitation of research results, new concepts, ideas and inventions. The essence of innovation is associated with people's traits, their attitudes, activity, ability to cooperate, as well as the characteristics of companies in which they work. Innovation also means the improvement and development of existing production technology, exploitation and services, introduction of new solutions in organization and management, improvement and development of infrastructure, especially relating to the collection, processing and sharing information.

Innovative changes in the company are the result of its creative learning, that requires from its human resources, the development of a new way of looking at the changes, taking place under the influence of dynamic processes in the enterprise and its environment. The innovative company is a learning organization, which is involved in the knowledge creation process and its exchange among the participants of economic events. The synergy between the company and its surroundings followed, creating a network of cooperation between the participants, shaping the interaction between them.

3. Human resources in innovative enterprise

Resources of the enterprise can be defined as "factors controlled by the company, used for the development and implementation of their strategy". There are different criteria for the allocation of resources in the enterprise. Resources can be divided into tangible and intangible resources. Material resources are divided into physical resources, financial and inventory. Physical resources are the technology, machinery and equipment used in the enterprise, necessary for conducting the business. The effects of business operations significantly depend on the quality and modernity of potential property, which affects, both the company's efficiency and its products and services attractiveness. In turn, the intangible resources include: competence, relationships, functional systems, attitudes and possibilities. Between resources and company's intentions, there must be a dynamic tension, that next to the efficient allocation of resources, allows him to treat them as a lever pushing the company above the competition. Research and actively respond to changes by the company is an important component of innovation, development and competition.

The main participants of innovative processes are company's owners and managers, who are mentally oriented to the development of innovative activities. The companies' owners and managers must show 'natural' readiness to quickly respond to market signals and should have the ability to take pro-innovation and entrepreneurial activities. These people are able to commit adequate resources to this activity. Moreover they are also characterized by the faith and trust and the ability to share optimism with the other participants of realized projects. Mainly looking for

opportunities to create radical innovations in response to changes, they decide to experiment with a calculated level of risk.

An important managers' task is to create technical, financial and organizational conditions for free contacts between employees and encouraging them to share their knowledge and experience. The main manager's objective is to acquire and transform knowledge inherent in the employees' minds, and their individual experiences into the collective intellectual capital of the company, which is a key competitive tool and leads to innovation's rise. That is why it is so important to motivate employees to work together and exchange their knowledge and skills, which is an important advantage of innovative enterprises and promotes the knowledge development.

A key importance, especially in innovative enterprises, have the resources of knowledge and skills, especially skills and talents of employees, technological knowledge, ICT and the relationship with the environment, including establishing partnerships in R&D. A skillful use of changes in the business environment is also necessary. The beginning of every innovation, when there is an adequate potential and innovative capabilities, are diverse ideas of employees interested in the company development. For this purpose, the occurrence of two essential components is also necessary:

- the opportunity, needs, events, problem which the use or solution can bring certain benefits,
- the creative mind able to see the potential or prospective benefits as a result of the creative process of observed situation in a certain innovation and able to generate the appropriate idea.

People skills condition changes detection in the environment, the possibility of their forecasting and thus the ability to reaction to threats, or the ability to use new opportunities, development chances for companies, ensuring obtaining a competitive advantage. The company, which wants to be successful on the market, must take care of its employees, because they work on these successes. The company must attract, keep, motivate, and above all use the skills of the most talented employees, which will be able to obtain, and therefore create multilateral conditions to ensure their satisfaction and involvement in its activities.

4. The factors of innovative activity in the enterprise

The source of enterprise's innovative activity is primarily a competitive pressures, technical environment and the users of news market themselves. The most important is the separation and identification of unmet needs and to identify opportunities to satisfy those expectations by adapting the offer of products and services. It is also important to diagnose and evaluate the potential productive resources of the enterprise and its environment. The priority is to find a solution, how using its own resources, meet the expectations of customers on the usefulness of new products and services.

Innovative activity increases where creativity and entrepreneurship are connected with external support. Institutional, financial and technology external support is important, it can accelerate the creation and implementation of innovations, that increase their scale, but the essence of innovative activity are the internal factors of the company.

Innovative activity of the company is primarily determined by the size and types of its resources and the ability to use upcoming changes in the company and its environment. On stimulating innovative activity an advantageous location, access to the local market, cooperative ties with other manufacturers in the industry, proximity to universities and research centers, which provide access to new projects and provide opportunities for training and facilitating from the regional administration have the significant impact.

One of the conditions for the implementation of innovative processes in the enterprise are human resources, able to initiating these processes, control their conduct and performance of various tasks related to the implementation of the innovative process. The effects of involvement in the creation and implementation of innovations depend on the innovative activity of enterprise.

The enterprise's innovative activity mainly depends on human resources, and their level of knowledge and entrepreneurship, so the ability to create and/or search for innovation and the detection of new relations in the socio-economic system.

The prescription for creating innovation in the enterprise have the following components:

- optimistic, flexible and with positive attitude top management,
- separation in the management structure a position involved in the innovative programs management,
- collective reconciliation of new products strategy,
- diversification of new products and technologies,
- orientation on the consumer and his needs,
- task forces,
- motivation system for the participants of innovative processes,
- a specific set of innovative norms and values,
- a developed system of measurement in the innovation evaluation process.

The ability of creative thinking is the ability to actively use of existing knowledge and experience in ways that bring new solutions, a different perspective on the problem and its essence. Productive, creative, holding passions and hobbies people, are the most valuable asset of any enterprise, since they decide about its possibilities for development. Thanks to their knowledge, skill and experience, upcoming whether caused by them changes are the chances of success of the company. They are the most valuable, because the creative capital of each company, resulting from held personal traits and predispositions, particularly in the acquisition and creation of knowledge and use it in the form of competence to carry out specific tasks.

Competence is workers' and top management's general and professional knowledge, know-how, technologies, databases, patents, special procedures, formulas etc., experience, resulting from existing actions and abilities, eg. to learn, ability to think strategically, etc., as well as certain personality traits, for example, creativity, curiosity, etc.

Thanks to the people creativity there are innovative ideas show up, that allow the company to develop and increase its competitiveness. Therefore it is very important to create in the enterprise, conditions that stimulate the creativity of people working in the company.

On the human resources creativity the following components consist:

- knowledge, so familiarity of specific procedures, intellectual skills,
- capability of creative thinking, so defined approaches to solving problems,
- motivation for creativity, through a system of bonuses and promotions.

The motivation system, at the same time encouraging to be creative and engaged in the business of an enterprise, has particular importance for the efficiency of innovative activities. The main element of the motivation system is to aware employees, that they are part of a common knowledge system of the company, and sharing of knowledge is its key value.

The efficiency and effectiveness of the company depends largely on the level of competence of employees and the degree of its use in real terms.

On the companies' innovative activity significantly affect the level of knowledge and qualifications, learning ability, motivation system. In the innovative process learning is the most important and knowledge is perceived as the main resource of the modern economy. Innovative company actively participating in the acquisition, creation and transfer of knowledge, mainly through a process of experience exchange and skills in pursuit of productive and services activities.

For innovative enterprises determination how to treat the risks associated with the innovation proces is very important, because the lack of solutions in this area, contributes to the decline of created and implemented innovations. Excessive risk exposures extinguishes or reduces the employees' innovative activity.

The innovative enterprise has its own potential for innovation and access to innovation factors in its environment. The larger own potential for innovation, the greater innovative activity and more frequently it is an innovation's creator and adapter.

5. Conclusions

Equated innovation with the natural need for changes resulting from the process of socio-economic development is the basis for the internal needs of people innovative activity.

The innovative company is a creator and promoter of innovation among participants of socio-economic processes. It also means that it is able to create the innovatiov, seek and obtain information about innovative solutions and implement them.

The effectiveness of the owner and manager activity, expresses in their ability to influence the firm's ability to succeed, and this requires from them skills to control innovative process and develop an innovative politics in the enterprise.

The factor of the company's success is a possession of a strategic resource and skills together with their appropriate use.

Innovative enterprise is "conscious" of need and necessity of creating and implementing innovation, innovation "grows from the pressures and challenges".

The variety of factors affecting the interest and the level of company's innovation is the need to make a choice by innovative company, its own assembly methods of the priority objective realization, which is innovation.

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