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PRINCIPLES OF FORMATION OF ORGANIZATIONAL-ECONOMIC MECHANISM OF MANAGEMENT INNOVATIVE ACTIVITY OF THE ENTERPRISES

In the article the basic principles of formation of the organizational and economic mechanism of management of innovative activity of the enterprises are investigated. Their characteristics and analysis are given. Management of innovative development is based on the following basic principles: the concept of innovation as a competitive advantage; susceptibility to innovation of society and individual enterprises; use of the model of innovative self-development of the enterprise; organization of innovative development on the basis of innovative target programs. The success of innovation development at the enterprise largely depends on the principles of innovation management, so their study is an important task of a modern enterprise.

Virtual entrepreneurship is an integral and evolving scope of today's digital economy, is a significant part of the information flow of business entities worldwide.

The study used scientific methods of research, synthesis, analysis, comparison and synthesis.

Keywords: innovations, innovative activity, mechanism of management of innovative activity, innovative processes, innovative development, digital economy.

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