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ANTI-CRISIS MANAGEMENT OF TRADE ENTERPRISES ON THE BASIS OF INNOVATIVE DEVELOPMENT

Summary

The article is devoted to the issue of anti-crisis management of trade enterprises based on innovative development. The article defines the essence of the concept of anti-crisis management of enterprise. The sense of anti-crisis management from the point of view of different scientists is investigated and given its own definition of the concept. description of the state of development of trade enterprises in Ukraine in the period of 2012 – 2018 is given in the article.

The definition of "innovation" and "innovation activity" are presented. The analysis of the role of innovation activity in the management of trade enterprise and the state of innovation activity of trade enterprises. Emplaced on the role of innovation development in improving the efficiency of the trading enterprise. The role of innovation activity in the management of a trade enterprise and the state of innovation activity of trade enterprises in Ukraine are analyzed. The data of State Statistics Service of Ukraine on the size of financial support of innovative activity at domestic enterprises and the main sources of its formation are analyzed. PEST and SWOT analysis of trade enterprises in Ukraine is carried out. Indicators of Ukraine in the main international ratings, which evaluate the innovative potential, technological development and competitiveness of the countries around the world, are presented. The model of innovative development of trade enterprises is created.

Keywords: crisis management, innovation, innovative technologies, competitiveness, business model.

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