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ENVIRONMENTAL FACTORS OF MOTIVATIONAL MECHANISM OF EMPLOYEES' INNOVATIVE ACTIVITY IN THE ENTERPRISE

Every business operates in an environment. In general, the influence of the environment on the innovative activity of the enterprise determines its overall development, ensures the efficiency of its activities, and sometimes even determines the further path of its development. Therefore, the activities of each strategically oriented and innovatively active enterprise is impossible without the correct diagnosis of its condition and forecasting the development of the enterprise environment. The obtained results of diagnosing and forecasting serve as a basis for the formation of the company's mission, the choice of its goals and strategies, including innovative, as well as significantly affect the formation of an effective motivational mechanism and serve as a basis for its creation.

The structure of the environment of an innovative enterprise consists of certain elements. Speaking of the impact of these elements on innovative enterprises, they are usually called environmental factors. In all literature sources, these factors are divided into endogenous environmental factors and exogenous environmental factors. In turn, the exogenous environment includes macro- and microenvironment.

The classification of exogenous environmental factors, described by the scientist Pyatnytska G.T., differs significantly. The author divides the environment of the enterprise into the following groups [1]:

Exogenous environment, which is divided into general, sectoral and operational, and endogenous environment:

- General environment, which includes economic factors, political and legal factors, demographic factors, socio-cultural factors, technological factors, natural and climatic factors.

- Sectoral (market) environment, which includes barriers for new entrants, strength of producers (sellers), strength of consumers, availability of goods (or services) substitutes, intensity of competition and market capacity.

- Operating or business environment, which includes competitors, creditors, consumers, workforce, suppliers.

Endogenous environment, which includes resources (tangible and intangible), abilities, core competencies, competitive advantages, strategic competitiveness.

In order to create an effective motivational mechanism for innovative activity of the enterprise, all actions of management must be performed consistently and in a timely manner. First, there is a list of factors of exogenous and endogenous environment that have a direct impact on motivating the innovative activity of employees in the strategic management of the enterprise.

Management should then receive as much information as possible about these factors. Second, the information obtained should be evaluated for each impact factor and the magnitude of the potential impact predicted (this can be done by scoring and ranking).

Thus, it is possible to identify all the opportunities and threats that affect the motivational mechanism of innovation activity of employees in the strategic period, as well as to identify its strengths and weaknesses. As a result, the basis for strategic analysis and identification of alternative innovation strategies that will contribute to the effectiveness of the motivational mechanism of innovation activity in the enterprise.

References:

1. Bielova O. I. Personnel innovative activity and methods of its stimulation at the enterprise. Scientific notes of the «KROK» University. 2018. Vol. 51. pp. 125-134.
2. Pyatnytska G. T. Enterprise management in the era of globalism: a monograph. Kyiv. «Logos», 2006. 568 p.