

The formation of the financial strategy of innovation active enterprises

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Research Methodology. Using a systematic approach the types of financial strategies and peculiarities of its construction and implementation in the implementation of innovation were investigated. By the logical methods of synthesis and analysis the principles of financial strategy innovation active enterprises formation were formulated.

Results. Theoretical and methodological basis of “financial strategy” concept in the context of the overall enterprise strategy were considered. The features of the financial strategy building of innovation active enterprises were defined. The factors that are crucial in the development and implementation of such a strategy were determined. The basic principles of financial strategy of innovation active enterprises under the conditions of changes.

Novelty. The economic concept of “financial strategy” was summarized, the characteristics of its species classification were defined. Principles of formation of the financial strategy of innovation active enterprises were formulated.

The practical significance. Determined factors influencing on the development and implementation of financial strategies will consider features of innovative component of this process. The proposed principles of financial strategy innovation active enterprises will improve the financial management of such structures.