

## **Theoretical Aspects of Innovation Management Mechanism for Enterprises of Building Materials Industry**

*V. Alkema, Professor, Doctor of Economics,*

*«KROK» University*

*v\_alkema@i.ua*

*S. Demianiv, External PhD student,*

*«KROK» University*

*demjanivsb555@i.ua*

**Research methodology:** The mechanism of innovative activity management of the enterprises producing roofing materials has been studied by means of applying the systematic approach. Using economic and statistical methods the actual state of the building materials industry is estimated.

**Results:** The current state of the enterprises producing roofing materials as part of the building materials industry has been analyzed. The state and the main directions of the innovative activity of the enterprises manufacturing the roofing materials have been reviewed. A mechanism of innovative activity management has been suggested for these enterprises. The role of mechanism of innovative activity management in enterprises' producing roofing materials innovative activity has been disclosed.

**Novelty:** The objective prerequisites for the formation of innovation management mechanism have been revealed. The innovation management mechanism with consideration of characteristics of enterprises producing roofing materials has been recommended. The characteristic of this mechanism components has been done.

**The practical significance:** The mechanism reviewed will increase the effectiveness of innovative activity of the enterprises producing roofing materials. In addition, this mechanism anticipates the involvement of all employees and setting an innovative environment within the enterprises.