

*Short Reports***INNOVATIVE ENTREPRENEURSHIP
IN THE SYSTEM OF THE CONCURRENCE
ENSURING IN THE RUSSIAN ECONOMY**

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In this article it is said about the sense of the Innovative Entrepreneurship and its influence on the concurrence ensuring in the economy of Russia. The actuality of this theme is related to the fact of the realization of the innovation maneuver in the developing of the innovative economic for the country; they are the most important strategic aims for the closest years in this country.

The analysis of the tendency of the world market developing of the XXth and the first decade of the XXIth century was exposed the main particularity: the market developing is in the persistent increasing of the changing, the instability and the unpredictability.

Nowadays the world markets system integration and the regional economies, and also the all of the sphere of the humanitarian activity take place; as a result the rapid economic up growth, the speeding-up of the modern technologies and the management methods are seen to.

The main clause of the way out from the Russian economic stagnancy and the precondition for the stable, competitive and social-orientated to developing of the national economy is the cardinal increasing of the scientific and the innovative activity. Today the problem of the concurrence increasing and the innovative economy developing are the most important and strategic ones for this country. The place and the role of Russia in the world economy and in the policy will depend on the resolving of all of these problems.

It has said about the importance of the construction of the innovative economy for more than one year. The necessity of the Russian economy transition to the innovative development is recognized among the intellectual and power elite.

The perspective of being of the primary products appendage for the world economy is not so impressive one. Unfortunately, the petrol and the gas are the key articles for the Russian export given to the main currency inflow and to the budget taxes.

To make the Russian enterprises high competitive to the foreigners' ones and to the modern reality, it is necessary to make the competitive production and the high quality of the outputting with the low production costs.

The factor of innovative developing is capable to raise the Russian enterprise competitiveness which is included the interrelated making of the scientific and technical, industrial, financial and social

activity in the terms of the new institutional environment.

The most important for the Russian enterprises are not in the choice of the different directions for the innovative developing, but in the understanding of the concept and the methodical approaches to the construction of the valuation influence for the innovative development on the firm competitiveness at the aim of the effective innovative policy. Despite of the enterprise state, its market part and size, and also the organizational and law state, etc., any implanted innovation goes to the profit rising due to the production optimization and the management system.

So, the intensification of the innovative activity of the entrepreneurship becomes the factor of forming of the competitiveness of the different branches and enterprises, its development and the forcing at the modern and important step in the market, social and economical relationships in Russia.

The innovativeness means the company capacity to assimilate the technical innovations related to the technical and technological renovation in the production and also to the social innovations. It is worth mentioning that the business is growing at the defined terms from the entrepreneurship, so, the entrepreneurship activity is the primary step of the development of any enterprise, the organization and the company.

A lot of enterprises in the constant developing and establishing process develop uninterruptedly the concurrence capacity. The business enterprises for its surviving follow the market instructions: to comply with the consumer needs more qualitatively and to the better price for them. This demand presents the aim of the market subjects to obtain the consumer attention and to make them buy these goods.

The creation and the implementation, a wide new product and service spreading, the technological process becomes the key factor of the production volume, the employment, the investment, and of the foreign trade turnover. Here is the most important reserve of the product quality improvement, the economy of the labor and material costs, the growth of the working efficiency, the improvement of the production organization and the raising of its efficiency.

Finally, all of these ones are predetermined the enterprise's competitiveness and their production putting on the internal and external markets, the improvement of the social and economical situation in the country.

To maintain its competitiveness the enterprise needs the innovations. It is impossible to withstand the forces changed the terms and activated the actions of the concurrence without the innovative activity.

The meaning of the innovations is growing more and more with the economical development of the modern society and they are as a struggle instrument of the enterprise's concurrence at all hierarchy levels, e.g. from the separate structural units till the regions and countries, in whole.

So, at the conditions of the modern concurrence, the shortening of the life cycle of the goods and services, the developing of the new different technologies, one of the principal conditions of the concurrent strategic perspective forming of the entrepreneurship structure become more and more its innovative activity.

Lately, the developed organizational and law base for the entrepreneurship performs constantly. Besides, the government realizes the supplementary support measures of the entrepreneurship and the citizens' innovative activity via the forming of the federal target programs.

So, surely, we can say that the modern system entrepreneurship crises will overcome due to the role and the active life position of the entrepreneurs in it.

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