

ORGANISATIONAL AND ECONOMIC MECHANISM OF REALIZING THE STRATEGY OF INNOVATIVE ACTIVITY OF AVIATION ENTERPRISE

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Research methodology. The results are obtained with the use of abstraction method – to determine the essence of ensuring the innovation activity of airline; the modeling theory method – to develop organizational and economic implementation of the strategy of industrial innovative activity of the airline; abstract and logical – for theoretical generalizations and conclusions of the study.

Results. It is revealed that innovative activity of an aviation enterprise is aimed at creating innovations, which will be qualified as unique, will allow using the latest technology to provide a new organizational and technological structure of production, enhance the quality and competitiveness of products and the expansion of markets.

It is pointed out that the strategy of ensuring the airline innovation activity is a long-term plan for high-risk activities that are aimed at optimizing the cash flows in order to accelerate the growth of added value during the implementation of investment projects in the external environment. In the course of implementing the strategy the new technologies are created, the innovative products are introduced, their quality and competitiveness improves, markets expand; all the above requires large capital investments.

It is determined that one of the important tasks of implementing the strategy of innovative activity of the airline is the creation and using of various monetary funds through which the required funds for innovative activity and expanded reproduction are provided, as well as the financing of scientific and technological progress, the development of new technology, economic incentives, budget settlements and banks. Those are aimed at ensuring the economic stability, high efficiency of enterprise innovation by creating conditions for accelerated growth in enterprise value, taking into account the cyclical factor of enterprise development, increased financial risks and negative effects of the environment.

Novelty. The organizational-economic mechanism of implementing the strategy of industrial innovative activity of the airline is offered, which is a set of elements that define its purpose, objectives, economic and organizational components.

Practical value. The suggested organizational and economic mechanism of implementing the strategy of industrial innovative activity enables airlines to implement specific processes ensuring economic stability, high efficiency of airline innovation by creating the conditions for accelerated

growth of its value influenced by environmental factors of functioning.

Keywords: innovations, innovation activity, strategy, mechanism of implementing the strategy, aviation enterprise.

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