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DEVELOPMENT OF MANAGEMENT PRINCIPLES FOR CREATING THE INNOVATIVE MODEL OF DOMESTICALLY PRODUCED DUMP TRUCKS

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Research methodology. Results are obtained through the use of methods: general and specific – while determining the conceptual aspects of realization of the innovative dump truck model project for the needs of mining industry; structuring – while identifying and analyzing the consistency of work being carried out while preparation and implementation of an innovative product as well as definition of the innovation project phases (by contractor); methods of network planning and dynamic programming – while analyzing the project according to the time factor provided for the execution of certain works; structural and logical – while displaying the process of substantiating the structure of innovation project (by contractor).

Results. The system of subjects and methods of managing the competitiveness of car manufacturer's products is formed taking the structure of this process into account. The possibility and expediency of attracting the third party subjects (the participants of innovational activity) for the development of competitive dump truck engine are emphasized. The possible contractors of its separate stages are defined taking the content of the project into account. The network model of an innovative project of the car manufacturer is constructed and analyzed. An approach to justifying the structure of the innovative project, particularly the methodical basis of taking decision by the manufacturer concerning the choosing of the contractor is defined.

Novelty. On the basis of estimating the time spent on the implementation of project phases, the methodical bases of decision-making regarding the project of the innovative model of dump truck creating got the further development. An approach to managing the innovative project of car manufacturer is improved through providing an assessment of the available (own) and mobilization (in the group of the innovation project participants) potential of creating competitive products.

Practical value. The content of works within the innovative project of the car engine updating is defined for the needs of domestic car manufacturers that produce dump trucks for mining enterprises. There are set the tasks regarding the structuring of the project by the type of works that can be realized by either an enterprise itself or in the coalition of partners or on the basis of the outsourcing. This will allow defining the foreground contractor and reducing time for the project realization.

Keywords: car manufacturer, mining enterprise, dump truck, management system,

competitiveness, innovations, project contractor, network model.