

Valentyna Diatlova

Pryazovskyi State Technical University. Ukraine

ORCID <http://orcid.org/0000-0003-3414-8225>

Yuliia Diatlova

Zaporizhia National University. Ukraine

ORCID <https://orcid.org/0000-0001-7982-2493>

INNOVATIVE AND MODERNIZATION APPROACH IN INDUSTRIAL DEVELOPMENT MANAGEMENT: SYSTEMATIZATION OF DOMESTIC AND WORLD EXPERIENCE

The article developed the provisions and scientifically-applied substantiation of the innovative-modernization approach in the management of industrial development. The significance of introducing innovations in all areas of an industrial enterprise activity and the modernization of its production processes was substantiated. The essence of the concepts of "innovation" and "modernization" in the metallurgical industry was specified, and their differences were determined. Innovation in the metallurgical industry was proposed to be understood as the introduction of new or significantly improved products (materials), process and technology, method of organizing production, sales or management approach, which ensures increased efficiency of the enterprise, expansion of the range, reduction of the cost of products, improvement of its quality, environmental safety and/or creation of new markets. Modernization in the metallurgical industry, according to the authors, is a process aimed at updating and improving existing production by replacing outdated equipment with new, more productive and energy-efficient equipment, as well as at introducing new technologies and methods of organizing production, without a radical change in the technological process, and therefore has such aspects as technological, environmental, energy efficient. It is shown that these processes are interconnected, mutually influential and can be implemented in a complex and simultaneously. The principles on which the successful implementation of the innovation and modernization approach is based are determined, namely, systematicity, comprehensiveness, strategic planning, market orientation and active involvement of personnel. On the basis of systematization of domestic and world experience, four groups of innovation and modernization solutions have been established, in particular such as digitalization and industry 4.0, increasing energy efficiency and reducing environmental impact, development of new high-tech products, modernization of industrial complexes and equipment. It is shown that each group of solutions has certain components. Examples of the implementation of innovation and modernization solutions at metallurgical enterprises of Ukraine and world leaders are given.

Keywords: industry, metallurgical industry sector, innovative guidelines, modernization of production, enterprise development management, innovative and modernization approach, systematization of experience.