

THE RIGHT WAY OF INTRODUCING INNOVATIONS IN THE COMPANY

In today's rapidly changing world we are witnessing constant change of the market leaders. We see how yesterday the company was on the top of its leadership. But today it is losing ground to a more youthful and energetic competitors, and slips into the last position. And the next day no one will even remember about it. In this work we will look at the cause of this problem and define main steps of introducing innovations – the main way of dealing with the process of extinction of the company.

With the aim of understanding the laws of development of the company, it is often considered as a living organism. In this context main laws of life on Earth are present in the organizations: the steps from birth to death. It has been observed for a long time, and many researchers and consultants began to use the term "life cycle of the organization" and to represent it in the form of an arc, where it starts with a takeoff on the left and ends with the extinction on the right.

The largest contribution to the development of the theory of organizational life cycle was made by Ichak Adizes. Arkady Prigogine added his interpretation of the life cycle into the I. Adizes's theory in which all stages of the life cycle are grouped into three stages: Growth, Maturity and Aging. Each of these stages is separated into several sub stages. For our scientific purposes we will look at the sub stage of Stabilization that is a part of Maturity stage. Stage of stabilization (highest success) is a high-risk area for the company. From here the ability to perceive signals from the market and within the organization is getting more and more weak. Managers tend to perceive achieved status as eternal, and it becomes the greatest mistake. Unlike human maturing, organization's Maturity stage can be extended indefinitely. Constant renewal is possible through innovation.

Innovation is the organization's ability to generate innovations and implement them, i.e., to innovate. It is the unity of these two components. Innovations can get the company back, for example, on the earlier stages of development by the emergence of new business lines or radical change of top executives. However, the more company has slipped further on the right side of the arc in the stage of Aging, the more innovation, more effort is required to update it and turn it into a new cycle of development. But innovation is the only way, otherwise – inexorable aging and dying. The problem is that large companies that enter the stabilization phase lose their culture of innovations. Innovation is not only update of technology or products, but, first of all, update of management, improvement of work with the clients and implementing managerial thinking. Depending on the final result there is the following classification of types of innovations: Product Innovations, Process Innovations, Strategy Innovations, Organizational and Managerial Innovations.

Process Innovations are regarded as the introduction and use of new or significantly improved methods of production of the product or delivery to the consumer (storage, transportation).

Strategy Innovations involve the revision of existing industry practices to meet the newly emerging needs of customers, enhance the value of products, and create new markets and new customer groups.

Worth to mention an innovation management – it is a part of the strategic management that is based on market research, financial analysis, analysis of personnel structure, as well as internal company culture and image.

In general, the innovation process is the unity of two processes: the development of innovation and its application (commercialization).

The process of innovation management involves the following steps:

Identification of innovation needs is referred to context analysis, forecasting innovation and diagnostic of company, the determination of the need for innovation. Creation of innovation deals with innovation planning, finding criteria of choosing alternatives, the development of alternatives, choosing the best, i.e. innovating presupposes plan-design, implementation management, monitoring and evaluation of results.

To ensure the best innovation management, all the stages and steps should have both direct and reverse connection.

In today's rapidly changing world successful development of various companies brings diversity of market, advancement of technologies and stability. That is why process of implementing innovations in the companies is considered to be important for the whole society.

*Scientific supervisor: Maksymovych G.O.,
Senior Lecturer*

UDC 336.764.2(477) (043.2)

Trukhan A.A.

National Aviation University, Kyiv

QUADCOPTERS AS A PART OF THE ULTRALIGHT AVIATION

During recent years, quadcopters are becoming more popular as a format of the ultralight aviation.

Quadcopter – is a flying machine with four rotors, also referred to as a drone. Sometimes it is also called copter (short version) or multicopter, but the last name is applicable to aircraft with more than four rotors. Quadcopters differ from conventional helicopters using rotors that are able to vary the pitch of their blades dynamically as they move around the rotor hub.

Drones are truly a spectacular phenomenon, more and more becoming commonplace.

Now it is not just a device that serves the interests of the military. There are many branches of quadcopter applications, such as: