

Секция 4

ИННОВАЦИИ И ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ В СОВРЕМЕННЫХ УСЛОВИЯХ

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INNOVATIONS IN BUSINESS PROCESSES AS THE SOURCE OF THE COMPETITIVE ADVANTAGE OF AN ENTERPRISE

ИННОВАЦИИ В БИЗНЕС-ПРОЦЕССАХ КАК ИСТОЧНИКИ КОНКУРЕНТНОГО ПРЕИМУЩЕСТВА ПРЕДПРИЯТИЯ

Инновации процессов могут значительно оптимизировать действующие процессы, а также могут способствовать построению новых моделей действий так, чтобы гарантировать организационное совершенство, сократить затраты предприятия и обеспечить конкурентное преимущество. Диагностирование инновационности на исследованных предприятиях показывает, что инновации процессов вводятся реже, чем инновации продуктов, им чаще придается операционное, а не стратегическое значение.

Different factors can decide about the competitive advantage of an enterprise. From the historical perspective this was an access to the capital and raw materials, nowadays is accentuated the access to material and immaterial resources (knowledge, intellectual capital) and the elasticity in adapting itself to the requirements of market and needs of customers. A factor determining elasticity of the enterprise is the management of business processes. Therefore, the identification of business processes and its improvement by the implementation of innovations can be a source of the competitive advantage of enterprise on the market.

The diagnosis of the innovativeness among surveyed enterprises, with particular reference to innovations of processes allowed to obtain answers to several essential exploratory questions.

Implementation of innovations can have the character of product, process and organizational innovations. Most surveyed enterprises implemented in last two years innovations concerning products (17 %), process innovations (14,5 %) and organizational innovations (10 %).

Process innovations can have the operating or strategic character. Findings showed that in enterprises which implemented in the last two years process innovations they more often have meaning at operating and strategic level.

The source of process innovation realization can be: own ideas, the purchase of products from other firms, the purchase of the licenses for products, technologies or provision of services, copying of ideas of another company, cooperation with other entrepreneurs or experts involvement. In the research most often were indicated such answers: own ideas and purchase of products from other's companies. The least indicated was the answer: cooperation with other's companies.

In the diagnosis of the innovativeness of enterprises the identification of motives of innovations implementation is essential. Leading motives are: the maintenance or the improvement of the market position and the growth in the quality of products or services. The next important motive was the extortion of innovation through needs of customers. Verifying motives of innovation implementation ex post, respondents had concrete results after the introduction and functioning of innovations. The vast majority of enterprises indicated that thanks to the implementation of innovations they had reached stated aims. The highest rank of motives conformity of innovations introduction with reached results were observed in case of two leading motives of process innovations implementation in case of the maintenance or the improvement of the market position.

Summing up considerations and using findings there were shown that innovations in business processes are essential source of gaining competitive advantage of the enterprise on the market. The realization of process innovations is a huge challenge for the enterprise therefore so essential is detailed identification of business processes and possibilities of its improvements to reach established aims. For the success of innovations implementation is important also the identification of barriers inside the enterprise, recognizing chances of gaining support from regional institutions, possibility of participation in innovation clusters and in other networks of cooperating enterprises.

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KOREA'S INNOVATION DEVELOPMENT AND IMPLICATIONS FOR BELARUS

ИННОВАЦИОННОЕ РАЗВИТИЕ КОРЕИ И УРОКИ ДЛЯ БЕЛАРУСИ

Korea and Belarus celebrated 20th anniversary of diplomatic relations in Feb. 10th 2012. Unfortunately, the two countries could not fully develop their ties in this period due to economic difficulties — transition impact after the independence for Belarus and 1997 financial crisis for Korea — they went through and lack of understanding about each other. As the Belarusian economy is slowly being integrated into the world economy,