

MANAGEMENT MECHANISM AS AN INDEPENDENT ELEMENT OF THE FOOD INDUSTRY ENTERPRISE INNOVATIVE ACTIVITY EXPENDITURES MANAGEMENT SYSTEM

Kseniia Kovtunenکو^{1*}, Yurii Kovtunenکو¹, Liubov Shatskova¹, Marianna Yatsenko¹
¹Institute of business, economics and information technology, Odessa National Polytechnic University, Shevchenko Avenue 1, 65044, Odessa, Ukraine

*e-mail: k.v.kovtunenکو@mzeid.in

Abstract

Nowadays, ensuring the enterprise competitiveness both in the national and international scale, is not possible without implementing an efficient system for its innovation activity management. In the modern period, when a progressive recognition of the innovative economy key role increases worldwide, the cost management factor is of primary importance. The need for expenditure management stems directly from the costs' role, namely costs immediate engagement to the food industry profit formation process.

In food industry domain, both sustainable development and competitiveness of modern enterprises depends on the degree that enterprise, - using new ideas and technology-intensive technologies, - is able to produce products, and the degree of characteristics combination satisfying the consumer. In this regard the industrial production future success is associated with knowledge closely interlinked with innovations. For the effective use of innovations, required is a management system that will effectively manage the food industry enterprise's innovative activity. In today's conditions of knowledge economy development significant structural changes take place associated with the emergence of a management mechanism, embodying a key element of the food industry enterprise innovation activities costs management system, the element binding its other components and leading to their interaction. The objective necessity and practical significance of the food industry enterprise innovation activities costs management mechanism is due to its connecting role, both within the management system and between the managing and the managed subsystems. The food industry enterprise innovation activities costs management mechanism is a complex formation resulting from the connection and interaction of different functional and maintaining system parts, classified according to the target goals and the managerial effects implementation prospects, since the management mechanism implementation concept widely depends on solving the question of food industry enterprise development goals and objectives. The growing role of innovation activities brings new requirements to the issues of choosing the most effective mechanisms for food industry enterprise innovation activities costs management, which requires attention to two main points inherent in innovation activity: the factor of time and its results.

Therefore, the skillful expenses management considered in relation to the incomes for which such costs are incurred, together with the novelty will give a double economic effect. The uniqueness of a particular enterprise in the food industry involves the formation of a specific mechanism for food industry enterprise innovation activities costs management, focused on the specifics of its activities and relationships, both internal and with the outside environment. All the above implies the need for further applied research.

Key words: *Management system, Management mechanism, Costs, Innovation activity, Food industry.*