

How to organize innovative activities of the small and large companies in service trade.



Innovative activities are the activities sent to search and implementation of innovations for the purpose of expansion of the range and improvement of quality of products, enhancement of technology and production organization.

Innovative activities include:

- identification of problems of the entity;*
- implementation of innovative process;*
- organization of innovative activities.*

The innovation is the work requiring knowledge, an ingenuity, talent. It is noticed that innovators generally work only in one area. For example, Edison concentrated forces only on electricity. The successful innovation requires the most persistent concentrated work. If you aren't ready to it, neither knowledge, nor talent will help.



SMALL BUSINESS DIRECT INSTALLATION PROGRAM

*The **small** innovative organizations are not only objective reality, but also an important factor of the state scientific and technical policy. Limited economic opportunities of the state in the short-term and medium term aren't able to provide sustainable development of the scientific and technical sphere, and rather really further, approximately triple reducing the state assignments for development of civil science and technology. It means that the prospects of development of science and technologies can't be entirely connected with the government budget any more and will be determined generally by demand for researches and developments from non-state sector of economy. Therefore the state from separate shares on salvation of the major entities and organizations of the scientific and technical and production sphere should pass to purposeful work on strengthening of a role of small and medium-sized knowledge-intensive companies, chastnopredprinimatelsky innovative sector.*

Small innovative enterprises

*The **small** innovative enterprises are characterized by independence, relative independence, are urged to resolve issues on structural adjustment productions and increases in efficiency of indicators of social and economic development. But the major feature characteristic only of the small innovative enterprises, specific ways of achievement of objectives of economic and social nature are. Such ways are development and implementation of various innovations (product, technological, managerial, etc.), increase in product competitiveness and production, creation of a situation of innovation on the scale of the city, industries, region and country in general.*

Such major feature can't be is considered in case of determination of content of the small innovative enterprise. Taking into account it determination of the small innovative enterprise can be formulated as follows. The small innovative enterprises are rather new accounting entities in the sphere of market economy who are characterized by independence and adaptability, designed to carry out tasks on production structural adjustment, on expansion of the international sci-tech cooperation and growth of prestige of the country in the world on the basis of development, development and implementation of innovations (first of all essentially new) and creations of a situation of a susceptibility of various innovations.

