

ECONOMICS
(specialty 08.00.05)

***Vasilyeva N.A.* Trends of innovation potential development in Russian food-processing industry**

The role of innovations in development of enterprises of the food-processing industry in the conditions of hypercompetitive environment is investigated. The estimation of efficiency of innovative activity by a way from innovative expenses and results is given, the conclusion is drawn on its increase. The structure of expenses of the food enterprises on technological innovations is analysed, sharp disproportions between from-efficient kinds of innovative activity are revealed. Restrictions of innovative development of the enterprises of the food-processing industry are established: degradation of scientific and technical potential of Russia (weak financing, destruction of many objects of research-and-production sphere, reduction of number researchers, aging of scientific personal, etc.) and low innovative potential of the enterprises (a low level of development of research base on manufacture, unavailability of the enterprises to development of scientific and technical achievements, a lack of the information on new technologies, commodity markets). The basic directions of innovations in the food-processing industry are designated: product, process, marketing and organizational.

Key words: food-processing industry, innovations, globalization, strategy

Saratov state

social-and-economic university

February, 21, 2012
