

**ECONOMICS**  
**(specialty 08.00.05)**

***Barmuta K.A. "Innovation map" as a tool of efficient management of enterprise development***

It is considered the issues of a "innovation map" as a tool for effective management of the enterprise development. The mechanism for the "innovation map" is developed by the author, on the analogy with the use of the "road map". It is created a "map of innovation" as a process that is strategic in nature and is aimed at innovation with the real financial cost, involves the use of certain methods to a specific point in time. A distinctive feature of the method of creating a "map of innovation" is to combine the creative teams of enterprise employees to a shared vision of the future of the enterprise. The main advantage of the "map of innovation" is to provide accurate and clear information as a basis for effective decision-making and to ensure effective control.

Key words: innovation, " the map of innovation ", the development of effective management of the enterprise.

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*September, 29, 2013*

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