

## INNOVATIVE MANAGEMENT IN PERSONNEL SELECTION POLICY

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**Abstract:** This article discusses the importance of innovative management in the proper implementation of personnel policy.

**Key words:** managers, management, personnel policy, productivity, flexibility, effectiveness  
Innovation management, as a type of professional activity, connects various areas of economic activity with nature and management methods: science, production, investment, sales of products and disposal of used goods.

Innovation management is an independent area of economic science and professional activity, which is aimed at the formation and achievement of innovative goals by any organizational structure through the rational use of material, labor and financial resources.

The subject of management can be one or a group of specialists who organize the purposeful work of the controlled object using various methods and techniques of managerial influence in innovative management.

The object of management in innovation management is understood as the economic relations innovative enterprise between innovation, the innovation process and participants in the innovation market (producers, sellers and buyers).

As a management science and art of innovation management, it is based on the theoretical principles of general management.

What kind of activity and the process of making management decisions? Innovation management is a set of procedures that make up a general technological scheme for managing innovations at an innovative enterprise.

How Innovation Management The innovation management apparatus includes the structural design of the innovation industry.

Innovation management as a scientific science meets the principles of consistency, complexity, and dynamics.

In general, the implementation of innovation management includes:

Consistent search for innovative ideas;

Organization of the innovation process (development of plans and programs for innovation activities, implementation of a unified innovation policy, providing this activity with financial, material resources and qualified personnel);

Promotion and introduction of innovations into the market.

The ultimate goal of innovation management is the effective organization of innovation processes and ensuring the long-term efficiency of intellectual property based on the high competitiveness of innovative products.

The purpose of innovation management is to implement the stages of the cycle «science-technology-production-marketing».

At the same time, the profitability and profitability of individual entrepreneurs do not work as a goal, but as the most important condition and result of innovation. Management is aimed at ensuring the effective and coordinated work of all external and internal elements of the innovative enterprise. This state of the innovation system is called harmonization. Harmony in the development of intellectual property is a key goal of innovation management.

The mapping function in relation to innovative enterprise has both endogenous and exogenous aspects. Endogenous adaptation is understood as the coordination of all internal components of the innovative enterprise, its subsystems. To do this, it is necessary to create a special system of internal innovation management, in which the following tasks are solved: Development of a strategic innovation concept;

Determination of thematic areas of activity and the formation of innovative projects and programs;

Creation of organizational structure and structure of innovation management;

Planning of production processes and implementation of innovative products;

Selection and employment, effective use of the opportunities of individual entrepreneurs;

Calendar distribution of work and control over their implementation;

Creation of a creative atmosphere and passionate intellectual work.

Exogenous harmonization involves the coordination of individual entrepreneurs with the super systems of the external environment and is carried out taking into account the specific procedures for the purposefulness of innovation and the limitations of this environment.

Exogenous adaptation in innovation management provides a solution to the following tasks:

Formulation of long-term and short-term goals of innovation activity;

Organization and conduct of marketing research;

Consideration of the ecological situation and ecological planning;

Evaluate and use the best practices and best practices of competitors (compare innovations);

Organization of cooperation on innovative programs;

Taking into account consumer demand and objective trends in scientific and technological progress.

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