starting point should be the motivation for the formation and development of the innovative potential of the enterprise. The authors convincingly proved the need for informed choice of rational directions of formation and development of the innovative potential and the planning of its content. Such a choice can be implemented in the process of strategic market segmentation, based on the analysis of the market environment of the industrial enterprise. The development of adequate organisation of the innovation potential will allow to ensure the timely adaptation of enterprises to changes of market environment. The authors substantiate the necessity of monitoring the level and prospects of development of innovative potential of the enterprise. Implementation of the proposed approach will allow to provide high competitive position of the enterprise in a strategic perspective.

THE BASIS OF THE MOTIVATION OF INNOVATIVE ACTIVITY OF THE INDUSTRIAL ENTERPRISE

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This article investigates the problem of effective management of innovative activity of industrial enterprises. The proposed methodological recommendations on the formation of the motivational system of innovation-active enterprises. The authors define the characteristics of individual types of motivation in relation to innovation activities of enterprises. They point out intrinsic motivation, which involves motivating force and effect generated within the enterprise, and extrinsic motivation as a combination of factors acting outside the company, but purposefully or indirectly affect its activity. The paper identifies the main functions to be performed by the system of motivation. A special role is given to the analysis and evaluation of competitive advantages in the market environment, which can be performed using the methods of strategic analysis. Authors proposed the concept of motivation innovation in its implementation will ensure the effective use of innovative potential of enterprises.
группу. К работе в этой группе следует привлечь наряду с маркетологами представителей разработчика НТП, а также специалистов по работе с научно-технической информацией.

PROBLEMS OF THE SCIENTIFIC-TECHNOLOGICAL PRODUCTION MARKET ANALYSIS

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The topicality of development of methodical bases of the market information’s formation, which is focused on the potential consumer, and in the same way the procedures of its search is proved. The concept « scientific and technical production » is analyzed and exposed. Specific properties of scientific and technical production, as goods, which possesses special properties by means of that it grows out scientific researches and development which have unique character are determined. It is proved, that the market of scientific and technical production on the present day has already been formed. And, as well as any other element of the world market, this market possesses a number of the features caused by a specific character of the offered goods. Possible sources of the primary and secondary information necessary for research of the market of scientific and technical production are analyzed. Recommendations on their selection and work on them are given. In the inference it is drawn a conclusion that for each research it is necessary to make the individual program and to shape target research group. It is necessary to involve in work of this group alongside with experts in marketing, representatives of developer STP, and experts by the work with the scientific and technical information.

ИСПОЛЬЗОВАНИЕ МЕТОДОЛОГИИ УПРАВЛЕНИЯ ПРОЕКТАМИ В ФОРСАЙТ-ПРОЕКТАХ

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Обоснована необходимость и возможность применения методологии управления проектами к разработке проектов форсайт-исследований. Форсайт рассмотрен как организационная технология, направленная на разработку видения будущего, обеспечивающая диалоговое обучение экономических агентов на основе взаимодействия. Также форсайт-исследование рассмотрено как инновационный проект, определены признаки форсайт-проекта. Изучен опыт 12-ти европейских региональных форсайт-проектов, выделены проблемы их проведения, среди которых общими являются: управление проектом форсайта, обеспечивающее необходимое взаимодействие участников, их мотивирование, разрешение конфликтов, а также проблема оценивания результативности форсайта. Предлагается использовать методологию управления проектами для повышения результативности и оценивания. Анализируются элементы методологии управления проектами, применимые к проекту форсайта. Разработана методика оценивания форсайта. Предложена схематическая и математическая модель оценивания форсайта. Предлагается методика проведения оценивания применительно к проекту регионального форсайта. Основные элементы оценивания форсайта: оценка технологии форсайта, оценка управления проектом форсайта, оценка результатов форсайта, оценка влияния форсайта. Предлагаемая методика применяна для оценивания Пилотного проекта Иркутского регионального форсайта.

USING THE METHODOLOGY OF PROJECT MANAGEMENT IN FORESIGHT PROJECTS

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The necessity and possibility of application of methodology of project management for the development of projects foresight is studied. Foresight considered as organizational technology, which aims to develop a vision of the future, providing mutual learning agents on the basis of interaction. Also foresight research considered as innovative project, defined the characteristics of foresight project. We studied the experience of the 12 European regional foresight projects, emphasized the problems of their conduct/ There are common among which: project management Foresight, provides the necessary interaction of the participants, their motivation, conflict resolution, and problem of evaluation of the effectiveness of foresight. We proposed to use the project management methodology for effectiveness and assessment. The elements of the project management methodology applicable to the project foresight are analyzed. The methodology of evaluation of foresight is developed. Conceptual and mathematical models of estimation of foresight are proposed. A methodology of assessment proposes in relation to the draft regional foresight. The main elements of the evaluation report: assessment of the technology foresight, evaluation of foresight project management, evaluation of the results of the foresight, assessment of the impact of foresight. The proposed method was applied for the evaluation of the Pilot project of the Irkutsk regional foresight.