• ускоренное развитие и творческая эволюция интернет-индустрии при поддержке правительства;

• быстрое развитие рынка, появление новых продуктов и услуг без ухудшения условий работы существующих предприятий, которые максимально рискуют, быстро тестируя новые идеи и находя рынок для инноваций;

• наличие множества потенциальных рынков в КНР вследствие того, что страна нуждается в более простых и дешевых продуктах, чем развитые страны — китайские компании хорошо знают потребности местного рынка, поэтому национальные предприятия могут путем ряда предоставленных продуктов и услуг успешно решать так называемую проблему — good enough for China [1];

• активность и инициативность китайского правительства в разработке и реализации крупных проектов (строительство высокоскоростных железных дорог или новых аэропортов) создает много возможностей для инноваций.

Эти факторы способствуют быстрой эволюции китайского рынка и повышают способность компаний находить и использовать новые возможности.

Источник

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INNOVATION EXTENSION BASED ON PROBLEM-ORIENTED HUMAN RESOURCE DEVELOPMENT

Innovation is the engine of progress in any sphere of human activity. Innovative development is an important factor in increasing the level of competitiveness of the country's national economy, its territorial units and business entities. Intensive development of international cooperation in the context of integration puts forward demands for state stimulation of innovative development in all spheres of the economy and creation of conditions for conducting innovation activity. An important role in this process is assigned to human resources, which on the one hand provide legislative and organizational mechanisms for stimulating innovation at the national and regional levels, and on the other hand, ensure the development and implementation of new ideas and technologies.

To ensure sustainable development of the economy and stimulate the effective use of energy resources, a set of government regulation measures is used in world practice. Innovative development includes a number of factors that affect the innovation process and the effectiveness of innovation, the most important of which is the human factor. The human factor's influence on innovative development in the energy sector has a three-level system (Fig. 3), based on a problem-oriented approach to human resource management. This approach involves choosing methods and tools for human resource management that are most adaptive, flexible and timely in addressing specific problems at the methodological and practical levels.

Macro-level. For the implementation of regulatory, legal, financial, institutional and other support for innovative development, there is a need for such human resources who:

have the competence to develop mechanisms for stimulating innovative development in the country; can justify the expediency of using tools to stimulate innovation; is able to coordinate the cooperation of science, government, education and business to achieve the goal. To reach this goal, it is necessary to conduct training and professional development of state employees, twinning and exchange of experience in organizing state support in the field of energy efficiency and renewable energy, internships abroad, participation in international programs, grants, etc.

Meso-level. The human factor manifests duality. On the one hand, at the regional level innovative development is influenced by the qualifications and competencies of the regional authorities personnel who take a part in the development of regional innovation development programs, the mechanisms for the operation of innovative clusters, technology parks, etc., coordination of interaction between science, educational institutions and business in the preparation and search specialists in the field of development and implementation of innovations at enterprises. On the other hand, the availability of intellectual and scientific potential in the region determines the directions of innovative development.

Micro-level. From the side of state support for innovations in energy, it is necessary to implement a policy of direct financing and tax incentives for entrepreneurs who through innovation create new job opportunities and attract highly qualified specialists in the field of innovation. For example, the experience of the Netherlands in tax incentives for innovation is to provide a 50 % exemption from the payment of social contributions to personnel employed in R&D. In the world practice, reduced rates of the single tax and profit tax are applied when using the technology of outsourcing. From the entrepreneur's side, it is important to interact with the authorities, science, education in the implementation of innovative activities; development of managerial innovations in the field of human resource management.

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IMPROVING THE MANAGEMENT MECHANISM BASED ON A BALANCED SCORECARD SYSTEM

World experience shows that in many countries, manufacturing enterprises are among the main sectors that set the pace of the quality of life of the population and the development of the economy. The Russian economy only confirms these words. The economic reforms that have been carried out in Russia over the past fifteen to twenty years have had a rather strong influence on the basic bases for the functioning of the country's economy. Changes in the economy have led to the need to improve the strategy aimed at the existence of firms in the conditions of the most severe economic crisis, to develop and implement a new strategy aimed at achieving the goals of organizations in the new economic reality. Many researchers and practitioners believe that a well-designed strategy is essential for the survival and sustainability of the company.

One of the effective management methods is considered a balanced scorecard (from the English BSC — Balanced Score Card), which is considered as a systematic method that allows an organization to implement its strategy and bring it to a qualitatively better state, as evidenced by such circumstances as: in the execution of the company's development strategy, the strategic goals can be coordinated with operational intervention; in addition to financial, non-financial indicators are also used, which is required for a more accurate assessment of modern companies; quick response to incorrect transformations in business processes.