
Innovative Management of Urban Passenger Transport Activities Specific Aspects

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Abstract: The innovative potential of the trucking company is important for achieving innovative goals. Innovative potential is the essence of the enterprise. Competitiveness of the system can be ensured through the application of innovative management in the urban passenger transport system, modernization of all production systems to meet its internal and external needs, increase service efficiency, effective use of scientific, scientific-technical, intellectual and economic potential.

Key words: Innovation, motor transport, innovation, management, development, economy, enterprise, capacity, modernization, efficiency.

The current stage of development necessitates the implementation of new approaches to the management of economic processes, effective management policy at the macro and micro levels, as well as the introduction of modern mechanisms in the economy. Therefore, today in the economic policy of the country "priority is given to the accelerated modernization and technical re-equipment of existing enterprises, the organization of new and modern productions based on high innovative technologies" [1].

Road transport is one of the most capital-intensive sectors of the economy, and such companies are unable to develop and implement a serious management strategy without government support. In addition, the physical and mental obsolescence of vehicles, the lack of financial resources for their modernization have limited the ability of some financially stable transport enterprises in a free economy and competition to improve the quality of transport and use advanced management approaches. Therefore, taking into account the needs of the economy and the population in transportation, the development of road transport, the provision of favorable conditions for the development of market relations and a competitive environment in the market of transport services is a requirement of today. The purpose of the institutional and legal reforms in the field of road transport in recent years is to improve the performance of road transport services based on innovation, to attract passengers to the sector through the use of various innovative ideas and projects.

Innovative management in road transport is a set of innovative processes, innovative activities, innovative technologies, innovative methods, organizational structures engaged in this activity and the principles, methods and forms of innovative management of their employees.

The innovative potential of the trucking company is important for achieving innovative goals. Innovative potential is the lifeblood of a trucking company, its essence. In assessing the innovative potential of state-owned transport enterprises of various forms of ownership, it is necessary to clearly define the following:

- Incentives to encourage the company to take a risky path to innovation;
- Implementation of innovations for transport enterprises.

Typically, the incentive for road transport enterprises to innovate is associated with their desire to increase the amount of profit they receive based on the provision of quality, competitive and new types of services or the use of more efficient and modified technologies.

The innovative potential of the trucking company is its level of readiness for development and the availability of sufficient resources. These resources include:

- production potential (level of introduction of new technologies and development opportunities);
- staff potential (availability of staff capable of creating or introducing innovations, staff capacity, etc.);
- investment potential (financial opportunities to attract or improve technologies or introduce new ones).

The formation, development and acceleration of innovation processes in the automotive industry are influenced by:

1. Level of knowledge. The level of knowledge can be global, state-wide, or enterprise-wide.

In turn, the level of knowledge consists of three components:

- general knowledge (ie, the experience of the enterprise, the results of fundamental research, etc.) created around the world;
- special knowledge (results of research - patents, know-how, methods);
- Scientific and technical base of the enterprise for innovation (availability of specialists, their level of maturity, etc.).

The amount and interrelationship of these three components allows us to assess the innovative potential of the enterprise.

2. Financial opportunities include the ability to finance innovation projects and the development of a financing system.

3. Innovative management. It is the management system, structure and managers who support innovation and organize activities.

4. In order to effectively use the potential of qualified personnel in enterprises in the introduction of innovations in production and management of innovative activities, activities should be planned and implemented on the basis of targeted programs.

In the management of innovative activities, in order to effectively use the potential of innovative personnel in enterprises (personnel, the main part of which is a qualified staff that is part of the management system), activities should be planned and implemented on the basis of targeted programs. In particular:

- Selection and selection of participants for innovative activities, ie the formation of an environmentally friendly innovation team;
- Authorization of the innovative team (responsibility, assignment of duties and responsibilities within the law);
- Forecasting of innovation activity;
- Design of innovative processes in accordance with the principles of strategic management;
- Moving resources towards innovative goals.

Expansion of services and innovative management in the automotive industry requires the efficient use of existing resources, as well as a number of tasks for the innovative activities of enterprises and thus innovation management:

- identification and use of internal capabilities of enterprises;

- increase their engineering potential;
- pay special attention to technological rearmament;
- formation of the spirit of constant change;
- creation and development of a creative environment at the enterprise.

Management of innovation processes is as follows for the enterprise manager sets requirements:

- good knowledge of the prospects and current problems of the enterprise;
- have a deep, solid knowledge of the enterprise;
- have certain creative abilities;
- a sense of responsibility for promising activities and the allocation of time and resources;
- creating an environment of creativity and readiness for change.

So, the most important factor in ensuring the success of innovation activities in the enterprise is the human factor, that is, the manager of the enterprise. The main business model of management that ensures the innovative growth of the enterprise can be represented by the following figure.

It is necessary to apply the innovative movement in various organizational structures, while performing the tasks of organizing creative teams through innovative management of road transport, search and dissemination of innovations, the formation of a portfolio of orders for research and development.

The competitive advantage of the system can be increased through the application of innovative management in the urban passenger transport system, modernization of all production systems to meet its internal and external needs, increase service efficiency, effective use of scientific, technical, intellectual and economic potential.

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