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RATIONALIZATION OF THE RESOURCES USE IN AN INDUSTRIAL ENTERPRISE BY MEANS OF INNOVATIONS

In the article the different aspects of enterprises resources use are investigated for the purpose of rationalization of the use of resources by means of innovative activity. Directions to solve a problem of rationalization of resources use are offered by means of innovative approaches, and also some backlogs of such decisions for the separate types of resources.

Rationality of resources use forms at microlevel and surely depends on the perfection of technological, organisational-technical and management processes among all way of resources consumption, from rate setting, which means establishing an optimal expenses rate of resource per one standard unit (product, operation, etc.), to the materials recovery. In modern conditions, market participant development depends more and more on the use of innovation as a way of rationalization of enterprise resources use. In this connection the problem of invocation of innovation activity is oftener connected with the problem of rational resources use.

A lot of scientific works are devoted to the problem of rational resources use. In particular, the directions of rational-

ization of the resources use by means of innovations are presented in papers of O.O. Morozov, who consider resource-saving as regular results of new technologies innovation, I.I. Tarasova, who consider rationalization of resources use by means of technological and non-technological innovations, and M.Y. Tymoshenko and other scientists.

In the current condition, innovative activity is the most productive way to rationalize the production resources use, and in many cases – the only way. Today this approach to rationalization needs further scientific and methodological support

The main aim of the paper is to analyze different aspects of enterprise resources use in order to rationalize the resources use owing to innovation activity.

An innovative way of development forms real prospect to rationalize resources use of enterprise in current conditions. There are necessary prompt reorientation on new technologies and renewal of the enterprise basic assets to provide competitiveness of the native products in the market.