

мети. Закінчити свій роздум хочу, на мій погляд дуже влучним висловом. «Щоб керувати собою, використовуйте голову. Для управління іншими використовуйте серце », Елеонора Рузвельт, экс-перша леді США.

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### **INNOVATIONS IN THE 21<sup>st</sup> CENTURY**

Since the 21<sup>st</sup> century, the development of science has greatly accelerated. There are more and more innovations that can be used or interacted in different areas of life. Some discoveries lead to others. There are a lot of projects in which many people around the world participate. These people patent their inventions as an introduction to something new. And there are other people who believe in such ideas and have the opportunity to contribute to it.

The wave of innovation did not pass by Ukraine either. One young Ukrainian has made a stunning discovery. His name is Valentin Frechka. Now he is a student of biotechnology at T. Shevchenko Kyiv University. Aged 17, the Ukrainian student showed the world how to make paper from dry fallen leaves instead of using wood. The first laboratory was the kitchen of his home in the village of Sokyrnitsa in Transcarpathia. There was an oven that Valentin used instead of a dryer in his experiments. For three years, Frechka, who is on the Forbes “30 under 30” list, brought the technology to perfection and learned how to produce tons of paper. In May 2021, the Re-Leaf brand launched sales - 1.5 tons of bags from its paper scattered in two weeks. Potential customers are lining up, and raw materials are lying underfoot. There are a lot of other successful examples of using innovations in management activities in the 21st century.

In modern economy, two main types of innovations are considered: technological and managerial. Both types are aimed at achieving the goal – increasing the profits of the enterprise. The experience of companies shows that changes in management approaches have both advantages and disadvantages.

Innovations in the management of organizations. The essence lies in the fact that an increase in the profits of the enterprise leads to an increase in wages. This, in turn, stimulates demand and the growth of the needs of the workers themselves. Such an increase in demand causes requests for more technologically advanced products, and this forces manufacturers to keep track of the emerging innovations in technology and management.

Innovations in anti-crisis management. In the event of a crisis situation, the introduction of technological and managerial developments is considered effective. A special place is occupied by allocation innovations. It involves a competent redistribution of all types of resources that are available to the enterprise at the time of the start of anti-crisis management. It proposes to consider this situation with the help of a scientific approach and apply proven methods of assessment. For example,

solve an optimization problem using linear programming methods. Such optimization methods do not bring quick additional profit. It serves as a necessary condition for stopping crisis phenomena, preparing conditions for further implementation of innovative activities.

Innovations in state and municipal management. Innovations in the field of management of the state and municipal apparatus are considered as the choice of the most promising approaches in all areas of activity to achieve the best results. They are considered as a departure from the established norms and stereotypes that have developed in solving the tasks assigned to the political system. Therefore, the introduction of innovations in this area requires complex preparatory work among managers at all levels of state and municipal government. The use of innovative technologies will make it possible to achieve the optimal solution to the problems of state and municipal administration. One of the ways to accelerate innovation processes is to improve the “Electronic Government” system. It allows effective solution of many problems of management at various levels of government.

Innovations in process control. The existing multiplier effects force modern manufacturers to constantly look for new approaches to management in the field of development and improvement of technical progress. As a result, innovations lead to an increase in labor productivity, and consequently, to an increase in the well-being of workers. In turn, this causes an increase in requirements and requests for new technologies, which entails a new round of technology development. The whole process requires constant innovation in technological progress management.

Therefore, due to many discoveries in the future, a progressive future awaits us in science, work and other areas of life. Innovation makes our life easier and that is why it's more relevant now than ever.

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