

THE MAIN PARTICIPANTS OF IMPLEMENTATION OF RESPONSIBLE INNOVATIONS AT THE ENTERPRISE

Today, in the conditions of rapid changes in technology and growing consumer demands for responsible behavior of enterprises, the importance of implementing responsible innovations is increasing. Understanding the main participants who have an interest in their implementation at the enterprise will allow to develop an effective strategy and ensure the successful implementation of responsible innovations at the enterprise.

Let's examine in more detail the main stakeholders who may be interested in implementing responsible innovations at the enterprise level.

In his work Cozzoni E. et al. [1] note that the main stakeholders should be: companies; suppliers; clients; research institutions; other agents (funding organisations, regulators and standards organisations).

If we talk about the research of Dryer M. et al. [2], attention is paid to four main stakeholders: government, academia and research community, business and corporate sector, society/citizens.

Khan S.Z. etc. [3] identify the following stakeholders: customers/customers, employees, environment, suppliers, community, owners/shareholders.

Martinez-Cones I. and others. [4] claim that the main stakeholders are: customers, employees, environment, community.

However, Haj T.B. [5] in his article identifies the following stakeholders: customers, company employees, environment, community.

In our opinion, the following main stakeholders who are interested in introducing responsible innovations into the company's activities should be singled out:

- clients;
- employees and owners of the enterprise;
- society;
- scientific research institutions (NSU);
- government;
- investors.

The analysis of scientific research allows to identify the main interested participants who should be involved in the implementation of responsible innovations at the enterprise. It is important to ensure interaction with these stakeholders, taking into account their interests and needs, in order to achieve mutually beneficial results and successfully implement responsible innovation in the enterprise. The result of the successful implementation of such innovations is an increase in the company's competitiveness, a decrease in its negative impact on the environment, and an increase in consumer trust in the brand. In addition, the introduction of responsible innovations can contribute to increasing the social responsibility of the enterprise and will contribute to the creation of more stable and stable conditions for business development.

References:

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