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Materials of the International Scientific Internet Conference

**MARKETING OF
INNOVATIONS.
INNOVATIONS IN MARKETING**

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The topical issues of marketing of innovations and innovations in marketing, market-oriented management of innovation development, digital marketing, etc. are considered.

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RISK ASSESSMENT OF PROJECTS IN THE PROCESS OF MANAGING INNOVATIVE DEVELOPMENT

In modern conditions, innovation is one of the main factors in the development of the enterprise. Currently, the development and implementation of innovative projects in enterprises is associated with a high degree of uncertainty, which is caused by risk factors of the external and internal environment of the enterprise. Ensuring the effective use of existing risk assessment methods, as well as identifying possible threats will enable companies to increase the efficiency of innovation development management.

The generalization of existing approaches to risk assessment to determine the possibility of their use to assess the risks of innovation has shown that there is no universal method for reliable quantitative assessment of the risk of innovation at all stages of the life cycle of the innovation project [1].

he use of a methodological approach to the assessment of the overall risk of innovation, which consists in the following sequence of actions [2]:

1) determination of the main risk factors of the external and internal environment of the enterprise;

2) use of the method of analysis of hierarchies for the purpose of pairwise comparison of degree of influence of each risk factor at each stage of a life cycle of the innovative project which is inherent in it;

3) calculation of the coefficient of agreement of experts' opinions;

4) calculation of the total weights of each external risk factor, internal environment of the enterprise and groups of risk factors depending on the stage of the life cycle of the innovation project;

5) obtaining equations to calculate the impact of risk factors at each stage of the life cycle of an innovation project;

6) identification of the most risk-generating factors depending on the stage of the life cycle of the innovation project to provide recommendations to enterprises to develop optimal ways of risk management;

7) survey of enterprise experts in order to calculate the impact of each risk factor at the appropriate stage of the life cycle of the innovation project;

9) calculation of risk, in order to compare each of the considered innovative projects of the enterprise, as well as assigning risk to one of the five areas of risk: risk-free area, minimum risk area, high risk area, critical risk area and unacceptable risk area [3].

Thus, the proposed methodological approach allows to identify the most risk-generating factors at each stage of the life cycle of an innovative project. Its use will allow you to pay attention to those factors that have the greatest impact and have the greatest possible degree of damage. This will allow the company to increase the efficiency of the risk management process to ensure the innovative development of the company.

However, the use of the proposed method requires significant calculations and many surveys. This method should be used by companies that implement many projects in one industry and can influence the riskiest risk factors in order to reduce the overall risk of project failure.

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