

bankruptcy of the enterprise. Sixth, long-term automation of innovation processes. Sometimes digitalization is the only right decision in order to get rid of the need for control and direct participation in some business processes forever. Typically, these decisions give good results as long-term projects and not as part of a one-time and rapid improvement in the business situation. This must be taken into account when deciding on the allocation of funds for the reform of existing processes. The proliferation of technologies across the enterprise means that their benefits are realizing on a large scale, but their indirect impact on building innovation capacity is difficult to assess [4]. The problem is that digital dividends are considered to be such an increase in beneficial effects of a commercial and non-commercial nature that cannot be obtained using conventional technologies. So, the information and analytical department of a trading enterprise is engaged in information activities, but the question of how to isolate for analytical purposes its share in the provision of services to the enterprise as a whole is open. The impact of digital technologies on the innovative potential of an enterprise is shown in Fig. 1.

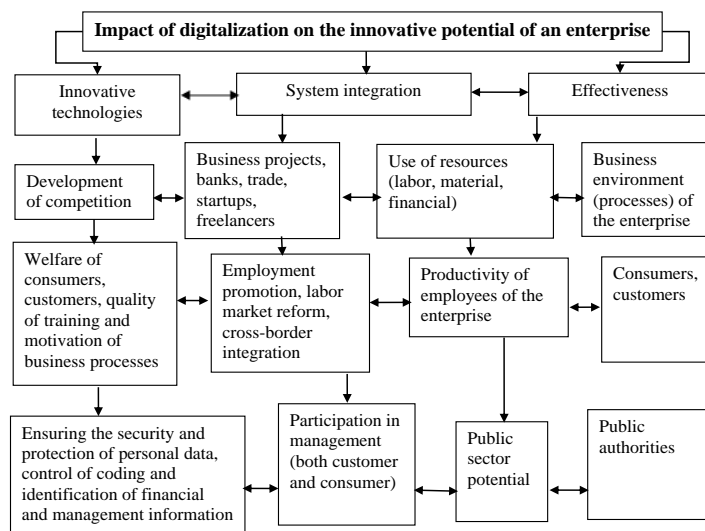


Fig. 1. The impact of digital technologies on the innovative potential of the enterprise

Note: Improved by [5].

The modern level of enterprise digitalization allows organizing mechanisms for collecting, processing and delivering basic and effective information to the place of use with minimal use of labor, material and financial resources to perform these functions. Knowledge of relevant information is a unique competitive advantage of an enterprise; it allows to improve the accuracy of forecasting its activities and to ensure the growth of innovative potential.

Conclusion. The driving force behind digitalization is speed, and anything that keeps it moving negates an enterprise's ability to adapt and expand its business. The innovative activities of enterprises are aimed exclusively at their industry. Customers hope that the relationship the business has formed with them is its most valuable innovation asset. Consumers get used to the fact that it is good to get what they want, and when the desire arises. The challenge for the enterprise is to understand the specifics of consumer behavior and to design products accordingly.

In a world where a strong competitor can begin to expand into all major markets by adding new functionality to the program, Ukrainian enterprises need to be proactive - combining vigilance, innovation and speed.

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DEVELOPMENT OF INNOVATIVE ENTREPRENEURMENT IN MACHINE-BUILDING

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Summary - the article provides a justification for why the creation and release of new types of electric vehicles can be a breakthrough direction of development of domestic engineering.

Keywords: engineering, electric transport, electric car, electric car, competitiveness.

Introduction. Taking into account the world trends [1], it is possible to define several areas of development of domestic engineering [2]. Their choices are influenced by several factors: a high level of skills in the workforce, developed production, educational and scientific infrastructure. Deterrents include: limited financial resources, wear and tear of production equipment, weakness of entrepreneurial initiative. The challenge is to ensure competitiveness in these conditions [3].

The main part. Let's take a closer look at the situation. It will be some time before the dominant displacement of internal combustion engines from transport, as there are a number of technical problems, the key of which is the lack of cheap energy-intensive autonomous sources or electric power storage. As soon as such a source appears, the process of displacing obsolete internal combustion engines will become avalanche-like.

New, most often expensive and unaesthetic [4]. But very quickly improves and becomes not unique, and mass. That's why it's getting cheaper. Of course, we have to keep up with the infrastructure. In operation, the electric car quickly pays off, especially in the city: less noise, emissions. In traffic jams, he does not need to twist the engines, as in the DVS. And traffic jams are common, especially in the mornings and evenings. And with the fashion for a new, the ratio of expensive conventional cars and electric cars will quickly change in the opposite direction.

The price is at \$20,000-\$30,000. It is high enough to achieve mass electric vehicles, which start somewhere between 8 and 10 thousand. A significant share of the cost is dictated by the high cost of power sources. Therefore, the main focus of the national science should be focused on cheaper sources of mobile power, reducing the time of their charging [5].

For the Belarusian industry, the development of electric car production is a very timely and profitable move. It is important that the task is set at the state level, as the task is complex and goes beyond any one agency.

1. Indeed, electric vehicle manufacturers are currently in active research and exploration. Usually science in enterprises (even if we are talking about large corporations) is purely applied, which imposes serious restrictions. The only solution to this problem is the thoughtful coordination of the various ministries. In the domestic version of development, with state coordination and support, new opportunities are opening up.

2. The Republic of Belarus has a number of advanced research centers in the National Academy of Sciences, which can be guided by the task of conducting basic research, for example, the search for energy-intensive energy sources. And it can be not only traditional chemical sources, but sources using other principles. This is already a strategic task, which does not fit into the framework of a single corporation or a narrow-profile laboratory.

3. In addition to the energy source, there is a task to find new principles for the creation of separate vehicle units. For example, an electric drive. In transport with internal combustion engines use one engine, from which the other devices are involved. This leads to the use of a large number of power kinematic elements: carded shafts, bulky gearboxes, differential pairs, friction clutch, which leads to an increase in price, weight gain and inertia, reduced reliability of the vehicle.

4. In electric vehicles it is quite possible to use motor-reductions on each leading wheel, and adjusting the speed of movement, synchronizing the speed of the wheels in the turn, active braking can be provided by electronic control.

5. There can be fundamentally new layout solutions for the design of the car. The existing layout of the sedan is dictated by the large size of the power unit (engine) and power transmission. If you use a separate drive on each wheel, you can make the body shape more streamlined, drop-shaped. The driver can be placed in front, as in buses. In this case, the landing to make higher, more comfortable, with a greater view. It is important that the length of time a person is driving tends to grow, so ergonomic improvements are absolutely necessary.

As with every innovation, the electric vehicle will need a new operating organization. Without this, we will not be able to unlock the full potential of this mode of transport. These are approaches that can significantly smooth out the severity of some problems. The first is a great time charging energy sources. You can use a robotic replacement of these sources at the gas station. It may take no longer to pay for fuel at a regular gas station.

At the same time, other problems of the average owner of the electric car are solved along the way: charging and maintenance of the power source (and it should be qualified), the sources themselves may not be purchased by the owners of the property, and rented (for example, on the pledge of an electric car). This will significantly reduce the cost of the electric car itself, which is still another problem at the moment.

6. Other areas for domestic engineering may be: the development of precision machine-building, as the basis for retooling industry, a set of organizational measures to load the production capacity of large enterprises on the basis of innovative entrepreneurship. For example, expanding the range of consumer goods produced for competitive import substitution. The Ministry of Trade and Antitrust Regulation publishes lists and volumes of the needs of consumer goods that are imported to Belarus due to the lack of their domestic counterparts.

Conclusion. The author has cited only a few aspects that can significantly increase the attractiveness of electric cars to the level of the mass consumer. Other important points will inevitably affect the entire Belarusian economy: new areas of national science (fundamental and applied) will develop, new industries will appear, jobs for specialists and a wide number of skilled workers will be organized, competitive products will be produced, which will be in demand both in domestic and foreign markets.

To achieve this task, the author proposes an organizational plan for the development of electric transport in the Republic of Belarus, which was outlined in the [6]"

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