

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN NATIONAL TECHNICAL UNIVERSITY

FACULTY Marketing, Management, Entrepreneurship
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DEPARTMENT Business administration
(full name of the graduating Department)

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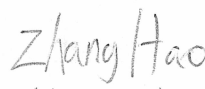
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MASTER'S THESIS

**Managing the innovation potential of organizations in the real sector of the
economy**


Specialty 1-25 80 01 Economy
(code and specialty name)

Master student


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Supervisor
PhD in Economics,
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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 97 pages, 20 figures, 8 tables, 110 sources,
MANAGING THE INNOVATION POTENTIAL OF ORGANIZATIONS IN
THE REAL SECTOR OF THE ECONOMY

The goal of the study is based on the analysis of innovation theory and innovation potential, analyze the innovation potential of Chinese and Belarusian energy companies and put forward relevant suggestions

In order to achieve the above stated goal, the following objectives have been developed:

1. The literature on innovation theory and innovation potential was searched and summarized.
2. Briefly describe and analyze the innovation analysis and energy status of Belarus and China.
3. Model and analyze the innovation potential of energy enterprises in China and Belarus, and draw relevant suggestions

Object of the research: Energy companies in China and Belarus

Subject of the research: Analysis of innovation potential of China and Belarus energy companies

Research methods: Documentary analysis, Questionnaire, Case Analysis Method, Niche suitability evaluation

Realm of the possible practical application: Analysis and calculation of innovation potential of energy companies

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