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**DIAGNOSIS OF FACTORS OF ENTERPRISE INNOVATIVE DEVELOPMENT**

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*The article defines the key internal and external factors of innovation-based development for business. Innovative development of an enterprise depends upon internal and external conditions of business activity, which determine the level, rate and size of changes in the enterprise. The external factors of development are the state, competitors, supplying organizations and consumers. The internal factors of the innovative development determine the innovative ability of an enterprise and its potential output. They are divided into financial, staffing, technical, technological, marketing and management factors. The key factor of innovative development is the financial assurance, which is characterized by financial stability of the enterprise, the level of its profitability and key performance indicators (KPI) of innovation projects. The staff acquisition of innovative development depends on the staff competence, its education, staff innovation consciousness, skills and work experience, work motivation of all staff categories. The technical and technological item of innovative development reflects the capability for an enterprise to modify and redirect quickly its production capacities and to develop the cost-effective production of new products. The marketing resources are responsible for the company image, the existing customer base, the established distribution channels, etc. The management item of innovative development provides the effective functioning and restructuring of the enterprise if the internal and external factors will be changed. The diagnostics of innovative enterprise development is necessary to determine the positive factors, to detect the negative trends early in order to evaluate their possible impact on the efficiency and future competitiveness of the production. The article contains the key indicators and summary endpoints of the innovative enterprise development. The achieved results could become the basis for improving of innovative process system at the enterprise.*