

INNOVATION PERFORMANCE AND INFORMATION REVOLUTION

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Abstract . This thesis innovative activity efficiency in increasing information of the revolution solution doer role analysis He innovates . measurement methods evolution , digital transformation corporate to innovations The impact , as well as the Great data (Big Data) and artificial artificial intelligence (AI) technologies business innovations in development importance seeing It turns out . In the thesis innovation efficiency evaluation entrance , exit and result indicators system discussion will be done and digital transformation through knowledge flow , technical employees , research investments and innovative awareness mediation role Research information revolution under the circumstances innovative processes optimization according to practical recommendations gives .

Annotation. This article analyzes the decisive role of the information revolution in increasing the effectiveness of innovation activities. It examines the evolution of innovation measurement methods, the impact of digital transformation on corporate innovation, and the importance of Big Data and Artificial Intelligence (AI) technologies in advancing business innovation. The article discusses a comprehensive system of input, output, and result indicators for assessing innovation efficiency. It highlights the mediating role of knowledge flows, technical personnel, R&D investment, and innovation awareness through the lens of digital transformation. Finally, the research provides practical recommendations for optimizing innovation processes in the era of the information revolution.

Key words : Innovation , information revolution , digital transformation , big data , artificial intelligence , efficiency , KPI, innovation activity efficiency , research investments , brokerage role .

Keywords: Innovation, digital transformation, Big Data, artificial intelligence (AI), efficiency, innovation activity, R&D (Research and Development), mediating role.

Login . Modern in the economy innovation every how organization competitiveness and stable development main factor is considered . Last ten in years information revolution , especially the digital technologies , Big information and artificial of intellect intense development innovative of activity the essence fundamentally changed . Innovative activity efficiency measurement and assessment issue far from time since researchers attention in the center become came . Initial approaches mainly intellectual the property protection to do aimed at if , then on the day this industry noticeable transformation from the head Innovations efficiency to measure complex approach three main indicators category own inside takes : input , output and result indicators . Login indicators (e.g. budget , talent , ideas) number) spent

resources quantitative in terms of evaluates and potential shortcomings to determine help gives . Exit indicators (new products , revenue , market share , patents) of innovation directly the results measured , its practical impact and value shows . Result indicators and organizational growth , competitive superiority , stability and social impact such as far term strategic benefits evaluates the organization 's general mission with harmony provides . This all three kind of indicators from the combination use strategies adaptation and success determination for solid , continuous assessment process provides .

Latest in years innovations in measurement noticeable changes is being observed , in which intellectual the property protection from doing according to , efficiency , speed and to adaptability attention is being focused on . Since 2015 since overall KPI (key efficiency indicators) acceptance 15 percent to the point increased , patent/IP figures by 7% reduced , real time in mode observation and from 12% to 42 % This is evolution . mainly technology with connected to the cloud based analytics 4 .7 equal more indicators observation opportunity and AI/ML (machine learning) learn (more) more being used , innovation 42 % of their teams KPIs the car study with optimizing , high technological 78% of firms and To AI based prophetic From KPIs Innovations measurement management council at the level priority to the task 79 % of councils have been every in a quarter KPIs seeing exit demand does , and official to systems has companies 2 ,1 equal high innovation ROI (return on investment) return) to are achieving . Information of the revolution innovative activity to the efficiency impact not only theoretical in terms of important , maybe organizations and state policy deep for practical importance has . Analysis results this shows that the digital transformation , Big information and artificial intellect innovative of processes inseparable to the part These technologies innovations measurement , management and encouragement methods fundamentally is changing . To the information based innovation culture Formation : Intuition based from decisions give up past , information analysis and prophetic to analytics dependent culture develop This is also necessary for employees information with work skills also requires an increase Creates complex KPI systems current To : Only exit indicators not , maybe entrance , exit and result indicators own inside received wide comprehensive KPI system application innovation process all stages assessment opportunity gives .

Conclusion as in other words , this thesis innovative activity efficiency in increasing information of the revolution solution doer role surrounding analysis did . Research this shows that innovations measurement methods traditional real time from approaches in mode , to the data based and strategic goals with to harmonized KPI systems past . Digital transformation knowledge flow , technical employees , research investments and innovative awareness such as mediation mechanisms through corporate innovations noticeable at the level encourages . Also , the Big information and artificial intellect business innovations to move bringer main factors to the data based decisions acceptance to do , operations automation and products and services improve opportunity Innovation efficiency in measurement entrance , exit and result indicators complex system necessary .

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