In this article it is said about the sense of the Innovative Entrepreneurship and its influence on
the concurrence ensuring in the economy of Russia. The actuality of this theme is related to the fact
of the realization of the innovation maneuver in the
developing of the innovative economic for the
country, they are the most important strategic aims
for the closest years in this country.
The analysis of the tendency of the world mar-
et developing of the XXth and the first decade of
the XXIth century was exposed the main particu-
arity: the market developing is in the persistent
increasing of the changing, the instability and the
unpredictability.
Nowadays the world markets system integra-
tion and the regional economies, and also the all of
the sphere of the humanitarian activity take place;
as a result the rapid economic up growth, the speed-
ing-up of the modern technologies and the manage-
ment methods are seen to.
The main clause of the way out from the Rus-
sian economic stagnancy and the precondition for
the stable, competitive and social-orientated to
developing of the national economy is the cardinal
increasing of the scientific and the innovative activ-
ity. Today the problem of the concurrence increas-
ing and the innovative economy developing are the
most important and strategic ones for this country.
The place and the role of Russia in the world econ-
y and in the policy will depend on the resolving
of all of these problems.
It has said about the importance of the construc-
tion of the innovative economy for more than one
year. The necessity of the Russian economy tran-
sition to the innovative development is recognized
among the intellectual and power elite.
The perspective of being of the primary prod-
ucts appendage for the world economy is not so im-
pressive one. Unfortunately, the petrol and the gas
are the key articles for the Russian export given to
the main currency inflow and to the budget taxes.
To make the Russian enterprises high competi-
tive to the foreigners’ ones and to the modern real-
ity, it is necessary to make the competitive produc-
tion and the high quality of the outputting with the
low production costs.
The factor of innovative developing is capa-
bale to raise the Russian enterprise competitiveness
which is included the interrelated making of the sci-
entific and technical, industrial, financial and social
activity in the terms of the new institutional envi-
ronment.
The most important for the Russian enterprises
are not in the choice of the different directions for
the innovative developing, but in the understanding
of the concept and the methodical approaches to the
construction of the valuation influence for the in-
novative development on the firm competitiveness
at the aim of the effective innovative policy. De-
spite of the enterprise state, its market part and size,
and also the organizational and law state, etc., any
implanted innovation goes to the profit rising due
to the production optimization and the management
system.
So, the intensification of the innovative activity
of the entrepreneurship becomes the factor of form-
ing of the competitiveness of the different branches
and enterprises, its development and the forcing at
the modern and important step in the market, social
and economical relationships in Russia.
The innovativeness means the company capac-
ity to assimilate the technical innovations related to
the technical and technological renovation in the
production and also to the social innovations. It is
worth mentioning that the business is growing at
the defined terms from the entrepreneurship, so,
the entrepreneurship activity is the primary step of
the development of any enterprise, the organization
and the company.
A lot of enterprises in the constant developing
and establishing process develop uninterruptedly
the concurrence capacity. The business enterprises
for its surviving follow the market instructions:
to comply with the consumer needs more qualifi-
catively and to the better price for them. This de-
mand presents the aim of the market subjects to
obtain the consumer attention and to make them
buy these goods.
The creation and the implementation, a wide
new product and service spreading, the technologi-
cal process becomes the key factor of the produc-
tion volume, the employment, the investment, and
of the foreign trade turnover. Here is the most im-
portant reserve of the product quality improvement,
the economy of the labor and material costs, the
growth of the working efficiency, the improvement
of the production organization and the raising of its
efficiency.
Finally, all of these ones are predetermined the
enterprise’s competitiveness and their production
putting on the internal and external markets, the im-
provement of the social and economical situation in
the country.
To maintain its competitiveness the enterprise
needs the innovations. It is impossible to withstand the
forces changed the terms and activated the actions of
the concurrence without the innovative activity.
The meaning of the innovations is growing more and more with the economical development of the modern society and they are as a struggle instrument of the enterprise's concurrence at all hierarchy levels, e.g. from the separate structural units till the regions and countries, in whole.

So, at the conditions of the modern concurrence, the shortening of the life cycle of the goods and services, the developing of the new different technologies, one of the principal conditions of the concurrent strategic perspective forming of the entrepreneurship structure become more and more its innovative activity.

Lately, the developed organizational and law base for the entrepreneurship performs constantly. Besides, the government realizes the supplementary support measures of the entrepreneurship and the citizens' innovative activity via the forming of the federal target programs.

So, surely, we can say that the modern system entrepreneurship crises will overcome due to the role and the active life position of the entrepreneurs in it.

References