

## **THE INFLUENCE OF NATIONAL CULTURE ON INNOVATIVE ACTIVITY OF ENTERPRISES**

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Culture is the central theme of the study of the behavior of organizations. It affects both business activity and the efficiency of doing business. The purpose of this study is to study the impact of culture on the innovative activities of enterprises. There are significant differences regarding both innovation and innovation in European countries. One of the main aspects of effective innovation is the cultural aspect.

The tradition includes a system of norms, customs and worldviews, which make up the most significant part of the cultural experience of the development of society. It also acts as an intermediary between modernity and the past, the mechanism for the storage and transmission of patterns, techniques and skills of activity (technologies), which inevitably enter into the real life of people and do not require any particular justification and recognition, except for reference to their rootedness in culture .

The national innovation system is a complex of institutions of legal, financial, organizational and social character, providing innovative processes and having strong national roots, traditions, political and cultural peculiarities. The innovation system is formed under the influence of many factors that are objective for a given country, including its size, the availability of natural and manpower resources, the peculiarities of the historical development of state institutions and forms of entrepreneurial activity.

The competitiveness of the enterprise can provide only the innovations that are necessary, which will take into account the national culture of the state.

The significance of national culture for the development of enterprise innovation:

- The organization of the scientific sphere (including its factory sector) that produces innovations capable of commercialization, which has a certain market potential, must clearly understand, take into account and respect cultural values that help to recognize products and demonstrate attitudes towards and values of cultural values in the masses;

- market research and innovation development are impossible without taking into account the peculiarities of the national culture;

- the peculiarities of national culture make it possible to develop new markets on the territory of other states, to develop their own business, focusing precisely on national traditions

- development of innovative technologies taking into account peculiarities of perception by buyers taking into account peculiarities of national traditions and cultural values.