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## **INCREASING THE LEVEL OF COMPETITIVENESS OF ENTERPRISES ON THE BASIS OF IMPLEMENTATION OF RESPONSIBLE INNOVATIONS**

Transformation processes in the international market have a significant impact on the activities of enterprises. The priority tasks of enterprises are to develop effective strategies that will help increase their competitiveness. Such measures may be the introduction of responsible innovations, which will help businesses gain significant benefits.

The main provisions concerning responsible innovation have been studied in the works of the following scientists: Hadj [1], Gonzalez-Gemio et al. [2], Valkenburg et al. [3], and others. However, it is clear that the principles of responsible innovation should be explored in more detail.

The principles of responsible innovation highlighted in Stilgoe, Owen et al. [4] are generally accepted and include four main principles: forecasting, reflexivity, inclusion, and discussion as well as response. Dreyer et al. [5, p. 3], in their work accept and agree that these are the principles to which responsible innovation must adhere.

Grounding on this approach, some authors suggest their own classification on the basis of generalization and addition.

Berkowitz [6], for instance, mentions in his work that for the development and implementation of responsible innovation, six principles need to be considered, such as: anticipating future changes and negative external impacts of innovation, resilience to change, reflectivity of the environment, society and change, responsiveness, i.e. the ability to adapt to changing circumstances, the inclusion of stakeholders and accountability to them. This implies that the author complements the classification by Stilgoe, Owen et al. [4] on such principles as sustainability and responsibility, but does not include the principle of discussion.

The official report of the European Commission [7] covers the main principles of RRI: inclusion (also called interaction or community engagement), forecasting (early-stage assessment and development of benefits and risks to make informed choices), reflexivity (reflecting values and beliefs in research and development) and responsiveness (the ability to change procedures, structures and systems to adapt to changing circumstances and new perspectives).

Van de Poel et al. [8] distinguish five basic principles, among which are: foresight, inclusiveness, reflexivity, conformity to values and needs, conformity with new developments.

In their work, Long and Blok [9], grounded on analysis, conclude that it is necessary to distinguish the following principles of responsible innovation: anticipation, inclusion, reflexivity, conformity. It means that in these classifications there are no principles of discussion and response.

Grzawska et al. [10, p. 3] propose the following principles for responsible innovation: inclusion (also called interaction or community engagement), forecasting (early-stage assessment and risk / benefit development in order to make informed choices), reflexivity (reflecting values and beliefs in research and development) and response (ability to change procedures, structures and systems to adapt to changing circumstances and new insights).

Van de Poel et al. [8, p. 12] suggests distinguishing the following principles: anticipation, inclusion, reflexivity, compliance, relevance to values and needs, and compliance with new developments.

Based on the analysis, we believe that the principles of responsible innovation should include the following: materiality, iteration, adaptability, inclusion, responsibility, consistency, the principle of limited accounting resources, the principle of financial relations of terms and more.

The above principles of responsible innovation are not a complete list, but only basic. It is worth noting that for a successful process of development and implementation of responsible innovations in the enterprise it is necessary to rely on a set of principles, not on individual ones. In addition, these principles may be subject to change in the process of developing and implementing responsible innovations, depending on the industry, country, etc.

The proposed principles will promote a clearer understanding of the processes taking place in the enterprise in the implementation of responsible innovations, as well as allow them to increase their competitiveness.

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