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SYNERGETIC BENCHMARKING: A NEW INSTRUMENT FOR INNOVATION MANAGEMENT

The new XXI century saturated with technological innovations, social crises and global shocks, requires an innovative post-neoclassical approach in economic researches. The perception and analysis of the phenomena of economic reality relies on the nonlinear paradigm the synergetics, which has become its quintessence.

Synergetic (Greek synergetikos – joint, cooperative) – area of the scientific research, which's purpose is to detect general regularities in processes of education, stability and destructions of the ordered temporary and spatial structures in difficult nonequilibrium systems of the various nature.

The system and synergy methodology allows to see the world through a qualifiedly different prism as studies of objects as systems, in which such properties as integrity and coherence of constituent elements, openness and active interaction with surrounding with the environment, complexity and hierarchy, development through dialectic unity of chaos and order, a capability to self-organization, availability of instability, non-uniformity, nonlinearity, multiplication of processes occurring are inherent.

Synergetic is the key approach in understanding of mechanisms of intellectual leadership and innovations. It is an important aspect of forming of creative thinking at the present stage. Characteristic of methodology of synergetic is an expansion to various areas of knowledge and «rediscovery of a new» well-known, phenomena.

Camp determines benchmarking as a search of the best work practice which conducts to the highest available performance.

The benchmarking can be considered as the direction of marketing researches. It is directed, mainly, on studying of the best technologies, production processes and methods of production organization and products sale. As a whole the benchmarking is art of detection of that others do better, studying, enhancement and application of their methods. Thus, benchmarking is necessary for effective use of a human capital and intellectual potential in the modern organizations.

Prevalence of linear-extrapolated method of representation in economic science has become more and more inapplicable to conditions of accelerated pace of development, frequent revolutionary shocks in economic systems. Recurrence, waviness, stochasticity, virtuality, ambivalence and other phenomenon in a hyper competitive global economic system don't give in to an explanation the simplified determined methods which were applied until recently.

Michael Porter considers that the benchmarking negatively influences work of entities. In a benchmarking the strategic efficiency which is based on distinction, is substituted by operational approach, based on similarity. The lagging

behind companies try to imitate the ones at front lines. As a result they are unified instead of being allocated from the weight of competitors, after all this benefit of the company of the companies consists in uniqueness and dissimilarity on other companies, whether it be process, a product or service.

To enter the future, it is necessary to reject practically everything that constituted a basis of management of the XX century. The competition of the XXI century is a "nonlinear" innovation against "linear".

The modern benchmarking in effect optimizes system by the found criterion. But the optimum option often witnesses that the existing order of things exhausted the opportunities. Without search of an original innovative solution the system will move towards efficiency loss. Theoretically the benchmarking is unnecessary for those leaders at whom business processes are arranged in the best way. The synergy benchmarking possesses a necessary theoretical basis of the solution of such problems. It is the ³/₄ffektivny tool of knowledge of difficult systems in economy and uses synergy approach, universal mechanisms of self-organization and a phenomenon of superfast development of processes on the basis of nonlinear positive feedback for creation of conditions of intensive explosive high-quality development of systems.

References:

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