

## **Theoretical Aspects of Company Innovation**

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**Keywords:** competitiveness; cyclical; efficiency; innovation; technology; systemic.

**Abstract:** The article discusses the possibility of introducing products with new properties, using a fundamentally new technology, which serves as a good incentive for further development of innovative activities of a company. The key financial indicators of the project can be calculated, proving its economic, commercial and budgetary efficiency and attractiveness for investors. In the course of the study, analytical, regulatory, economic-mathematical, computational-analytical, program-targeted and reporting-statistical methods of analysis were used.