STAGES OF INNOVATION MANAGEMENT FORMATION IN THE SPHERE OF TELECOMMUNICATIONS

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Annotation*. This paper examines the main global trends in innovation management during the digitalization period over the past 100 years. The stages of rise, decline, crisis, development, modern are separated. It is determined that innovations, at each stage of the management structure of telecommunications formation, have become a powerful motivator for the economic growth of companies.*

Key words: innovation management, digitalization, hierarchical structure, knowledge management, digital imaging, investment.

At any stage of the creation of new consumer products and models of technology, unexpected, previously unseen problems may arise, which can lead to delays, waste of resources, failure to achieve planned goals, or even to the closure of an innovative project. Therefore, an innovation manager is required to be able to think strategically, to creatively solve non-standard problems, to find opportunities to mobilize forces and resources in order to prove the innovation process to the end and obtain a positive result. In addition, innovation requires a manager to be able to build a certain infrastructure, without which the innovation process is impossible [1].

In today's world, innovation management has certain developments, achievements and creative solutions. In the field of telecommunications, there are many scientific developments, promising and economic projects that have filled all branches of production. A huge economic breakthrough was made by digitalization, which required effective management, as a result of the emergence of the phenomenon of "innovation of innovations".

Let us consider the stages of formation and establishment of innovation management in the period when all countries began to use mobile phones and smartphones and digital television appeared.

I stage of the rise of "market management mechanisms in the organizational structure" (1920-1980).

In 1996 Andrew Davis stated that from the 1920s to the early 1980s the telephone network was considered a "natural monopoly" in which market mechanisms governed public control of monopoly substitution. Economies of scale served as the rationale for natural monopoly. These are the cost reductions that result from an increase in the size of existing units or networks, producing a single product or service. Such cost benefits derived from invest-