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## CREATIVE AND INNOVATIVE ACTIVITY AS A KEY FACTOR IN ENTERPRISE DEVELOPMENT

**Introduction.** At this stage Ukrainian economy is formed in accordance with an innovative model of development. However, its systemic problem is the inconsistency of the creative potential of the national innovation system with needs of intensive economic development. **Aims and Objectives.** Systematize and clarify theoretical interpretation of the following concepts: "creative activity", "innovative activity", "innovation"; develop theoretical and practical recommendations to enhance and organize creative and innovative activities as a key factor in the development of an enterprises in modern conditions. **Methods.** System analysis, logical and comparative analysis, method of grouping. **Results.** Categorical apparatus of creative and innovative activities of an enterprise has been specified. Interrelated aspects of creative innovative activity have been highlighted. The basic elements in determining each of the selected aspects are two groups of criteria: novelty and value. **Conclusions.** Methods and tools for organizing creative and innovative activities at different levels of regulating innovation activity of the enterprise have been suggested.

**Keywords** creativity, innovation, factors, enterprise management, creative and innovative activity.

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