

Innovations in the Service Sector. The Model of Interaction with Standardization

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key words

innovations, innovations, strategy, classification, services sector, standardization, researches, interaction model

We have considered scientific approaches to the substantiation of the research strategy development in the field of innovation and shown historical stages of scientific vision of innovation development.

In the article, we have presented the results of the innovations classification analysis according to various criteria and have shown the results of innovations research in the service sector. The characteristics of technological and other innovations in the service are characterized, and the importance of innovations in the competition development, as well as the role of standardization are reflected. In the publication, we have examined seventeen standardization methods in the service sector. We offer a model for the interaction of innovation and standardization in the service sector based on a scientific approach to the application of standardization methods at various stages of the innovation process formation.

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