Application of scientometric analysis for the implementation of the patent and innovation strategy

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The purpose of this paper is to study the role of scientometric analysis in the implementation of patent and innovation management strategy of knowledge-intensive enterprise. The application of scientometric analysis is shown in accordance with the structural elements of patent and innovation strategy, namely its implementation in activities to optimize patent portfolio, to patent blocking competitors and to increase the investment attractiveness of the enterprise.

The pattern of interaction of the three spheres of human activity is defined: society, science and industry. The decision-making process is investigated for the development of a scientific direction on high-tech industrial enterprises on the basis of determining the stage of its development, as well as specialized software usage.

Analysis of existing programs and algorithms of Elsevier is made to identify the most promising research direction.

Keywords: *patent and innovation strategy, scientometric analysis, scientific direction, map of science, improvement of investment attractiveness, blocking patent, patent portfolio optimization.*

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