

# **An approach to define structure elements of patent-innovation strategy of a high-tech industrial enterprise**

© P.A. Drogovoz, V.V. Vlasova

Bauman Moscow State Technical University, Moscow, 105005, Russia

*The paper shows the importance of patent-innovation strategy development for enhancing the competitiveness of high-tech industrial enterprises. The structure and key elements of patent-innovation strategy are proposed, basic mechanisms of their implementation are described.*

**Keywords:** *patent-innovation strategy, results of intellectual activities, business knowledge, intellectual property, competitiveness.*

**Drogovoz P.A.** head of the department of Entrepreneurship and Foreign Economic Activities of Bauman Moscow State Technical University, Advanced D.Sc. (Economics), Professor. Author of about 70 publications including 8 monographs in the field of theory and methodology of value-based management, organizational economic analysis and design, civil-military integration, business informatics. e-mail: drogovoz@gmail.com

**Vlasova V.V.** Master program student of the department of Entrepreneurship and Foreign Economic Activities of Bauman Moscow State Technical University. Author of 6 publications in the field of strategies to enhance the competitiveness of enterprises based on innovative approaches. e-mail: vlasova.vita@gmail.com