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Ways of increasing of innovation activity in small entrepreneurship

Scientific problem. Incessant development of economic environment of functioning entities leads them to implementation practices of scientific and technological products and their commercial applications. International experience has proven the importance of small business in the development of national economies of developed countries, which confirms the importance of promoting innovation activity of small enterprises at the state level. The urgency of research in this area is confirmed by a number of problems and obstacles that hinder enterprises from the transition to an innovative type of economic activity, the main of which are: blurred priorities of scientific, technological and innovation development of economy, the lack of an effective system to support innovation implementation, the significant gap between science and production and so on.

Analysis of recent researches and publications. The wide range of articles is dedicated to researches on innovation activity of small entrepreneurship of both domestic, including Z. Varnaliy [1], A. Hal'chyns'kyy, V. Heyets' [2], V. Zyan'ko [3], A. Mokiy, Yu. Polyakova [4], P. Sabluk, O. Shpykulyak, L. Kurylo [5], S. Chernenko [6] and foreign researchers, - H. Belitz [7], L. Bozic [8], L. Lesakova [9], L. Nicolescu [10], D. Smallbone, D. North [11], W. Vanhaverbeke [12] and others. However, there are remained insufficiently studied questions about the definition of ways to improve an innovation activity of small domestic enterprises in terms of highly limited resources and

the need to rise to a new quality level of production.

The object of the article is to study the current state and problems of innovation activity in small entrepreneurship within European integration processes with the definition of priority measures to overcome obstacles for increasing innovation activity in relevant economic subjects.

Statement of the main results of the study. Considering the European integration direction Ukraine should pay attention to the fact that for the purpose of the investment climate, employment and entrepreneurship in the EU, European Council has approved the largest research and innovation program – Horizon 2020. One of its main directions is an active support of small and medium enterprises (SMEs) by providing direct financial support as well as indirect support, to increase their innovative potential. Innovations in SMEs are aimed at building a bridge between the core of program – supporting research, development and innovation – and creation of the supportive ecosystem for innovation and growth of relevant economic subjects [13].

As one of the priorities EU defines an achievement of indicator of science capacity in GDP to 3%, which is increasing in the European region and has amounted to 2.08% according to the latest figures. However, for Ukraine the reserve trend is typical – in 2013 the figure decreased by 0.26 percentage points to the level of 0.77% compared to 2005 [14].

Despite these data, Ukraine has done an unexpectedly big step in the annual ranking of the top 50 most innovative countries in the world according to Bloomberg [15]. Last year, our

country has risen from 49-th to 33-rd place. In addition, by the level of education Ukraine broke into the top five, conceded only to South Korea, Russia, Finland and Israel, and by the number of patents – into the top ten together with the US, Britain and Germany. Meanwhile, Ukraine has unsatisfactory position in science and production. Therefore, formed gap between education and product development on the one hand, and science and production on the other, updates the state regulation in ensuring innovation activity of domestic economic agents.

The system of commercialization of innovation in the domestic entrepreneurship environment is under development, but it has certain preconditions to ensure the effectiveness of innovation processes. It should be noted that at present time there aren't any favorable conditions for innovation entities, this concerns the representatives of small forms particularly. The small entrepreneurship sector, characterized by a required high level of flexibility, should be the main driver of innovation processes in Ukraine. In this aspect, the state should ensure the most effective system of state regulation and support for innovative way of development in enterprises.

Unfortunately, the current regulatory framework – represented by the laws of

Ukraine "On priorities of innovation activity in Ukraine", "On innovation activity", "On special regime for innovation activity of technological parks ", "On scientific and scientific-technical activity", Concept of reforming of state policy in the sphere of innovations etc. – is not able to provide sustained development of innovation business, which is connected with the lack of effective mechanisms to encourage innovation-oriented enterprises and protect the interests of their owners. At the appointed perspective, there should be noted the discrepancy of institutional environment of small entrepreneurship sector needs to ensure effective conditions of business activity through innovation. At present time there is a distinct trend of decline in the share of small innovation active enterprises and number of employees in small forms of farming by 1.5 and 1.7 percentage points respectively (table). However, there is the reverse tendency for medium and large enterprises that along with relatively higher rates of innovation activity demonstrate the dynamics of improving the innovative potential of their own businesses. It should be emphasized that such increase of innovation activity has been achieved mainly through the introduction of technological innovation.

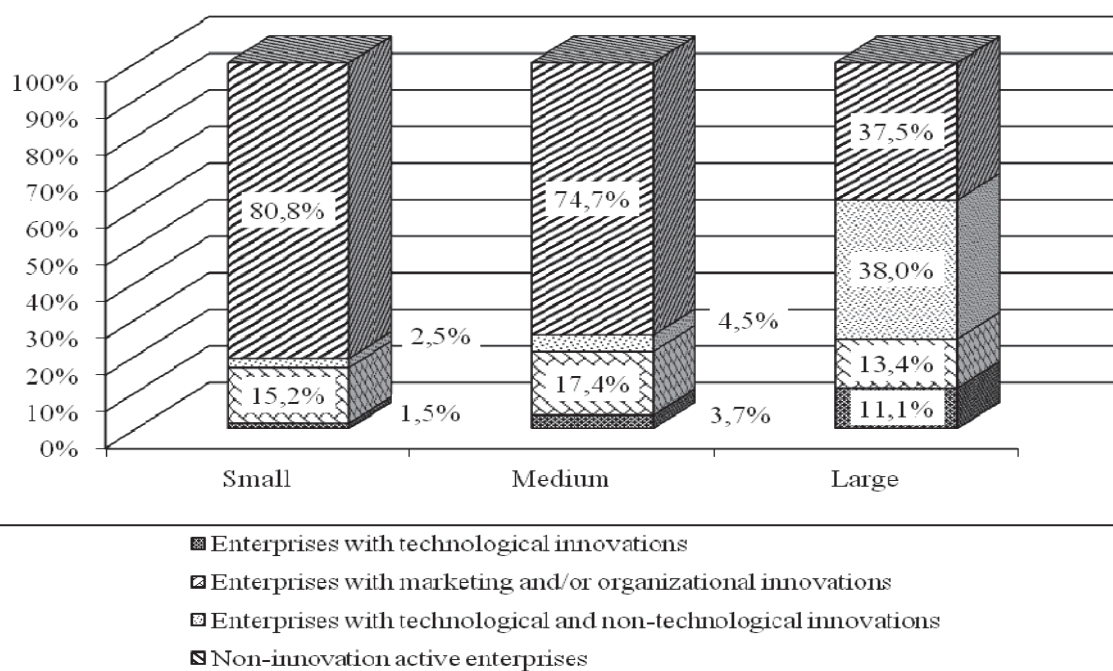
Average number of enterprises and employees by innovation activity in Ukraine, %

Indicator	Enterprises with innovation activity	among them:		Non-innovation active enterprises
		enterprises with technological innovations	enterprises with the only marketing and/or organizational innovations	
2008-2010				
Share of small enterprises	18,4	7,0	11,4	81,6
Share of employees in small enterprises	19,3	7,5	11,8	80,7
Share of medium enterprises	24,1	13,4	10,6	75,9
Share of employees in medium enterprises	25,3	14,8	10,5	74,7
Share of large enterprises	40,9	30,5	10,3	59,1
Share of employees in large enterprises	47,3	40,1	7,2	54,7
2010-2012				
Share of small enterprises	16,9	6,3	10,6	83,1
Share of employees in small enterprises	17,6	6,8	10,8	82,4
Share of medium enterprises	25,0	14,8	10,2	75,0
Share of employees in medium enterprises	26,5	16,2	10,3	73,5
Share of large enterprises	43,4	34,7	8,7	56,6
Share of employees in large enterprises	50,8	43,1	7,7	49,2

Calculations based on the data of State Statistics Service of Ukraine.

The similar situation is in the distribution of sales. Therefore, the share of sales in small innovation active enterprises is less than one-fifth

(Figure). However, for large enterprises the corresponding figure is more than in three times higher.



The distribution of sales by size of enterprises in Ukraine (2012)

Calculations based on the data of State Statistics Service of Ukraine.

According to the determined situation, confirmed by analytical study, we should outline the most important problems that restrain the increasing of innovation activity in entrepreneurship, the main of which are:

- imperfect regulatory environment of innovation activity and implementation of innovative products;
- insufficient state support of innovation activity for small and medium enterprises;
- limited experience and practice of international cooperation in the field of innovation and technology activity;
- limited financial resources to make investments for the implementation of innovation and investment projects;
- undefined mechanism of support of the development of public and private partnership to attract private investments;
- lack of adequate number of specialists with high level of knowledge and technological preparedness in using of innovations;
- undeveloped innovation infrastructure of support in entrepreneurship.

Under these conditions imperfection of institutional support and its inability to form effective

motivational system of innovation must play a leading role in activation of state support of innovation activity in small entrepreneurship as an important tool of distribution processes in technological upgrading.

In the USA the most important strategic socio-economic priority for the long term implementation is scientific and technical policy that provides support for basic research and technology transfer in the production and regulation of property rights on innovations. One of the effective ways to solve this problem is an accelerating of the development of scientific and technical sphere along with using of program-target method [16].

In Germany there are launched a number of programs and mechanisms designed to improve the conditions of R&D and accelerate implementation in practice of innovations. In particular, there are programs of promotion of innovation activity in small and medium enterprises, programs of support of practical innovation research, special programs of support of research and innovation, programs of support of the founding of innovative companies etc. The main purpose of government programs of support of innovation activity is the separation of

risks with companies or organizations that are working on the implementation of innovative products and services [17].

The transition to an innovative model of entrepreneurship in small enterprises, modernization of production, improving of the competitiveness of their production both in domestic and foreign markets, can be realized by implementing the following measures:

- creation of an effective system to stimulate innovation activity in small enterprises based on choosing the optimal innovation strategy with using a wide variety of mechanisms and tools of economic policy [4]. This system should guarantee a gradual process of structural transformations with using the latest technologies in entrepreneurial environment to obtain new competitive advantages;

- optimal combination of government regulatory organizations in innovation sphere aimed primarily on social non-commercial projects and private sector involved in commercial use of innovation and development of mechanisms to enhance cooperation between scientific and educational and entrepreneurial sector in science and innovation;

- ensuring of the development and optimization of innovative infrastructure, innovation institutes (innovation centers, technological parks,

business incubators), science parks, technology transfer centers and industrial clusters [6];

- flexible combination of tax, financial, credit and other measures of promotion of the development of innovative enterprises with a focus on ensuring access to credit resources, which often can have much higher effect than a selective funding on non-repayable basis;

- implementation of European technical standards (sanitary, quality, safety, etc.) to prevent the using of outdated technologies;

- monitoring of innovative processes in small enterprises in order to ensure flexibility of innovative development in entrepreneurial sector.

Conclusions. Process of orientation of businesses with innovative type of development in today's domestic economic environment is constrained by several factors, including the legal framework, the economic situation, investment climate in the country and so on. Increasing of innovation activity in small entrepreneurship requires effective economic, legal and social mechanisms of state regulation; an overcoming of the separation of science from economic practices; an ensuring of necessary system of providing of innovation in the activity of economic agents.

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Аграрна наука в інноваційному розвитку аграрного виробництва

Постановка проблеми. У науково-інноваційній діяльності в сукупності чинників, які охоплюють інноваційний процес “наука – інновації – виробництво”, чільне місце відводиться створенню та впровадженню інновацій, завдяки чому забезпечується висока конкурентоспроможність товарів і послуг на ринках, поліпшуються структура та якість виробництва – з одного боку, з іншого – широке запровадження їх у виробництво забезпечує його зростання та підвищення ефективності. У цьому зв’язку дослідження науково-виробничого процесу, починаючи від пошуку ідеї і до практичного використання, одержання конкретних результатів з оцінкою ефективності окремих циклів, етапів (стадій) має важливе значення у забезпеченні та підвищенні результативності наукових досліджень і поліпшенні їх організації використання у виробництві. Поряд із цим слід зазначити, що створювані інновації не завжди відповідають нормативним та стандартним вимогам у частині забезпечення високої конкурентоспроможнос-

ті й наукоємності, відсутня належна техніко-економічна обґрунтованість, ефективна система трансформації наукових розробок в інноваційну конкурентоспроможну продукцію (незбалансованість на неї попиту і пропозиції), незадовільний стан їх запровадження у виробництво. Потребують удосконалення система обліку, звітності й оцінки інновацій у науково-виробничому процесі, механізм ціноутворення, матеріального стимулювання та ін.

Аналіз останніх досліджень і публікацій. Дослідженнями зазначених питань займається досить широке коло науковців та практиків, які працюють у різних галузях аграрної науки й агропромислового виробництва і охоплюють найрізноманітніші напрями інноваційної діяльності. Вагомий внесок у дослідження проблем інноваційного розвитку в аграрній економіці зроблено такими вченими, як С.А. Володін [2], В.М. Геєць, О.І. Даций, М.В. Зубець [11], М.Ф. Кропивко, О.В. Крисальний, Л.І. Курило [12, 17], Ю.О. Лупенко [13], М.Й. Малік [13], В.Я. Месель-Веселяк, П.М. Музика, В.В. Россоха, П.Т. Саблук [12], В.П. Ситник, С.О. Тивончук, І.Л. Федун, О.Г. Шпикуляк

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