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MANAGEMENT OF INNOVATION POTENTIAL OF THE COUNTRY**L. SELIVERSTOVA¹**¹Kyiv National University of Technologies and Design**Keywords:**

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ABSTRACT

In the article, the system approach to the strategic development of the country in which the state, through direct or indirect participation can effectively implement innovation policy. Formation of the organizational–economic system of innovation systematically invited to consider, namely in terms of subsystems scientific potential, innovative entrepreneurship, innovation and financial infrastructure subsystem.

Statement of a problem. At the present stage of development of the national economy, achieving economic growth and sustainable development requires the use of innovative tools of transformation mechanisms of social and economic development, i.e. innovation. Improving economic competitiveness is an essential component that determines the priority directions of economic development. The need to solve the problems of innovative development is the need to develop an active innovation policy, developing effective mechanisms for its implementation, including organization and management.

Analysis of research and publications. The development and provision of innovative processes in Ukraine paid special attention to such scholars as A. Amosha [1], L. Antoniuk [2], M. Bilyk [3], A. Halchyns'kyi [5], O. Harafonova [6], V. Geyets [7], M. Denisenko [4], V. Savchenko [8], A. Cherep [10] and others.

Unresolved earlier part of the overall problem. Paying tribute to the scientists and experts engaged in research on the promotion of innovative development, many aspects remain controversial because of the complexity of providing innovative processes, including organizational and economic component.

Approach to the extensive economic development causes permanent increase in attention to the search for new factors that accelerate economic dynamics according to the current state of the global economy. Therefore, the introduction of innovative model of economic growth is an objective necessity in Ukraine.

The goal of the study is a systematic approach to the strategic development of the country in which the state, through direct or indirect participation can effectively implement innovation policy.

The main results of the study. Organizational relations are closely interrelated with such concepts as “organization” and “management”. Their content is based on recent internal study of the dynamic characteristics of complex systems and structural hierarchy of divisions, as well as the functional sense of self on different levels. In this connection, the system of organizational relationships highlights the organizational control unit which, with its integrative quality, covers the totality of technological, economic, social and other ties, as well as a system of economic interests.

This makes content of the organization functions in the control system aimed at developing a sustainable relationship of various aspects of facilities management and sales process management (decision-making and their implementation in practice, evaluation of the results, monitoring of the implementation).

Economic relations in management system are presented as an organic set of planning of the economic regulation. While the essential content of the management mechanism, they associate the organization with the final result of the system of governance. In this sense, relationship management is the result of strictly defined ratios of internal and external organizational and economic components. Investigation of mechanisms to ensure internal order, a certain consistency and coherence of the elements to achieve optimal effective behaviors appropriate systems, include targets and effective action. In management, objectives take the form of strategy, program, project, task, plan, providing a proportional and balanced economic growth, distribution and efficient use of resources to achieve the objectives.

Relationships that established between subjects and objects in their activities make the purposeful impact on the innovation processes. The mechanism of such influence is linked to the performance of the content of the analyzed processes or phenomena, as well as specific forms of manifestation. As a category of deep meaning, expressing general and abstract economic processes, mechanism of action contains knowledge, setting development goals, as well as forms and methods of organization and use. However, effective influence determines the specific content of more mechanisms characterizing certain economic processes. As specific categories, these mechanisms characterize the impact of many factors that reflect on different levels, directions and stages of economic development, as well as their goals and objectives, natural or probabilistic in nature that causes a change in relations of system and often the system itself [2].

Multilevel processes of innovation characterize the effect of factors that are in different situations can have both negative and positive effects. The mechanism of influence of various factors on the economy is directly related to the regulatory process [9]. The latter, in turn, is closely related to the most significant parameters of the economic system for the conservation and use of which they exist. On this basis the strategy is formed and identifies ways of economic development. In terms of the operation of socio-economic systems, the various sectors and economic spheres concrete expression of purposes directly affect the nature and content of the various factors together with its functional nature – economic, institutional, social, environmental, political, etc., as well as the specifics of the regulated sectors of the economy[10]. Accordingly, the purpose of controlled objects in the economy may be economic, organizational, social, political and others, which determines the content of regulatory mechanisms. In other words, the objectives, specific, conditions and factors regulated objects economy determine the nature and content of the mechanisms of influence.

With the formation of organizational and economic system of innovation it is necessary to develop a systematic approach, within which to identify and analyze the main subsystem in which the state through direct or indirect participation can effectively implement innovation policy.

Subsystems organizational and economic support innovation countries invited to consider in terms of components, which are shown in Fig. 1.

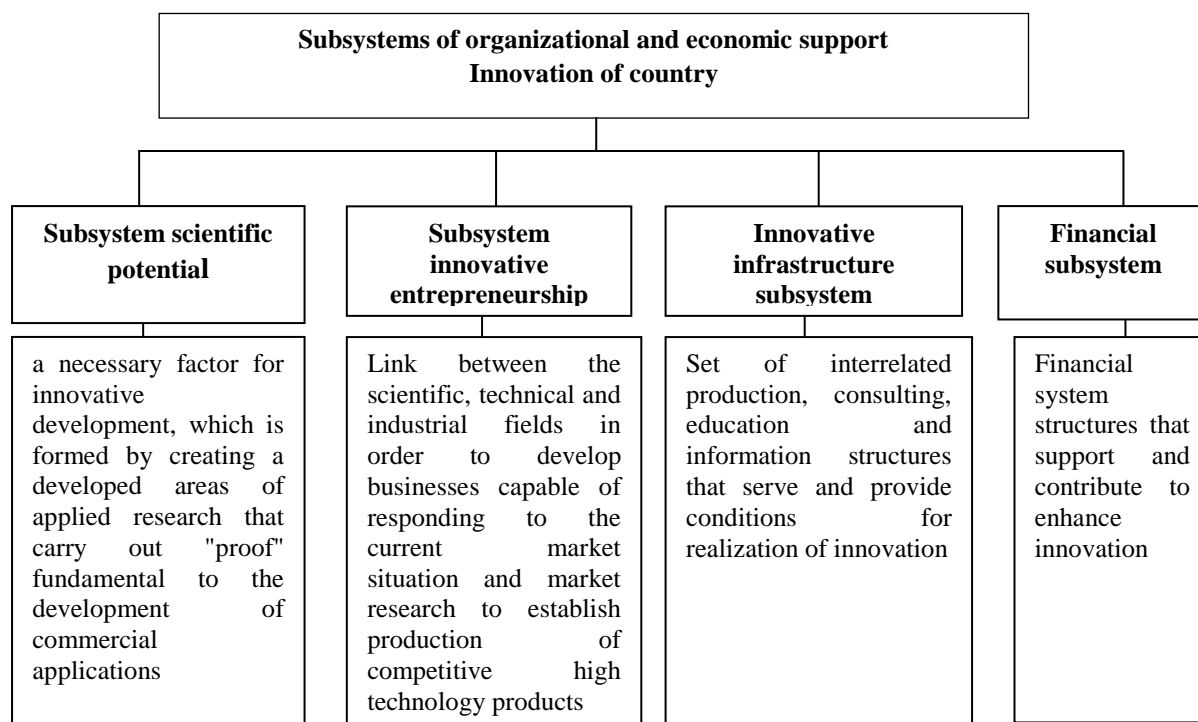


Fig. 1. Subsystems of organizational and economic support of country innovation (compiled by the author)

Innovative development is based on state innovation policy. In turn, the state innovation policy develops measures to improve organizational, financial and regulatory support of innovation and incentive mechanisms. To implement innovative mechanisms of development of the national economy instruments of state regulation should be involved. In such circumstances, the sector of social production can reduce risk, increase resilience and competitiveness, and promote national innovation systems [8].

Performance of some functions by public authorities depends on institutional approach to regulation of industrial innovation, and in turn, provides: state forecasting and planning determined functional approach; state incentives based on formal approach; government regulation, which is realized on the basis of a systematic approach to the regulation of innovation; state control is ensured by institutional approach; state monitoring provides institutional and informational approach; government regulation and coordination is based on institutional approach. Organizational and economic foundations of innovation include solving such problems of innovative development: ensuring extended reproduction of intellectual resources of the country; the development of innovation infrastructure; creating favorable conditions for innovation; staffing innovation process; development of university and scientific sectors of the country that is the most important prerequisite for improving innovation intellectual potential of the state [4].

An important place is given to innovation and infrastructure as a set of different businesses and organizations on the one hand, provide scientific and technical development of the country, on the other – practically implement innovative programs. Infrastructure innovation is a system that can consist of the following subsystems: scientific and innovative subsystem that provides scientific support management processes; investment and financial institutions, including enterprise venture industry; the economic enterprises and organizations; information network; specialized innovation infrastructure (business parks, business incubators, innovation centers, etc.).

When providing innovative development must adhere to the following principles: the principle of long-term goals priority – high uncertainty of the possible results of innovation identifies the need for long term vision of development based on territory and revitalization of existing innovative potential, which requires the development strategy of innovative development of the country; the principle of public participation – the state establishes rules for the operation and interaction of participants in the innovation process through the formation of legal field, as the most valuable are the types of public policies that seek to improve the interaction between the various actors of the innovation process and increase the capacity for innovation, including the introduction of new technologies; the principle of adaptation manifested in the adaptation of innovative development system to changing conditions.

Thus, the phase of depression common market strategy related to profit maximization, changing strategy to minimize losses and reduce uncertainty; In addition, the emergence of new technologies, services and management practices leads to significant changes in the needs of society, social behavior, which in turn leads to the need to adapt the organizational system of the conditions prevailing; the principle of cross–industry interaction – the strongest competitive advantages of the country appear when combining companies of different sectors that mutually promote growth of competitiveness of each other in clusters.

An important distinguishing feature is its innovative cluster orientation, which manifests itself in the rapid development of new types of equipment and production technology, followed by the release of new markets; the principle of efficiency – innovation should be aimed at getting the economic, social, environmental, scientific, technical and other effects.

Awareness of the need for innovation development requires the implementation of organizational and economic measures to stimulate innovation on the basis of a certain level of management. Organizational and economic measures to support innovation development should occur at three levels: national, regional and entrepreneurial.

Conclusions. The study identified four approaches that reveal the essence of organizational and economic support innovation national economy: “Institutional” approach that provides a set of institutions that provide purposeful activity; “Functional” approach, in which defined the scope and type of regulatory functions of the state; “Formal” approach, which is defined as part of the general policy of the state and certain state of socio–economic and socio–political institutions; “Systemic” approach provides a set of measures for the management of functional systems in the innovation sphere.

Found that the system of organizational and economic support of innovation consists of four subsystems: scientific potential, innovative entrepreneurship, innovation and multi finance infrastructure.

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