

FORMATION OF INNOVATIVE POTENTIAL OF AGRICULTURAL ENTERPRISES

Main goal of this article is to study the basic approaches in determining the innovative potential of agricultural enterprises and research of formation of the main sources of innovation potential in the agricultural enterprise. The essence of the concept of innovation activity, based on previous studies of Ukrainian and foreign scientists have been disclosed. Particular attention is paid to the analysis and the importance of innovation activity in the agricultural sector of Ukraine. Investigated and analyzed the main trends of formation of innovative potential in management strategies of agricultural enterprise. New principle of structuring innovative potential of agro-industrial complex was proposed. Established that Ukraine has all the prerequisites for improving the efficiency of agricultural activity by introducing methods of intensification of production, provided a comprehensive and consistent approach to formation of innovative potential.

Keywords: innovative potential, innovative structure, agriculture, AIC, innovative development potential.

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**ФОРМУВАННЯ ІННОВАЦІЙНОГО ПОТЕНЦІАЛУ
СІЛЬСЬКОГОСПОДАРСЬКИХ ПІДПРИЄМСТВ**

Метою цієї статті є вивчення основних підходів у визначенні інноваційного потенціалу сільськогосподарського підприємства, а також дослідженню основних джерел формування інноваційного потенціалу. Розкрита сутність поняття інноваційної діяльності. Особливу увагу приділено вивченню та аналізу важливості інноваційної діяльності в сільськогосподарській галузі України. Запропонований новий принцип структуризації інноваційного потенціалу АПК.

Ключові слова: інноваційний потенціал, інноваційна структура, сільське господарство, АПК, потенціал інноваційного розвитку.

Introduction

Nowadays main prerequisite for the effective development of domestic agricultural groups is strengthening their innovative potential that will promote technical and technological upgrading industry, manufacturing high quality and competitive agricultural production, improvement of efficiency of innovations in the agricultural sector and as a final result, in domestic food security. Thus, the formation of innovative potential of enterprises is an important scientific problem whose solution will provide sustainable development of agriculture.

The study of the essence of innovative potential of agricultural enterprises devoted their scientific work such domestic and foreign scientists: I. Balabanov, I. Blank, V. Halushko, O. Hudzynskyy, S. Hutkevych, M. Demyanenko, A. Ermakov, S. Kvasha, I. Lukin, M. Malik and other. However, some questions about the innovation potential of agrarian formations have not been sufficiently studied.

Ukraine by its natural resource and agricultural potential occupies a leading position in the world. But unfortunately, this potential is used in very inefficient way and agroindustrial complex of Ukraine by the level of development lags far behind the advanced countries and the EU.

One of the main reasons – is low investment attractiveness in the agricultural sector and economy in general. For example according to the State Statistics Service of Ukraine in the last three years, investments in the agricultural sector accounted approximately 864,4 million of dollars USA, that makes only 1,8 % of total direct foreign investment in Ukraine.

Moreover scientific, technical and innovation does not perform properly role of the sources of economic growth due to the lack effective economic incentives that would encourage subjects of economic activity to carry out technological upgrading of their enterprises by active introducing new scientific and technological developments [1].

Under these conditions, the agricultural sector of Ukraine is extremely necessary qualitative change in development strategy based on an innovative basis. In modern scientific literature there is no single approach to the definition of «innovation potential» and its structure.

If we generalize the point of view of scientists that are considering innovation potential as a set of resources, we can distinguish three main approaches to the definition of innovative potential [3, 4, 7]:

1. Resource – according to which it is defined as a set of resources (logistical, financial, labour, information, etc.) required for the implementation of innovation;
2. Effectiveness – that shows innovation potential of the resources with have an ability to make and prepare a large scale effective innovation in key sectors;
3. Diagnostic – that positions innovation potential as willingness of resources for innovative activity.

According to the Law of Ukraine «About innovation activity priorities in Ukraine» innovation potential viewed as set of scientific, technological, financial, economic, industrial, social, cultural and educational opportunities of the country (industry, region, company, etc.) that need for innovative development [2].

In our opinion, views on the interpretation of this category are closely interconnected between each other and it should be treated comprehensively, because any single approach can not characterize all content that concept in definition of innovation. In most sources innovation potential is characterize as the set of preferences, perspectives and changes that can be implemented with the full satisfaction of this innovation.

Analysis of literary sources [3–6] allows to suggest that there are many different approaches to interpretation of definition of the innovative potential. Most of researchers using the resource approach that considers innovation potential as a set of resources required for the implementation of innovation.

Thus, in general form by definition of innovation potential often understand the totality of all existing tangible and intangible assets of the enterprise that used for the implementation of innovation in the enterprise (Fig. 1). In other words, this approach includes all resources that are able to achieve competitive advantage by using innovation.

However, we believe that resource approach does not reflect all the factors that may affect on the innovative potential, because the available resources in the enterprise are only the factors that are necessary for the implementation of innovation.

It should be noted, that one of the most important factor that stop impeding of innovation activity of internal business enterprises is shortage of funds due to the lack of reliable sources of funding.

Also, a serious impediment to implementation of innovation activity in Ukraine is legislative base. A significant disadvantage of legislation Ukraine is the contradiction between the legislative acts and a discrepancy of the economic situation in the country.

Nevertheless, if we consider the innovation potential only as a set of resources, it is quite logical to argue that if more resources are available, that more become this potential. But in the real life large enterprises with significant resources often have much less innovative potential than, for example, a small team of innovators and small venture capital company.

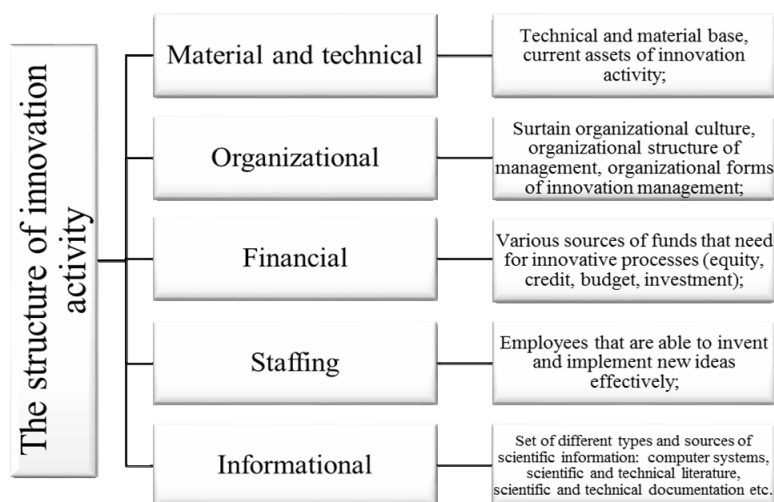


Fig. 1. Structure of resources of innovation activity of agricultural enterprises

Therefore, in our opinion, it is more appropriate to considerate the innovation potential of the company by terms of real opportunities to use resources on practice in combination with other approaches that is the purpose of effective and comprehensive implementation of specific investment projects and then put them into practice.

The main preconditions that determine the priority of importance of innovation and reforming of agriculture and rural territories in the system of national economy of Ukraine is [1, 4, 7]:

Growth of strategic importance of the agricultural sector amid the global economic crisis, which is based on the following:

- In our country in crisis only agriculture provides positive dynamics of production;
- Agriculture - is one of the main economic growth sectors;
- The agricultural sector - strategically important for Ukraine’s independence and viability;
- Increasing potential investment attractiveness of the agricultural sector on the background of declining investment in other sectors;

Also important prerequisite for innovation is a very good natural geographic and climatic condition for agricultural development. Particularly in our country is the best in the world providing agricultural renewable natural and environmental resources (30% of world reserves of black soil are in Ukraine), and very favourable climatic conditions for agriculture.

In the presence of this potential, Ukraine has the opportunity to reach the world’s best indicators of cost and quality of agricultural products. Therefore, conditions of effective use of resource-saving technologies, investment in agriculture can provide significant economic effect.

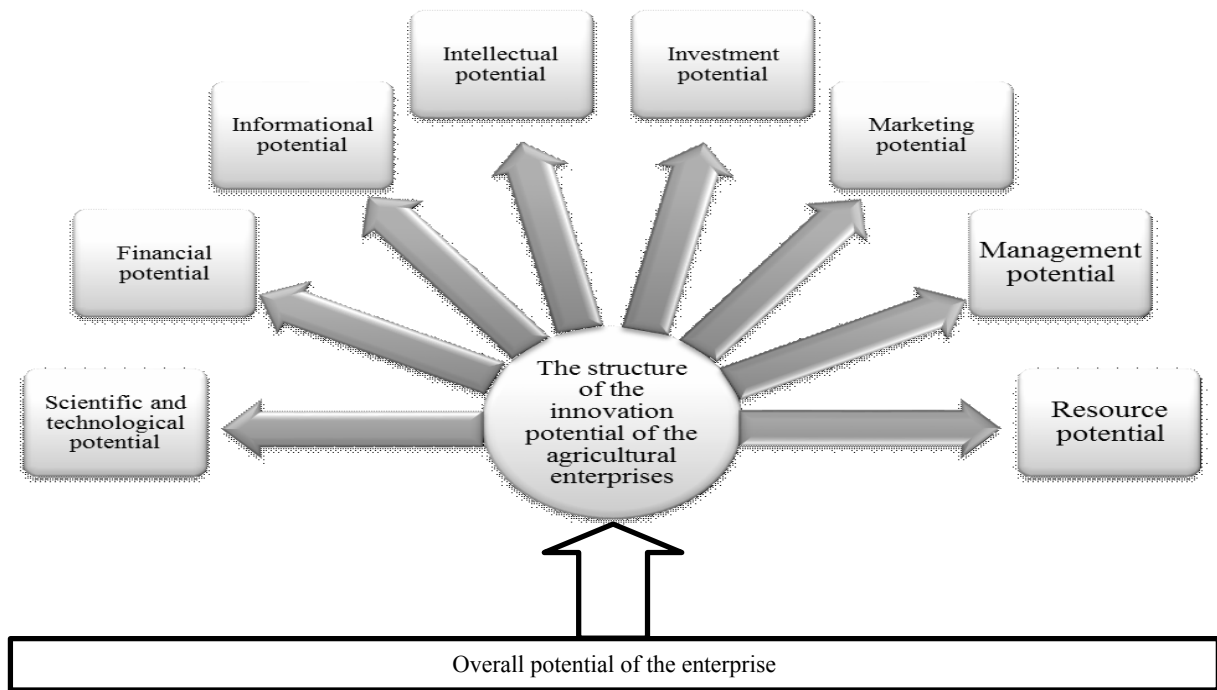


Fig. 2. The structure of the innovation potential of agricultural enterprises

Should be noted, that reveal the essence of innovation potential is only possible by providing its basic structural components, considering the fact that this potential is a component of the overall capacity of the agricultural enterprise with his characteristic basic features, functions and patterns of development (Fig. 2). It was established that all selected structural elements of the innovation potential of the agricultural enterprises should be coordinated.

Summary

Thus, taking into account all the shortcomings, with comprehensive approach to the formation of innovative potential, Ukraine has the opportunity to reach the world's best indicators of cost and quality of agricultural products. When using resource-saving technologies investments in agriculture can provide significant economic effect.

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