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АНАЛІЗ ІННОВАЦІЙНОЇ АКТИВНОСТІ ПІДПРИЄМСТВ УКРАЇНИ

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ANALYSIS OF UKRAINIAN ENTERPRISES' INNOVATIVE ACTIVITY

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АНАЛИЗ ИННОВАЦИОННОЙ АКТИВНОСТИ ПРЕДПРИЯТИЙ УКРАИНЫ

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The formulation of the problem.

In the modern economic conditions the role of innovations as a decisive factor of improving transport companies' efficiency can not be overestimated. The ability of the transport industry's business entities to utilize their existing potential capabilities fully reflects their innovative potential and increases their competitiveness on the market.

The innovative potential is the set of interrelated resources and factors of the enterprise's external and internal environment, which ensures the constant innovation development and growth of business entities' innovative activity.

One of the main areas of transport company's own capabilities improvement is the innovative potential management. The high level of the environment's uncertainty and instability requires a quick and adaptive response from the enterprises, as well as the formation of a flexible system for innovative potential managing to ensure the preservation and improvement of competitive advantages.

The level of transport enterprises' innovative potential utilization depends on both existing marketing strategy and efficiency of the management system by subjects of management. Therefore, the problem of marketing strategy development for the innovative potential management of the transport enterprise is relevant.

Analysis of recent researches and publications.

The outstanding Ukrainian and foreign scientists: O. Arefiev, A. Voronkova, A. Grechan, S. Ilyashenko, S. Ilyenkov, N. Lapin, R. Nelson, I. Repin, B. Twice, S. Hazlet, N. Chukhra were engaged in researches of innovation activity's formation and development problems. These scholars in their works considered the fundamental and applied problems of the enterprise's innovative and strategic potential management, and its development. However, the problem of the marketing strategy's forming for the transport enterprises' innovation potential management is insufficient and needs further research.

Presenting of the main material.

The main objective of the Ukrainian transport enterprises' strategic development is to increase their competitiveness at the market. Need of competitive advantages' strengthening requires formation of development strategies which will contribute to the growth of the company in the future. In the modern economic conditions such scenario is possible only with the innovative way of organization's development. Innovations' implementation is the main driving factor of ensuring transport enterprises', transport industry's and Ukrainian economy's effective activity.

The analysis of Ukrainian enterprises' innovation activity since 2000 shows negative tendencies in innovation activity, but in the period from 2014 to 2016 there is a slight increase of enterprises' number engaged in innovations (see Table 1).

Table 1 – Innovative activity of Ukrainian enterprises for 2014 – 2016 years

Years	Share of enterprises engaged in innovations,%	Total cost, mln. UAH
2014	16,1	7695,9
2015	17,36	13813,7
2016	8,9	23229,5

According to the Table 1, the part of enterprises implementing innovations for the study period (2014 - 2016) is insignificant because it does not even exceed 20% while in the G-7 countries this figure is about 70% and has a tendency to increase.

During 2016 year enterprises spent 23.2 billion UAH for innovations including 19.8 billion UAH for purchasing machinery, equipment and software, 2.4 billion UAH for internal and external researches and development, for purchasing existing knowledge from other enterprises or organizations - 0.1 billion UAH and 0.9 billion UAH - for other innovation activities (including design, training, marketing and other related activities (other costs)) [8, p. 209].

It should also be noted that the main source of Ukrainian enterprises' innovation costs funding remains their own funds which are not enough to ensure their constant innovation development (see Fig. 1).

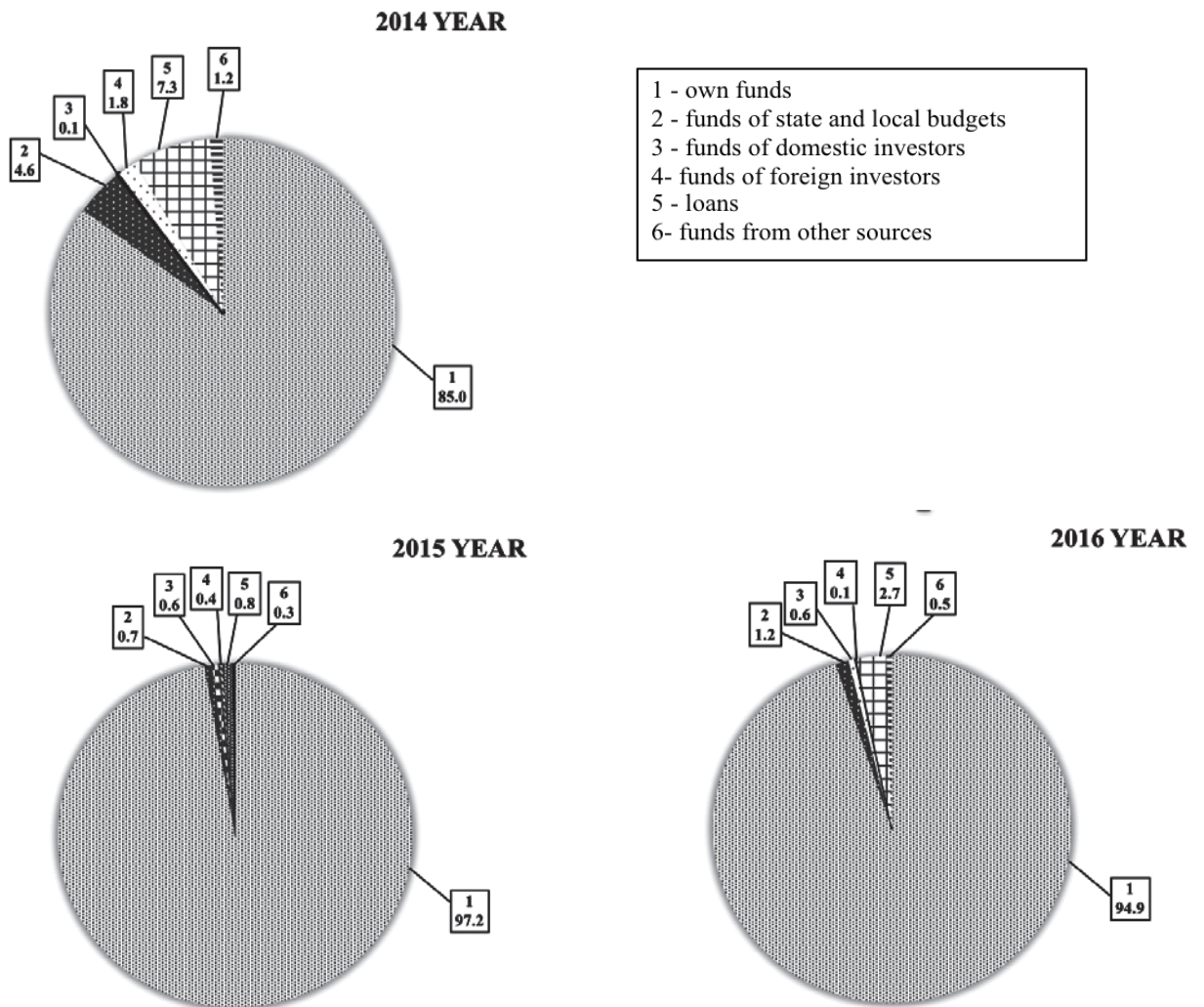


Figure 1 - Distribution of innovation activity's total financing of Ukrainian enterprises by sources in 2014 – 2016 (in %) [4, p. 152; 3, p. 95]

Road transport is one of the main sectors of the national economy because it provides about a third of total freight turnover and passenger traffic. The current state of the material-technical base of the road transport is unsatisfactory and the state of innovation activity is at rather low level.

Permanent strategic development of the road transport enterprises is possible only with the transition to the innovative-investment way of development [1, p. 305].

The company's management focus should be on the marketing innovations and new approaches to the formation of a market for transport services and customer satisfaction. Using of resource-saving technologies for reducing material costs and release of funds for innovation development also provides increasing of the enterprises' innovative potential and strengthening their positions in the market [1, p. 305].

The figure 2 shows the percentage of Ukrainian enterprises' innovative activity distribution in 2014 - 2016 by types of economic activity.

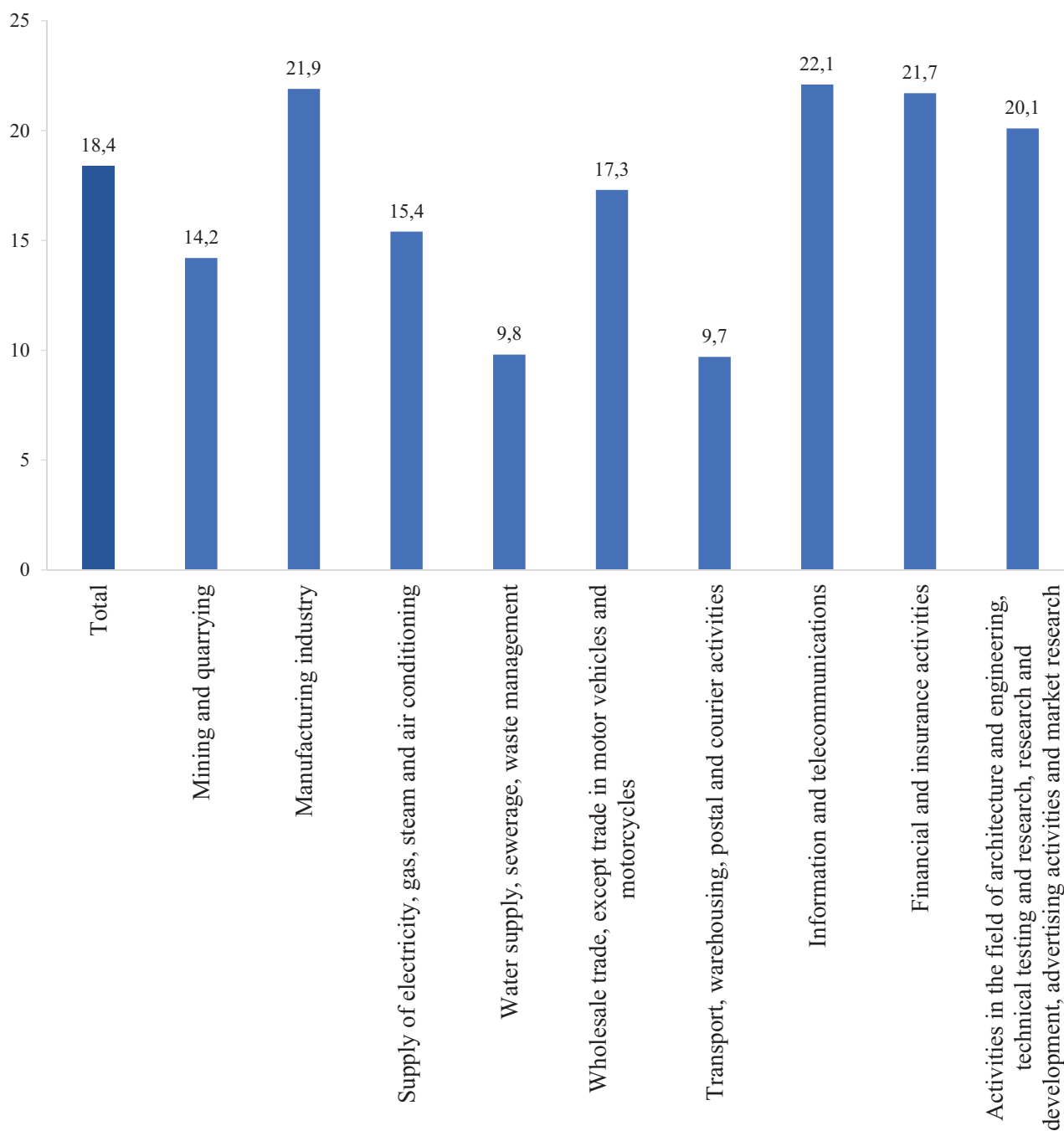


Figure 2 - Innovative activity of Ukrainian enterprises in 2014 - 2016 by types of economic activity (KWED - 2010), as a percentage of the total number of surveyed enterprises of the corresponding type of activity [6, p. 2]

The chart data (Figure 2) shows that the innovative activity of transport enterprises is the lowest and is 9.7%. One of the main problems of such situation is lack of funds for innovations, lack of skilled workers who could implement innovations at the enterprise and create a management system that would ensure the continuous growth of innovation potential and motivation of employees to work in the given direction. One of the first reasons of the transport enterprises' own funds lack is aging of fixed assets that lead to the constant increasing of material costs and accordingly to decreasing of the resources' amount for development and innovations, lack of investment due to imperfect legislative base and high risk.

The development of road transport enterprises, their competitiveness in the strategic perspective depends on the efficient management of the existing innovation opportunities at enterprises through a rational approach to identifying market opportunities in the market and development of appropriate marketing strategy.

Economic development of road transport, its competitiveness in strategic perspective mostly depends on the investment resources' efficient management. Therefore, a necessary condition for competitive positions' strengthening in the market is the determination of the optimal approach to the innovative potential management and formation of a marketing strategy for the transport enterprises development [5, p. 63].

Under the influence of internal and external growing competition innovations become the most important element of enterprise's management focused on strategic success. New approaches to services' provision and advanced technologies ensure long-term operation and financial stability of enterprises. In turn, the innovative direction of the strategy and tactics of the transport company's development determines new requirements to the content of the management activity, causing need to improve specific forms of innovation management [5, p. 63].

Innovative potential management is an integral part of innovative management and solves problems of innovative strategies' planning and implementation which ensure enterprise's sustainable development. The development of innovation strategies is based on the assessment of the business entity's potential and its innovative potential. Analysis of the company's external environment allows us to identify the odds and risk factors in the market; analysis of the innovation potential allows us to assess enterprise's resources in terms of the possibility of their using for making strategic decisions [5, p. 64].

In today's conditions, the formation and development of innovation potential are becoming the determining factors of the steady growth of transport enterprises, which is associated with using researching results and developments for identifying fundamentally new approaches to the services' provision, creation and application of new technologies and information systems for ensuring efficient enterprise's operation in the market [2, p. 118].

Innovations are the decisive factors for the most enterprises' survival and growth. Managing them is the most important part of the organization's policy. Managerial decisions ensure formation of local strategies within the conditions of the system innovation strategy [2, p. 119].

The managerial decision is the basis for developing innovative programs and projects that implement technologies and organize innovation processes based on using financial and economic analysis and synthesis tools. The programs show organizational measures for implementation projects and in projects - resource needs and means for ensuring their implementation [2, p. 120].

The starting point of innovative strategy's development can be external environment's state analysis. It is aimed for identifying opportunities and threats in the macro- and microeconomic environment. After external environment's state analyzing management the company determines innovative goals. Such goals can be increasing competitiveness and consolidation in new markets by creating fundamentally new product or offering a substantially new service, reducing production costs, etc.

The innovative goals' formation process is one of the most important stages of innovation management and is a part of all planned calculations in the innovation sphere. Innovative goals are related to the firm's mission, strategies, life cycle of innovations and organization as a whole, and is a guideline for innovation activity for a specified period of time.

On the stated objectives' basis the company forms several basic strategies for the organization's development.

Development of several strategies is due to the need of taking into account different options for behavior of competitors and changes in the external environment. Then the company uses results of its own innovative potential's assessment and the choice of an optimal, for a specific situation, strategy need to

formulate innovative tasks, realizing which, it will be possible to strengthen or win certain competitive positions in the market [7, p. 251].

Receiving and analyzing information from external sources, the enterprise can evaluate and track its position in the market continuously.

It is also important for the enterprise its ability to release resources for innovative goal achieving, as it does not stop its current activities. It is also worth considering the complexity of this procedure due to the external environment variability and the peculiarities of the enterprise's internal environment problems.

An important part of the enterprise's innovative potential management is its assessment, which is carried out in order to analyze the effectiveness of its using, as well as to decide which innovation strategy to choose. Monitoring and evaluation of enterprise's own innovation potential must be carried out continuously.

It is also necessary to monitor the influence of the internal environment's factors on the organization's activities. It is worth to develop and take measures for neutralizing the most negative factors of the internal environment and increasing the efficiency of factors that have a positive impact on the company's activity.

These processes as well as the process of continuous improvement and innovation potential growth should take place in parallel and continuously since the level of the enterprise's innovation potential is crucial in case of a rapid reaction to the environment's changes [7, p. 252].

It should also be noted that the processes of innovation activity management depend heavily on the innovation culture of a particular organization. The innovative culture is a measure of the organization's responsiveness to innovations, the experience of new projects' implementation, the policy of management in the innovation field, the personnel's attitude to innovations. If the innovative culture exists and develops it is possible to accelerate and increase the efficiency of new technologies' and inventions' introduction, the real counteraction to bureaucratic tendencies, promotion the innovative potential's disclosure of individual, etc.

In order to increase the efficiency of enterprises' innovation activity the innovation potential management system has to [7, p. 253]:

- provide a stable position in the market at the expense of a balance between traditional products / services and perspective innovations' introduction;
- create conditions for the most complete satisfaction of customers' needs;
- ensure interaction of innovative potential management system's internal and external elements;
- monitor the rational and purposeful using of innovative resources.

Conclusions.

Nowadays in conditions of market competition, formation of innovative economy and provision of scientific, technical and innovative development, only a small number of enterprises pays necessary attention to the innovative potential management. However, it provides necessary competitive advantage to the company. Taking into account the current trends of the business entities' activities, victory in the enterprises' competitive struggle can guarantee the transition to the innovative way of development, where the innovation potential management plays an important role.

Thus, the creation of effective mechanism for transport enterprises' innovation potential management will allow to make informed decisions in the management field at the strategic level, to reduce risks of innovation activity, to increase efficiency of the available enterprise's resources utilization. The innovation potential management is a necessary aspect of the enterprises' innovation development and competitiveness path.

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РЕФЕРАТ

Ільченко В.Ю. Аналіз інноваційної активності підприємств України / В.Ю. Ільченко, Ю.О. Войташевська // Вісник Національного транспортного університету. Серія «Економічні науки». Науково-технічний збірник. – К. : НТУ, 2018. – Вип. 2 (41).

В статті проаналізовано рівень інноваційної активності підприємств України, охарактеризовано етапи інноваційного менеджменту з метою підвищення рівня інноваційного потенціалу компанії.

Об'єкт дослідження – інноваційна активність підприємств України.

Мета роботи - аналіз теоретичних та практичних основ управління інноваційним потенціалом, оцінка рівня та стану інноваційного розвитку вітчизняних підприємств транспорту.

Метод дослідження – статистичний аналіз інноваційної активності підприємств України та джерел її фінансування.

Встановлено, що частка підприємств, що впроваджували інновації за досліджуваний період (2014 – 2016 рр.) є незначною, оскільки навіть не перевищує 20%, в той час, як у країнах «Великої сімки» цей показник становить близько 70% і має тенденцію до зростання.

Виявлено, що основним джерелом фінансування інноваційних витрат підприємств України залишаються їхні власні кошти, яких недостатньо для забезпечення постійного інноваційного розвитку.

Процес дослідження та аналізу внутрішнього та зовнішнього середовищ підприємства, а також процес постійного вдосконалення та розвитку інноваційного потенціалу повинні проходити паралельно і безперервно, оскільки рівень інноваційного потенціалу підприємства має вирішальне значення у разі необхідності швидкої реакції на зміни умов макросередовища.

Визначено, що управління інноваційним потенціалом є складовою частиною інноваційного менеджменту та вирішує питання планування і реалізації інноваційних стратегій, що забезпечують сталий розвиток підприємства.

Результати статті можуть бути використані для більш повного аналізу рівня інноваційного розвитку вітчизняних підприємств.

Прогнозні припущення щодо розвитку об'єкта дослідження – формування ефективних стратегій підвищення інноваційного потенціалу компаній та, відповідно, зростання рівня їх інноваційної активності.

КЛЮЧОВІ СЛОВА: ІННОВАЦІЇ, ІННОВАЦІЙНА АКТИВНІСТЬ, ІННОВАЦІЙНИЙ ПОТЕНЦІАЛ, ІННОВАЦІЙНИЙ МЕНЕДЖМЕНТ, УПРАВЛІНСЬКЕ РІШЕННЯ.

ABSTRACT

Ilchenko V.Yu., Voitashevska Yu.O. Analysis of Ukrainian enterprises' innovative activity. Visnyk National Transport University. Series «Economic sciences». Scientific and Technical Collection. – Kyiv: National Transport University, 2018. Issue 2 (41).

The paper analyzes the level of Ukrainian enterprises' innovation activity, describes the stages of innovation management in order to increase the level of the company's innovation potential.

Object of the study - innovative activity of Ukrainian enterprises.

Purpose of the study is to analyze theoretical and practical bases of innovation potential management, assess the level and status of Ukrainian transport enterprises' innovative development.

Method of the study – statistical analysis of Ukrainian enterprises' innovation activity and sources of its financing.

It is established that the share of enterprises implementing innovations for the investigated period (2014 - 2016) is insignificant, since it does not even exceed 20% while in the G-7 countries this indicator is about 70% and tends to growth.

It was revealed that the main source of Ukrainian enterprises' innovation costs financing is their own funds, which are not enough to ensure their constant innovation development.

The process of research and analysis of the enterprise' internal and external environment as well as the process of continuous improvement and development of innovation potential should be carried out continuously and in parallel since the enterprise's innovation potential level is crucial in case of the rapid reaction need for changes in macro environment conditions.

It is determined that innovative potential management is an integral part of innovation management and solves the problem of innovative strategies' planning and implementing that ensure the sustainable development of the enterprise.

The results of the article can be used for the complete analysis of Ukrainian enterprises' innovative development level.

Foreseeable assumptions about the researching object's development – effective strategies' formation to increase companies' innovation potential level and, accordingly, increase their level of innovation activity.

KEY WORDS: INNOVATIONS, INNOVATIVE ACTIVITY, INNOVATIVE POTENTIAL, INNOVATIVE MANAGEMENT, MANAGERIAL DECISION.

РЕФЕРАТ

Ильченко В.Ю. Анализ инновационной активности предприятий Украины / В. Ю. Ильченко, Ю.А. Войташевская // Вестник Национального транспортного университета. Серия «Экономические науки». Научно-технический сборник. – К.: НТУ, 2018. – Вып. 2 (41).

В статье проведен анализ уровня инновационной активности предприятий Украины, представлена характеристика этапов инновационного менеджмента с целью повышения уровня инновационного потенциала компании.

Объект исследования - инновационная активность предприятий Украины.

Цель работы - анализ теоретических и практических основ управления инновационным потенциалом, оценка уровня и состояния инновационного развития отечественных предприятий транспорта.

Метод исследования - статистический анализ инновационной активности предприятий Украины и источников ее финансирования.

Установлено, что доля предприятий, которые внедряли инновации за исследуемый период (2014 - 2016 гг.) незначительна, поскольку даже не превышает 20%, в то время, как в странах "Большой семерки" этот показатель составляет около 70% и имеет тенденцию к росту.

Выявлено, что основным источником финансирования инновационных расходов предприятий Украины остаются их собственные средства, которых недостаточно для обеспечения постоянного инновационного развития.

Процесс исследования и анализа внутренней и внешней среды предприятия, а также процесс постоянного совершенствования и развития инновационного потенциала должны проходить параллельно и непрерывно, поскольку уровень инновационного потенциала предприятия имеет решающее значение в случае необходимости быстрой реакции на изменения условий макросреды.

Определено, что управление инновационным потенциалом является составной частью инновационного менеджмента и решает вопросы планирования и реализации инновационных стратегий, обеспечивающих устойчивое развитие предприятия.

Результаты статьи могут быть использованы для более полного анализа уровня инновационного развития отечественных предприятий.

Прогнозные предположения по развитию объекта исследования - формирование эффективных стратегий повышения инновационного потенциала компаний и, соответственно, рост уровня их инновационной активности.

КЛЮЧЕВЫЕ СЛОВА: ИННОВАЦИИ, ИННОВАЦИОННАЯ АКТИВНОСТЬ, ИННОВАЦИОННЫЙ ПОТЕНЦИАЛ, ИННОВАЦИОННЫЙ МЕНЕДЖМЕНТ, УПРАВЛЕНЧЕСКОЕ РЕШЕНИЕ.

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