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THE MAIN INSTRUMENTS OF THE STATE SUPPORT AND DEVELOPMENT OF INNOVATIVE ACTIVITY IN UKRAINE

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Illiasenko N. S., Riazantseva Yu. M. The Main Tools of the State Support and Development of Innovation Activity in Ukraine

The publication is aimed at identifying the major strengths of the internal potential of country in the sphere of innovation activity and bringing it into line with external possibilities with a view to increasing Ukraine's competitiveness in the international market. The factors that impact the innovation activity of country nowadays have been identified, it has been proven that the most effective way to increase this activity is applying the experience of developed countries. Based on an analysis of the specificity of innovation in different countries, a simplified mechanism that is characteristic of all of them has been elaborated. On its basis, a further mechanism for the State support of innovation activity for Ukraine among other countries has been elaborated, with a subsequent allocation of distinctive and unique features. Further research should be aimed at the formation of linkages between the elements of the innovation system in the country and developing a mechanism of their interaction with international institutions.

Keywords: innovation activity, mechanism, the State support, Ukraine.

Fig.: 2. **Tabl.:** 1. **Bibl.:** 24.

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Ілляшенко Н. С., Рязанцева Ю. М. Основні інструменти державної підтримки та розвитку інноваційної активності в Україні

Метою роботи є визначення найбільш сильних сторін внутрішнього потенціалу країни у сфері інноваційної діяльності та приведення його у відповідність із зовнішніми можливостями з метою підвищення конкурентоспроможності України на міжнародному ринку. Виявлено фактори, які на сьогоднішній день впливають на інноваційну активність країни, і доведено, що найбільш ефективним шляхом її підвищення є застосування досвіду розвинених держав. На основі аналізу специфіки інноваційної діяльності різних країн сформовано спрощений механізм, який є характерним для них усіх. На його основі розроблено механізм державної підтримки інноваційної діяльності і для України, з подальшим виділенням характерних і унікальних особливостей. Подальші дослідження повинні бути спрямовані на формування взаємозв'язків між елементами інноваційної системи всередині країни і розробку механізму їх взаємодії з міжнародними інститутами.

Ключові слова: інноваційна діяльність, механізм, державна підтримка, Україна.

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Ильяшенко Н. С., Рязанцева Ю. М. Основные инструменты государственной поддержки и развития инновационной активности в Украине

Целью работы является определение наиболее сильных сторон внутреннего потенциала страны в сфере инновационной деятельности и приведение его в соответствие с внешними возможностями с целью повышения конкурентоспособности Украины на международном рынке. Выявлены факторы, которые на сегодняшний день влияют на инновационную активность страны, и доказано, что наиболее эффективным путем ее повышения является применение опыта развитых государств. На основе анализа специфики инновационной деятельности различных стран сформирован упрощенный механизм, который является характерным для них всех. На его основе разработан механизм государственной поддержки инновационной деятельности и для Украины, с последующим выделением характерных и уникальных особенностей. Дальнейшие исследования должны быть направлены на формирование взаимосвязей между элементами инновационной системы внутри страны и разработку механизма их взаимодействия с международными институтами.

Ключевые слова: инновационная деятельность, механизм, государственная поддержка, Украина.

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Experience of the last decades testifies that among the basic factors of competitiveness of countries the main one is introduction of effective mechanisms of innovative politics, which provides the competitiveness of economy. Modern achievements of Ukraine in the international measuring of competitiveness of economy, level of development and especially efficiency of functioning of the national innovative system are insufficient for providing sustainable development of domestic economy, assured national safety, achievement of the European life standards by Ukrainian citizens in the nearest prospect due to the economic growth. Innovative processes in the economy of Ukraine did not achieve ponderable scales. The amount of enterprises that introduce innovations diminishes every year and now presents 12–14%, that is 3–4 times less than in the innovative developed economies. Capacity of the science of industrial production is at the level of 0.3%, which is much more less than the world level. Thus, almost one-third part of money spent on innovative activity is used for the purchase of equipment, though the expenses on acquisition of rights for new intellectual property or realization of R&D are by an order less. Almost half of innovative enterprises in general do not finance realization of scientific researches in interests of the production.

Such position is conditioned by both the shortage of investment costs and absence of the effective state system of innovative activity stimulation, rudiments of which were gradually annulled by annual amendments to the corresponding budgetary and other laws in the last seven years.

Today 80% of R&D in the world falls on developed countries. Acquisition of knowledge abroad is the best way to extend their own informative base and promote competitiveness for emerging economies. Thus, it is important to take into account what technology and hi-tech commodities are more expedient to buy, master and adjust to the local terms of a certain country.

The main issue of forming the foundation remains to be solved for effective work of Ukraine in international markets. But it is impossible under conditions of absence of innovations and mechanisms of providing favourable terms for international commercialization of results of scientific and technical activity, which serve mutual interests of Ukrainian and foreign partners, adaptation of the Ukrainian normatively-legal base in the field of innovative activity to world practice.

Basics of innovation management and the problem of increasing innovation activity of domestic enterprises and the economy as a whole are considered by many authors, such as [10, 11, 13–16, 18, 20, 22–24]. The development of national innovation infrastructure and international relations of Ukraine in the sphere of innovative activity are highlighted in works such outstanding scientists as G. Androshchuk [1], Yu. Bazhal [2], L. Beschastnov [3], V. Heets [6], B. Danylyshyn [7], Yu. Pahomov [19]. Also in studying various aspects of state administration of innovation and problem of choosing forms, methods and tools for implementing the state innovation policy there engaged A. Amosha [8], I. Galica [4], A. Galchinskiy [5, 22], N. Goncharova [17], A. Poruchnik [9], B. Santo [21] and others.

Despite the large number of papers, questions of content and structure of the state mechanism for support and development of innovation activity in Ukraine are insufficiently considered.

Thus, the *aim* of article is to determine the strengths of the internal potential of the country in the field of innovation and bringing it in correspondence with the external opportunities to improve the competitiveness of Ukraine in the international market.

We propose to present all above-mentioned features of innovative activity of Ukraine as a table of SWOT-analysis (Tabl. 1).

Therefore, it is possible to draw a conclusion that the basic market possibility for today is studying and analysing experience of the state support of innovative activity in different countries of the world. And the result of the conducted analysis should be the development of a clear mechanism of the state support of innovative activity in Ukraine.

Thus, on the basis of the research results [12] it is possible to form a simplified mechanism of the state support of innovative activity (Fig. 1), which is general for the entire country and shows basic elements required for innovative development of the state.

On the basis of this mechanism and also taking into account the features of the political system, the authors offer their own mechanism of the state support and development of innovative sphere in Ukraine (Fig. 2).

Let's consider the basic elements of the mechanism presented in Fig. 2 in details. So, basic elements of object of the mechanism are:

1. The domestic enterprises that provide production of innovative goods and services. Among all enterprises the special role will be played by small and medium-sized enterprises (SME's), which are the basic generators of innovative ideas.

2. Scientific institutions and universities – they provide R&D in the priority directions in the state, carry out their own developments and cooperate with the production sector of economy, and also specialized centers for training highly skilled experts in the sphere of innovative management are created on their base.

3. Non-profit organizations – generally non-state organizations, which are generators and coordinators of implementing different social innovative projects directed to improving the social living standard.

Subjects of the mechanism are divided into two levels: level I – state institutes and organizations, level II – non-state organizations and the foundations, which develop and support the innovative activity in the country.

So, the *main elements of the subject level I* are:

1. Governmental bodies:

- ✦ the President, who submits offers to the Cabinet of Ministries of Ukraine as to priority directions of innovative activity;
- ✦ the Cabinet of Ministries of Ukraine (CMU), which on the basis the President's propositions develops the project of the state innovative priorities in development of economy and submits it for adoption by the VRU (Verkhovna Rada of Ukraine – Ukraine's Parliament);

SWOT-analysis of innovative activity features

Strengths	Weaknesses
1. High level of secondary and higher education. 2. High level of the scientific sector development. 3. Considerable resource potential of the country. 4. Development of communication networks. 5. Positive progress of in the field of information technologies. 6. Flexible level of labour. 7. Capacity for innovative activity. 8. Capacity for the collaboration of scientific and production sectors of the country	1. Permanent diminishing of amount of enterprises engaged in development and introduction of innovations. 2. Low level of science in industrial production. 3. Money expenditures on acquisition of equipment instead of development of the innovative system and not on R&D. 4. Insufficient support of the state. 5. Absence of high-quality legislation in the sphere of innovative activity. 6. Absence of effective facilities for stimulation and motivation of innovative activity. 7. Political instability. 8. Unstable financial state of domestic enterprises
Opportunities	Threats
1. Experience of innovative development of countries-leaders and developing countries. 2. Lots of information about possible directions of innovative development. 3. Post crisis state of economies in many countries of the world	1. Unclear position of the developed countries of the world concerning Ukraine. 2. A technological abyss between the developed countries and Ukraine. 3. A considerable level of competition from the side of foreign enterprises

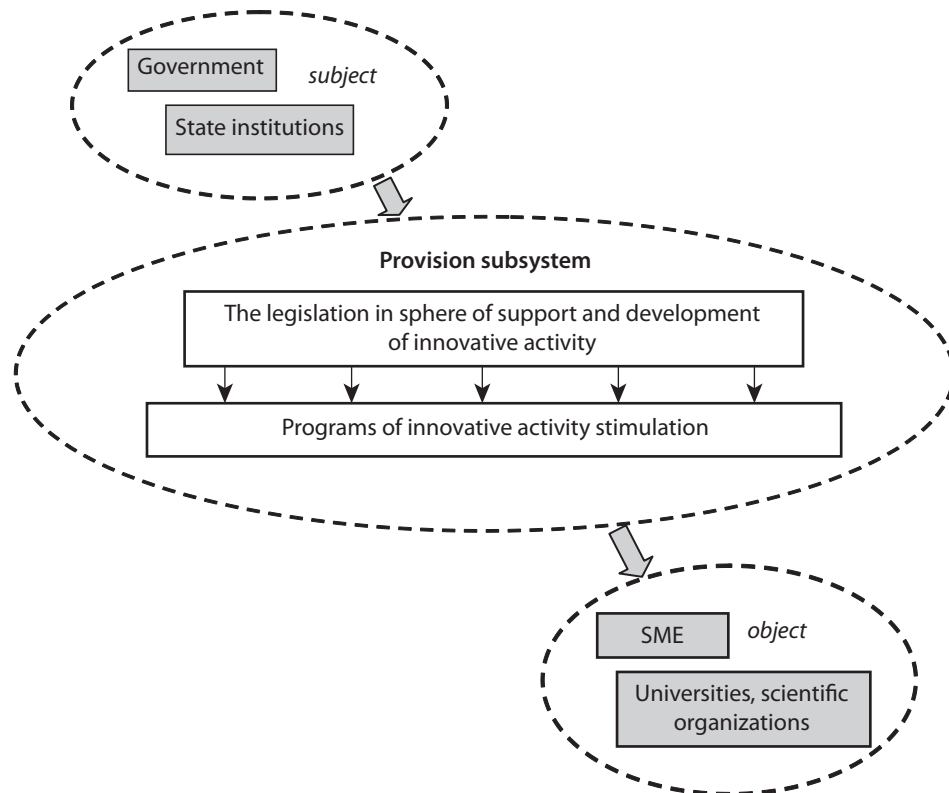


Fig. 1. A simplified mechanism of state support of innovative activity

- ✦ Verkhovna Rada of Ukraine – adopts the project of the state innovative priorities in the economic development.
- 2. Executive bodies of the state level:**
- ✦ the State Investments and Development Agency of Ukraine (further the Agency) – submits offers concerning priorities in innovative development to CMU, develops and coordinates state programs of innovative development on the basis of the priorities adopted by VRU, and also forms the state base for innovative projects;
- ✦ the State Investment Innovational Organization (subordinated to the Agency) – created on the basis of the State Investment Company and the State Finance Innovation and Credit Organization – carries out the search and accumulations of investment resources for implementation of projects within the state innovative programs developed by Agency;
- ✦ the ministries and departments – submit offers concerning priorities of innovative development to CMU and also introduce and coordinate industry programs of innovative development;

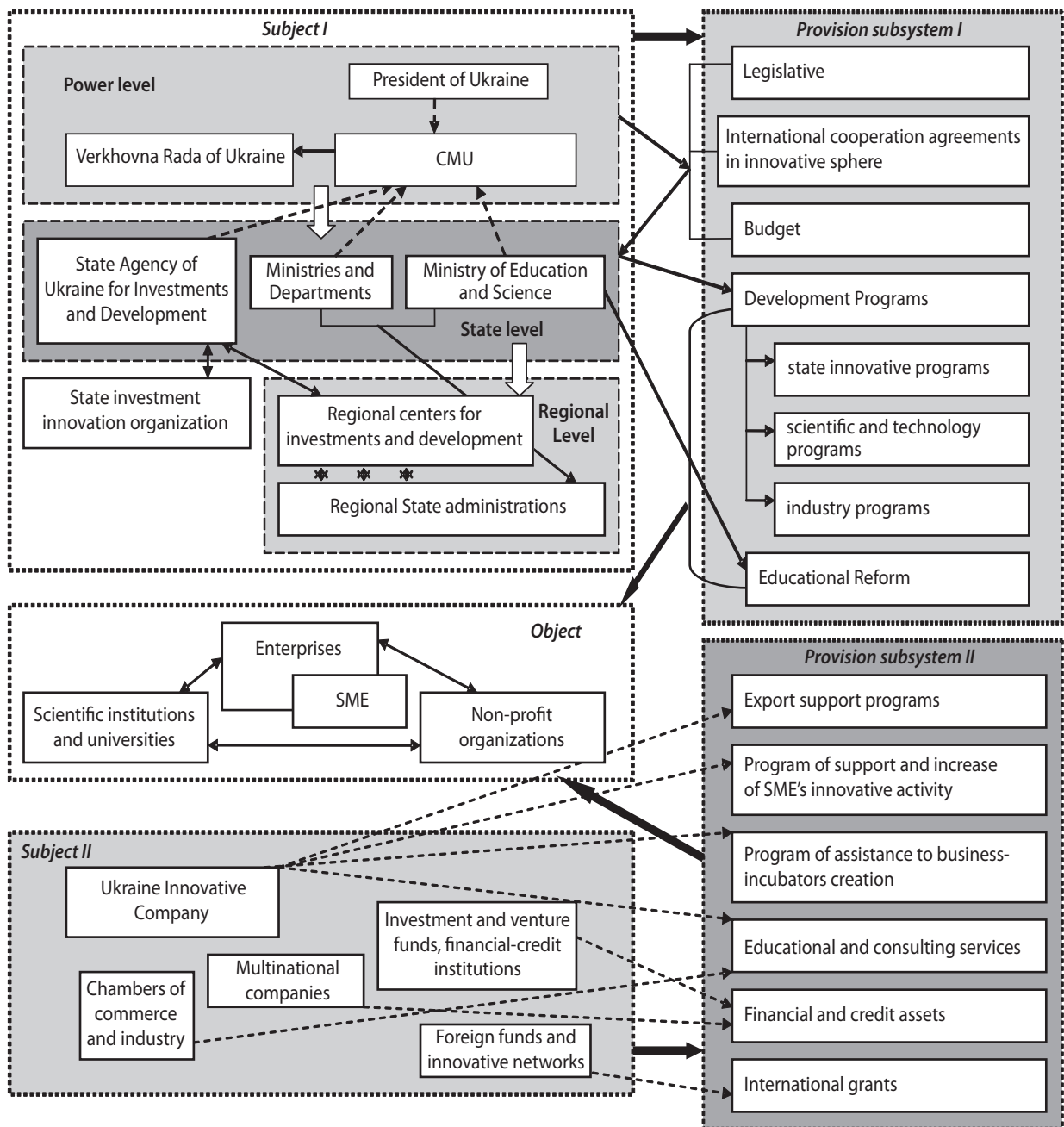


Fig. 2. The mechanism of the state support and development of innovative activity in Ukraine

- ✦ Ministry of Education and Science of Ukraine – carries out educational reform and stimulates science and technology development within its authorities.

3. Executive bodies of the regional level:

- ✦ the regional investment and development centers are structural elements of the Agency, they realize programs and create the basis for innovative projects at the regional level;
- ✦ **regional State Administrations** – introduce and coordinate industry programs of innovative development at the regional level.

The main elements of the subject level II:

1. Ukraine Chamber of Commerce and Industry – renders practical assistance to entrepreneurs in conducting trade and economic transactions in internal and external

markets, promotes exports of Ukrainian goods and services, providing its members with a broad range of professional services including consultations on foreign trade and market conditions, independent inspection of foreign trade goods, evaluating property, declaring foreign trade shipments (by agreement with customs authorities), protecting intellectual property and rendering bar-code services.

2. Ukraine Innovative Company (the authors' proposition) – non-state establishment created at the initiative of the Government with the purpose of assistance in development of innovative activity in the state by means of working out and introducing various innovative programs.

3. Investment and venture funds, financial credit institutions – created for accumulation of investment resources to implement innovative projects.

4. Foreign funds and innovative networks – assist development of innovative activity through the system of international organizational and consulting support and grants for implementation of innovative projects.

5. Transnational companies – act as customers of innovative projects and provide funds for their realization.

The provision subsystem of the mechanism also consists of two levels. Its level I refers to the subject level I, level II – to the subject level II.

So, level I of the provision subsystem:

1. Legislative acts, which regulate and provide development of innovative activity in the country, however with further improvement; international cooperation agreements in innovative sphere; the Budget, which is developed and approved by the government bodies and realized by executive bodies of the state level.

2. State development programs – consist of state innovative programs directed at development of innovative activity, scientific and technological programs directed at development in the sphere of science and technology and industry programs of the relevant Ministries and departments.

3. Educational reform, which provides modernization of universities.

So, level II of the provision subsystem comprise:

1. Export support programs – provide stimulation of innovative activity at the enterprises which produce for export and help in creation of innovations, which can be competitive in the world market.

2. The program of support and increase of SME's innovative activity – directed at assistance in creation of new innovative enterprises and their support at initial stages of their activity.

3. The program of assistance to creating business incubators – directed at stimulation of association of the enterprises with non-profit organizations, scientific institutes and universities with the purpose of collaboration in the innovative development sphere.

All these programs are developed and implemented by Ukraine Innovative Company.

4. Educational and consulting services – are provided with support of commercial and industrial chambers of the country and Ukrainian Innovative Company through specialized centers for training highly skilled experts in the innovative management sphere.

5. Financial and credit means – are provided for domestic innovative enterprises' support under favorable conditions.

6. International grants – are funds disbursed by one party, often a Government Department, Corporation, Foundation or Trust, to a recipient, often (but not always) a non-profit entity, educational institution, business or an individual for scientific researches and implementation of innovative projects.

CONCLUSIONS

The result of the research is the fact that until now the operating mechanism for effective implementation of the state innovative development strategy hasn't been created in Ukraine. It has been revealed that the main obstacle is the

insufficient level of the state support that can be described as follows:

1. The activity of executive bodies in Ukraine is uncoordinated: priority directions in scientific and technological and innovative activity undertaken attract attention only of the Ministry of Education and Science of Ukraine on the one hand and the State Agency of Ukraine for Investment and Development on the other, however without financial means (which are distributed by the Ministry of Finance and do not exceed 1% while the legal norm is 30%) they do not have the opportunity to realize the declared programs.

2. The status of the government innovative programs, mechanisms of their forming and introduction legislatively are not defined. That puts scientific organizations and institutions of higher education in the circumstances of independent stimulation of the productive sector of the economy to the collaboration in the field of innovative activity. However, such conditions don't show mass efficiency of these measures.

3. The economic and political situation in the state does not contribute to the creation and activation of demand for innovations.

4. The system of the state stimulation of innovative activity is absent, its rudiments were annulled by annual amendments to the corresponding budgetary and other laws.

All this indicates the necessity of changes in the system of government control and support of innovative activity. A conversation about an effective policy in the sphere of international cooperation does not make any sense in the absence of the own national innovative system and necessary infrastructure. Therefore, a major step in this direction is creation of a mechanism of innovative activity support and development in the country.

Thus, the proposed mechanism will allow creating an effective innovative infrastructure in Ukraine. This will assist development of innovative activity of domestic enterprises and enhance their potential for entering international markets. Only this way Ukraine will become a competitive participant in the world market of innovations. The formation of interrelations between the elements of the innovative system within the country and development of the mechanism of its interaction with international institutes needs further research. ■

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