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## PROBLEMS OF INNOVATION MANAGEMENT IN THE MODERN ECONOMY OF UKRAINE

This article discusses the problems of the development of innovation management in Ukraine. The types of models of scientific and innovative development of the industrial countries are analyzed, as well as more detailed analysis of the U.S. government policy aimed at promoting innovation in the country is made, the main causes of inhibition of innovation management in Ukraine are established, and the appropriate conclusions for solving this problem are made.

**Keywords:** innovation management, innovation, venture capital firms, the “spin-off” firms.

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## ПРОБЛЕМЫ РАЗВИТИЯ ИННОВАЦИОННОГО МЕНЕДЖМЕНТА В УСЛОВИЯХ СОВРЕМЕННОЙ ЭКОНОМИКИ УКРАИНЫ

В данной статье рассматриваются проблемы развития инновационного менеджмента в условиях современной экономики Украины. Проанализированы типы моделей научно-инновационного развития промышленных стран, а также более подробно рассмотрена государственная политика США, которая направлена на развитие инноваций в стране. Выявлены основные причины торможения развития инновационного менеджмента в Украине, и установлены основные причины запоздалого развития инновационного менеджмента в условиях современной экономики Украины.

**Ключевые слова:** инновационный менеджмент, инновации, венчурные фирмы, фирмы «spin-off».

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## ПРОБЛЕМИ РОЗВИТКУ ІННОВАЦІЙНОГО МЕНЕДЖМЕНТУ В УМОВАХ СУЧАСНОЇ ЕКОНОМІКИ УКРАЇНИ

В даній статті розглядаються проблеми розвитку інноваційного менеджменту в умовах сучасної економіки України. Проаналізовано типи моделей науково-інноваційного розвитку промислових країн, а також більш докладно розглянута державна політика США, яка спрямована на розвиток інновацій в країні. Виявлені основні причини гальмування розвитку інноваційного менеджменту в Україні, і встановлені головні причини запізненого розвитку інноваційного менеджменту в умовах сучасної економіки України.

**Ключові слова:** інноваційний менеджмент, інновації, венчурні фірми, фірми «spin-off».

**Resolution of the problem in general and its relationship with important scientific and practical tasks.** In conditions of the instability of public authorities in the transition period before the Ukrainian managers raises complex issues, the resolution of which often depends on the existence of the company itself. Except these problems the objective factors affect both the poor quality of management, and the inability of many managers to use the creative potential of the personnel. Innovation management aims to solve the accumulated social problems of labor collectives stagnant enterprises, improve the society of Ukraine in general, give it a chance and hope for economic growth.

**Analysis of recent studies that solved the problem earlier.** The question of innovation management in general has been studied by such authors as Gorodova I., Tsytsarova N., Sumin O. and Tkachuk Y., and also foreign authors such as Charles Clarke, Paul Trotter and prof. R. Curley.

The objectives of this article. Analyze the state of innovation management in the country and identify the problems of development in today's economy. Also to come to a number of solutions for existing problems, using foreign examples.

**The main material of research with complete justification of scientific results.** First of all, it should be noted that innovation management is not only a relatively new trend in management, but also a fairly new concept to the scientific community and the business community in Ukraine. In general, its essence lies in the re-equipment industry, small business and corporate infrastructures, dedicated to work with the new generation of consumers.

On this basis, innovation management at the present time is a little studied branch. Today, every major company explores new channels of contact with the target audience, regularly explores new opportunities and new challenges. And all of these activities have already been safely called innovation management and innovation policy of doing marketing and corporate management. And if, for example, we are talking about the corporate sector, the one who is behind the innovation management is losing a lot of customers and profits.

To the date, management is, first of all, the process of managing based on continuous innovation, and accordingly, the most important component of modern management innovations become a process of constant renovation in all areas of business. Innovations include not only the technical and technological development, but also all of the changes that improve the company's activity (new products, new services, new facilities for customers, including prices, etc.). Innovations in Ukrainian conditions - the main means of survival of the firm in the market. Already, many in Ukraine recognize the importance of innovation, but, unfortunately, this does not mean that they are properly carrying them out. Most innovations are not even necessary economic motivation. The process of updating all aspects of the activity of the company is not real without innovation management.

In this study, I would also like to draw a parallel between the development of innovation management in Ukraine and the leading countries in this sector. At the moment, there are three main types of models of scientific and innovative development of industrialized countries (Figure 1) [5].

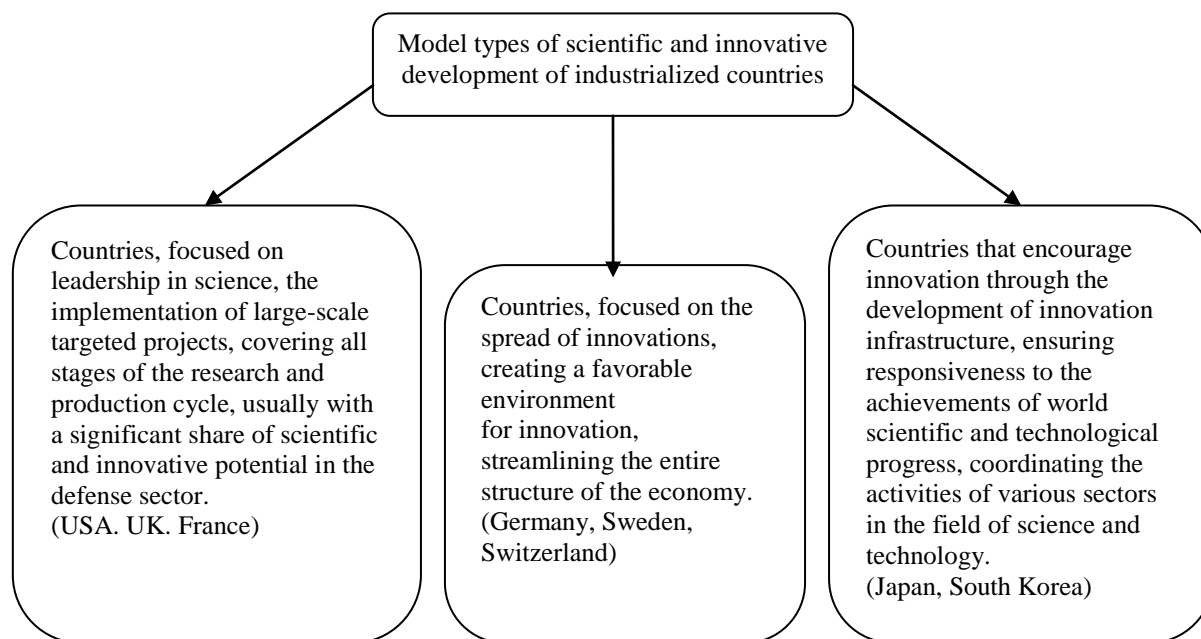


Fig. 1. Model types of scientific and innovative development of the industrialized countries

An essential element of the direct support of innovation processes - the formation of the state of innovation infrastructure. If we examine in more detail the activities directly aimed at the development of innovation in the country, we can take as an example the U.S. government policy. First of all, the state encourages the creation of venture capital firms and research centers. Upon recommendation of the U.S. National Science Foundation and the most efficient centers of venture capital firms are in the first 5 years of a fully or partially financed

from the federal budget. The most high-tech and effective research state funds entirely because of their complexity, high cost, risk, strong international competition. As in other countries, the technological core, in the U.S. there are venture capital firms ("risk" capital), the "spin-off" companies (firm-siblings) are separating from universities, independent institutions, public research centers and specialized laboratories of large industrial corporations and investment funds.

The government is actively subsidizing firms "spin-off" through large non-profit research centers and universities, which are concentrated around and are constantly separated from those of the firm. In addition, in order to facilitate the dissemination of scientific advances through the company "spin-off" in the country there are several innovation centers, funded by the National Science Foundation of the United States. It should also be noted the practice of free licenses for commercial use of inventions patented in the cost of research and owned by the federal government [6].

Speaking about Ukraine it should be noted, that since the beginning of 2002 there were questions of formation of innovation policy have been the object of constant attention of the government. Moreover, the strategic course of Ukraine's integration into the EU was based precisely on the innovative model of economic development, which requires the development and implementation of effective public policies. Gradually, new innovative structures capable of commercially attractive projects, which are connected to the financing of the economically successful companies that have started the implementation of major investment programs.

However, in the development of innovation management in Ukraine there are a number of important issues. In Ukraine in 2004 the "Strategy of economic and social development of Ukraine for 2004-2015" was adopted, realizing that Ukrainian scientists have started to develop the concept of an innovative model of economic development. Objective difficulties that impede rapid innovatization Ukrainian economy is largely determined by the presence of a number of economic, social, psychological, political and cultural characteristics of development that have a strong influence on decision-making at different levels of the management hierarchy. To the modern problems of innovatization Ukrainian economy include the following:

lacks a uniform national strategic line innovatization economy, the low level of use of strategic arsenal of methods of scientific planning, forecasting, optimization, systems analysis, software-oriented management. This was manifested in the weakness of the existing institutional structures of the current and long-term planning, system selection of R&D system overall standardization of products and technologies in danger of fixing the country's economic model, focused on the extensive development factors and the prevalence of low-technological structures;

- low efficiency of the structure of management of innovation and scientific and technical processes, considered with the administrative and organizational point of view. The existing administrative and organizational structure is characterized by too many components that interact badly with each other and are not secured by the system and the efficient allocation of powers. Cannot create favorable conditions for quality innovation and constant reorganization of the bodies involved in governance research activities. Such shortcomings governance structure innovation does not provide an effective implementation of innovation and science and technology policy;

- very low rate of formation of market innovation. Developed market research and analysis products in Ukraine are not yet formed. There is an over-simplification of the concepts of innovation processes, a lack of understanding of market mechanisms. Lack of equal conditions of functioning of traditional and newly established research schools and centers, which is particularly important for the centers, since they often open up new promising areas of research and development;

- not furnished the basic elements of lower technological structures that require a lot of distractions scarce resources that could be used for the construction of higher technological structures;

- failure of the existing institutional framework of information as a result of the inertia and the strong impact of previous totalitarian society that does not allow timely obtain the necessary information on the experience of innovation;

- low level of development of liberal economic relations, the underdevelopment of institutions that provide capital spillovers between sectors of the economy (stock and money markets, venture capital structures), violation of the equivalence of commodity exchange, provoked by the active interference of different levels of government, the presence of business structures close to government bodies and running their business on special preferential rules;

- low level of development of the tool base, widely used by civil society to influence the socio-economic and political processes;

- weakness of economic democracy and civilized forms of market relations. All this makes it difficult innovatization and economic shift away from the traditional to the innovative state;

- the prevalence of non-market forms of institutional development framework, which lead to the reproduction of power bodies and institutions, sharply restricting the freedom of the market business;

- significant proportion of the agricultural population, traditionally relying on its own system of cultural values;

- levels of corporate structures are not adequate requirements innovatization economy. Much of the industrial science was outside the corporate structural formations, leading to disruption of optimal organizational relationships of production and industry research. The absence of the necessary conditions for the full development of innovative small businesses;

- monetary imbalances, an indicator that a low level of monetization, which leads to disruption of the market balance and equilibrium, information distortion of market prices. High interest rates slow down the development of the market of investment and innovation processes;

- inability to solve pressing social problems through innovatization economy and the formation of a strong innovation sector and exit at the base to a higher level of standards of society, as well as by innovation support old traditional economy.

**Conclusions.** Thus, today identifies a number of factors hampering innovation. This lack of funding, lack of funds from the customer's high interest rates of banking institutions, the significant costs associated with innovation, not the perfection of the legal framework in the tax area, the difficulties with the raw material. Ukrainian companies have to understand that innovative and uncompromising methods of team management and the organization as a whole are inevitable. Innovation is needed in the industrial, institutional, and financial and scientific fields. This is due to the fact that it is in a complex they determine the most effective results.

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