

УДК 338. 439. 62

N. V. Runcheva,  
L. M. Ternavska,  
A. V. Andrusenko

## ELEMENTS OF IMPLEMENTATION OF INNOVATIVE ECONOMIC MODEL IN ENTERPRISES OF UKRAINE

**Анотація.** У статті розглянуто основні категорії інтернаціоналізації інноваційної сфери на підприємствах України та висвітлено основну мету. Наведено підходи щодо місця НІС в умовах інноваційної діяльності та принципи побудови інноваційної моделі економіки. Перелічено режими інтернаціоналізації сфери науки, технологій та інновацій і методи підвищення конкурентоспроможності позицій на світовому ринку товарів та послуг.

**Ключові слова:** інновації, інтернаціоналізація, НІС, НДДКР, ТНК.

**Summary.** The article deals with the main categories of internationalization of the innovation sphere at Ukrainian enterprises and highlights the main goal. The approaches to the place of the BIS in the conditions of innovation activity and the principles of constructing an innovative model of the economy are presented. Listed the regimes of internationalization of the sphere of science, technologies and innovations and methods of increasing the competitive position in the world market of goods and services.

**Key words:** innovations, internationalization, NIS, R & D, TNC.

**Formulation of the problem** The raw material orientation of the domestic economy, connected primarily with the export of mineral raw materials — oil and gas, has led to the fact that in the market of consumer goods, a significant part of domestic production was displaced by imported producers. In these conditions, the relative reduction in the volume of domestic production of industrial and agricultural products has increased the role of trade.

The current stage of development of the sphere of trade in Ukraine is characterized by the fact that competition in this area of business has increased significantly. At the same time, in the competition on the domestic trade market, there is an increasing number of foreign participants. In today's conditions, competitiveness is becoming a key issue in the country's economic and technological policy, as it promotes acceleration of innovation, cooperation stimulation and deepening of internationalization.

**Analysis of recent research and publications.** The study of practical and theoretical aspects of innovative activity deals with many domestic and foreign scientists: A. S. Brytvenko [1, 6], N. V. Runcheva [1], N. M. Rylach [2], G. A. Shvydanenko, K. S. Boichenko [3], I. V. Kolodiazna [4] and others. Areas of improvement of ways of introducing of innovative model are also not left unnoticed by researchers.

**The purpose of the article** is disclosure of the peculiarities of innovative development and its impact on Ukraine's economic growth and the rationale for the introduction of an innovative economic model at enterprises.

**The main material of the research.** World experience proves that the use of innovative models of corporate agribusiness development is a significant reserve for increasing the efficiency of using available resources in the agrarian sector. Despite the large number of studies devoted to the essence of innovation in agriculture, there is still no unanimous opinion regarding the identification of the innovative model of development of the corporate segment and its impact on improving the efficiency and competitiveness of the agrosphere as a whole. Thus, innovative development of branches of agrarian production is considered as economic transformations, where, under the existing conditions, the optimization of economic growth is underway, and the formation of competitive advantages and their support is ensured by the widespread use of intellectual and innovative potential on its basis.

It is noted that the problem of development of innovative activity on the basis of the achievements of scientific and technologic progress is complex and multifaceted. It is defined as a promising direction of development which creates a favorable environment

© Н. В. Рунчева, Л. М. Тернавська, А. В. Андрусенко, 2018

### **Бібліографія ДСТУ:**

Рунчева Н. В. Елементи впровадження інноваційної економічної моделі на підприємствах України / Н. В. Рунчева, Л. М. Тернавська, А. В. Андрусенко // Вісник Бердянського університету менеджменту і бізнесу. — 2018. — № 1 (41). — С. 52–56.

### **References (APA):**

Runcheva, N. V., Ternavska, L. M., Andrusenko, A. V. (2018). *Elementy vprovadzhennia innovatsiinoi ekonomichnoi modeli na pidpriemstvakh Ukrainy* [Elements of implementation of innovative economic model in enterprises of Ukraine]. *Visnyk Berdianskoho universytetu menedzhmentu i biznesu*, 1 (41), 52–56 (in Ukr.).

for the efficient use of natural resources, industrial and labor resource potential and increases the competitiveness of the country as a whole. The essence of innovative activity needs to be clarified at the level of corporate relations. The basis of these processes are effective production methods, the use of new generation of technics and technologies, the use of new personnel policies and so on, considering the accumulated scientific and innovative potential [1].

The production of knowledge is the basis for implementation of innovative economic but no country is able to create all the knowledge necessary for sustainable growth and increasing of competitiveness. The internationalization of scientific and technologic sphere opens new opportunities for developing countries to gain access to technologies, to create products and services with high added value, develop new skills and a new culture of innovative activity. Foreign direct investment in scientific and technologic sphere can contribute to the strengthening of the national innovative system of the countries, industrial and technological modernization that will allow countries to perform more complex functions, use more modern equipment and produce more high-tech products.

The inclusion of national subjects of innovative activity to the global innovative environment allows to implement innovative economic model ensures the development and deepening of international scientific, technological and innovative cooperation. On the other hand, the internationalization of innovative sphere affects on the formation of the national innovative system of the country and its competitiveness.

There are three main categories of internationalization of innovative sphere. According to the first, national companies, TNC and individual innovators engaged in the international commercialization of technologies. The second category applies to domestic and international scientific and technological cooperation between private and state institutions, including domestic companies, multinational corporations, universities and research centers. International innovative activity of TNC is the third category. TNC is the only institutions which can monitor and implement innovative process at the global level.

Globalization of innovative sphere is connected with innovative processes associated with the structure of the national innovative system (NIS) in national economies. In the process of developing NIS there are taken into account trends of the process of globalization of scientific and technological sphere, there are created powerful innovative institutions with advanced technological and innovative and educational net, capable to transform the globalization results in the national interests. For the most effective use of international flows of knowledge, technologies, innovations the country should be able to explore and implement scientific achievements of other countries.

At present, there are two approaches to NIS place in the terms of the internationalization of innovative activity. According to the first approach, subjects engaged in basic research who work with initially «national» innovation cycle and, therefore, are included in NIS. According to the second approach, the subjects of domestic economy, conduct fundamental researches and produce nonprofit knowledge which are automatically involved in global innovative activity.

Consequently, in the field of science and technology, the processes of globalization increase the tendency to use external resources, international cooperation and networking. Those countries that are most efficiently adopting and using new technologies, developed anywhere in the world, will benefit most. In such circumstances, the objectives of internationalization of the innovation sphere are as follows:

- enhancing the quality of advanced scientific research and innovation outcomes by improving access to external sources of knowledge and strengthening global collaboration between research organizations and innovation networks for the joint development and use of new knowledge and technologies, using the factor of comparative advantages (knowledge and technologies);

- increasing the attractiveness of the country in the global technology and innovation market and the successful competition for research contracts and services, as well as attracting foreign investment and professionals in the innovation field;

- preparation of a national background for successful foreign innovation activities;

- rapid response to global challenges and international commitments in the innovation field.

There are three modes of internationalization of the field of science, technology and innovation:

1. International scientific and technical cooperation between partners from more than one country for the creation of new scientific knowledge and technological know-how, as a result of which each partner retains its own institutional identity and ownership remains unchanged (for example, in the case of direct investments or bilateral intergovernmental scientific and technical programs).

2. International generation of knowledge and innovation by multinational enterprises (BNP) that create innovation across borders through the construction of research networks, including the creation of new research units in the host country or the purchase of research foreign units.

3. International use of innovative know-how and technologies through trade, licensing and patents, reverse engineering, etc.

In addition, you can select «internal purposes» of the country in the process of internationalization of the innovative sphere aimed at improving its national appeal and «external goals.» The first include increasing

the attraction of foreign of inflows direct investments in the innovative sphere, attracting foreign researchers, distributioning of national science abroad, creating an adequate innovative environment in the country for improving conditions for scientific and technical cooperation, transformation of researches of innovations and new technologies. «External goals» include strengthening of participation in international cooperation and strengthening of bilateral and multilateral relations in scientific and technological sphere, to connecting national researchers to global scientific, technological and innovative activity, increasing international mobility of researchers, opening of national research programs for researchers from other countries [2].

Complex innovative model of enterprise innovation is an effective information and methodological tool for forming and improving of its activities. It can be used for businesses that continue to update and improve already described business processes and other elements of innovative activity.

You can mark the following prerequisites for implementing innovative model of enterprise development in contemporary economy:

- technical and economic feasibility of the need to implement the model;
- market potential (backed by consumer demand);
- dynamic processes of commercialization of science and technology;
- financial supporting of the creation and / or purchase of innovations;
- evaluation of alternatives regarding the economic feasibility of the creation and / or purchase of innovations;
- feasibility of strategies of effective using of innovations;
- identifying promising trends of improvement of models.

It should also pay attention to the content of essential methodological tools of diagnostic of development of enterprise on the innovative model. There can be identified the following main components:

- analysis of effectiveness of activity and development of entities, innovative audit;
- diagnostics of using of existing innovative potential and determining the prospects of improving of business models on innovative criterion;
- dynamic methods of effective implementation of innovative projects, analytical, economic and mathematical, predictive, integrated and combined methods.

The results of the research can be concluded that the development and implementation of innovative model of business development provides a number of advantages and contributes to:

- reducing the temporary and financial costs of the realization of innovative projects of formalization

and optimization activities of an enterprise of the and other projects of innovative development;

- quickly and efficiently projection of new products (services) and business processes;
- implementation of modern successful practices into activities of an enterprise;
- improving the quality of service and domestic activities;
- intensifying efficiency and quality of management decisions;
- integration of strategy with all the elements and management systems in the enterprise;
- releasing time of managers of performing routine functions with the aim of forming timely and effective management decisions. [3]

In modern conditions it makes most sense to carry out large-scale investments into innovative technologies and working methods, that is, to reduce distribution costs and improve commodity distribution system. In addition, they can put pressure on suppliers. Among the key areas of innovative activity are the following:

- new technologies that reduce the negative impact properties of trading services for the implementation of services and offer additional opportunities for differentiation strategies of business organizations;
  - information and communications technologies for study and consideration of the individual characteristics of the buyer, assessment customer value;
  - information technologies that allow to interact with customers at any place and at any time [4].
- Building an innovative model is regulated by the following system principles:
- use of international cooperation in the sphere of technological transfer;
  - forming growth points in the innovative sphere based on the existing competitive advantages and already existing viable enterprises and structures;
  - combination of market mechanisms with the state supporting of innovations;
  - ongoing monitoring and management of the effectiveness of innovative system based on indicative figures.

Innovative activity is always risky, complex and requires significant financial investment. However, studies show, that those enterprises which engaged in such activities in recent years are the most successful, stable and have the best development results. Current realities have repeatedly proved that it is the implementation of innovative activity (new machinery, technologies, management innovations, organization of labour and motivation of the staff to take part in these processes) gives the best results and is the main factor of development. Notably innovations make it possible to increase market share and get high rates of

economic growth, solve problems, both economic and environmental, social, technological nature.

Figure 1 shows the cause-and-effect relationships of formation of innovative economy of the state with the help of state regulation of national innovation system of the enterprise in view of peculiarities of business activity, infrastructure and economic security.

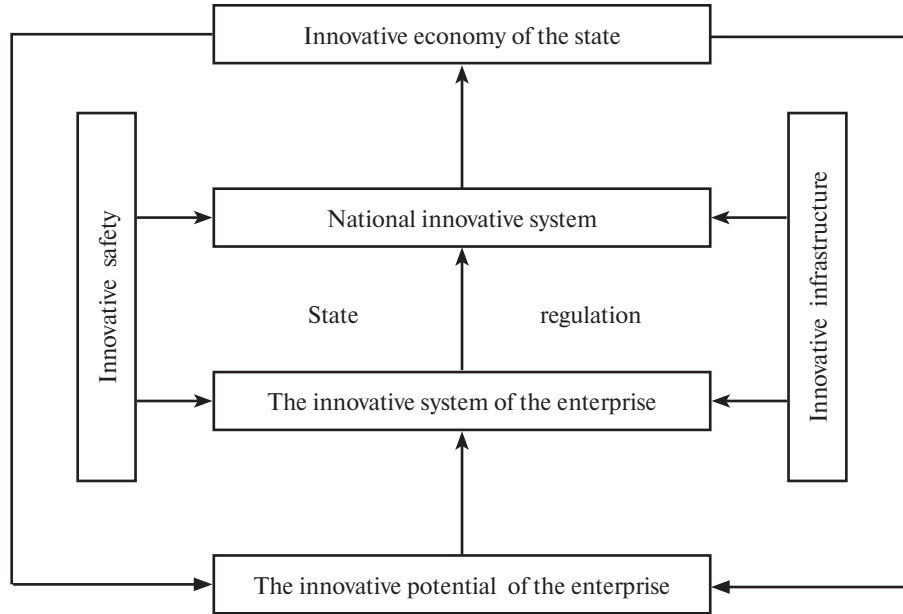


Fig. 1. Innovative economy of the state (developed by the author)

development work is quite substantial and account for more than half of R&D expenditure in developed countries. This was the main reason that priority is given to innovative products.

According to the latest data presented in Table 1 in the annual ranking of the most innovative countries of the world «The Global Innovation Index», Ukraine ranked 50th overall performance for 2017. Participated, 127 countries, there are innovation performance indexes of some of them. Thus, the five most innovative countries are Switzerland, Sweden, Netherlands, the USA and the UK. For comparison, in 2016 Ukraine ranked 56 place in the overall rating. This indicates that carried out work in this area demonstrate its effectiveness. It should be noted that the enterprises of Ukraine require constant changes and increasing competitive position in the global market for goods and services, in particular.

Foreign experience shows that governments of successful innovative countries exercise changes in legislative, organizational and financial spheres of businesses that stimulate activation of innovative activity. In these countries, with the support of the state innovative clusters appear which promote close cooperation and exchange of knowledge, resources, personnel, etc. To implement the appropriate measures in Ukraine it is needed the effective state innovative policy which will intensify innovative activities [5].

Confirmation that the introduction of innovation really is an important part of economic activity, can serve a successful business experience abroad. Switzerland, Germany, France and Britain, the USA, Japan from the technological core of the world development and they account for the largest share of high-tech products. Expenditure on scientific-research and de-

Table 1

Global innovative index (compiled by author [5])

Rating	Country	Innovative index
1	Switzerland	67,69
2	Sweden	63,82
3	Netherlands	63,36
4	United States	61,40
5	Great Britain	60,89
6	Denmark	58,70
7	Singapore	58,69
8	Finland	58,49
9	Germany	58,39
10	Ireland	58,13
45	Russia	38,76
46	Chile	38,70
47	Vietnam	38,34
48	Montenegro	38,07
49	Qatar	37,90
50	Ukraine	37,62
51	Thailand	37,57
52	Mongolia	37,13

To overcome the negative phenomena in the economy and create favorable conditions for such integration the state should work out a Global national anti-crisis strategy of development of Ukraine, which should be both breakout strategy. World experience shows that notably crisis and post-crisis period is the



formation of conditions for intellectual and innovative renewal of economy and production.

The means of economic development of any country is an innovation, that is, new elements and focused changes that deliberately introduced into the industrial structure of the enterprise. The introduction of exemptions for specific sectors causes strengthening of fiscal pressure on other sectors of the economy of Ukraine and leads to increasing in domestic loans. [6]

Taking into account the significant influence of the European Union on the socio-economic development of Ukraine, and also on the basis of its Eurostrategic directions, the experience of innovative development of foreign countries is of greatest interest to Ukraine. The European Union has powerful intellectual and technological capabilities. At the same time, since the end of the twentieth century, EU countries lose their position in the global competitiveness rating, which is largely due to the backwardness of the community in terms of innovation performance.

**Findings from the study.** Today, the process of internationalization of the field of science and technology is determined by such factors as the rapid development of global information and communication infrastructure, digitization and standardization of tools, fragmentation of the production process. An increasing number of countries are focusing on strengthening national innovation capacity, increasing scientific standards, participating in the global research community, and enhancing international science and technology and innovation. In general, the nature of the implementation of scientific and technological research is changing. Future technological trends will be determined by more multidisciplinary and trans-institutional co-operation. These phenomena are linked to a growing dependence on external sources and networks.

### Література

1. Бритвенко А. С. Управління інноваційним розвитком корпоративних аграрних підприємств на засадах контролінгу / А. С. Бритвенко, Н. В. Рунчева // Розвиток агропродовольчого ринку в умовах глобалізації економіки : матеріали Всеукраїнської науково-практичної конференції. — Полтава : Кафедра економіки підприємства ПДАА, 2017. — С. 106–108.

2. Рилач Н. М. Перспективи реалізації в Україні інноваційної економічної моделі: глобальний підхід [Електронний ресурс] / Н. М. Рилач. — Режим до-

ступу : [http://journals.iir.kiev.ua/index.php/ec\\_n/article/viewFile/3292/2974](http://journals.iir.kiev.ua/index.php/ec_n/article/viewFile/3292/2974).

3. Швиданенко Г. О. Інноваційна модель розвитку бізнесу в Україні [Електронний ресурс] / Г. О. Швиданенко, К. С. Бойченко. — Режим доступу : [https://elibrary.ru/download/elibrary\\_32247150\\_21025826.pdf](https://elibrary.ru/download/elibrary_32247150_21025826.pdf).

4. Колодяжна І. В. Проблеми та перспективи розвитку інноваційної діяльності торговельних підприємств України / І. В. Колодяжна // Науковий вісник Ужгородського національного університету. Серія: Міжнародні економічні відносини та світове господарство. — 2015. — Вип. 5. — С. 53–56. — Електронна версія за адресою : [http://nbuv.gov.ua/UJRN/Nvuumevcg\\_2015\\_5\\_13](http://nbuv.gov.ua/UJRN/Nvuumevcg_2015_5_13).

5. The Global Innovation Index. The Human Factor in Innovation [Електронний ресурс] — Режим доступу: [www.globalinnovationindex.org/userfiles/file/reportpdf/gii-2014-v5.pdf](http://www.globalinnovationindex.org/userfiles/file/reportpdf/gii-2014-v5.pdf).

6. Бритвенко А. С. Формування інноваційних моделей корпоративного розвитку масложирової галузі / А. С. Бритвенко // Вісник Бердянського університету менеджменту і бізнесу. — 2015. — № 4 (32). — С. 21.

### References

1. Brytvienko, A. S., Runcheva, N. V. (2017). *Upravlinnia innovatsiynym rozvytkom korporatyvnykh ahrarynykh pidpryemstv na zasadakh kontrolinhu* [Managing innovative development of corporations of agricultural enterprises on the bases of controlling]. Poltava, Department of Enterprise Economics PDAA Publ., 106–108 (in Ukr.).

2. Rylach, N. M. *Perspektyvy realizatsii v Ukraini innovatsiynoi ekonomichnoi modeli: hlobalnyi pidkhd* [Prospects of Implementation of Innovative Economic Model in Ukraine: A Global Approach]. Retrieved from [http://journals.iir.kiev.ua/index.php/ec\\_n/article/viewFile/3292/2974](http://journals.iir.kiev.ua/index.php/ec_n/article/viewFile/3292/2974) (in Ukr.).

3. Shvydanenko, H. O., Boichenko K. S. (2017). *Innovatsiina model rozvytku biznesu v Ukraini* [Innovative model of business development in Ukraine]. — Retrieved from [https://elibrary.ru/download/elibrary\\_32247150\\_21025826.pdf](https://elibrary.ru/download/elibrary_32247150_21025826.pdf) (in Ukr.).

4. Kolodiazhna, I. V. (2015). *Problemy ta perspektyvy rozvytku innovatsiynoi diialnosti torhovelnykh pidpryemstv Ukrainy* [Problems and prospects of development of innovation activity of trading enterprises of Ukraine]. Retrieved from [http://nbuv.gov.ua/UJRN/Nvuumevcg\\_2015\\_5\\_13](http://nbuv.gov.ua/UJRN/Nvuumevcg_2015_5_13) (in Ukr.).

5. The Global Innovation Index. The Human Factor in Innovation. Retrieved from [www.globalinnovationindex.org/userfiles/file/reportpdf/gii-2014-v5.pdf](http://www.globalinnovationindex.org/userfiles/file/reportpdf/gii-2014-v5.pdf) (in Eng.).

6. Brytvienko, A. S. (2015). *Formuvannia innovatsiynykh modelei korporatyvnoho rozvytku maslozhyrovoi haluzi* [Formation of innovative models of corporate development of oil and fat industry]. *Visnyk Berdianskoho universytetu menedzhmentu i biznesu*, 4 (32), 21 (in Ukr.).