

UDK 351:338.432

S. D. Grivko

Chernihiv University National of Technological

FACTORS OF FORMATION OF STATE POLICY OF INNOVATIVE DEVELOPMENT OF ECONOMY OF REGIONS OF UKRAINE

As a result of theoretical generalization and comparison of views of leading scientists to determine the content of factors in the formation of state policy of innovative development of regional economies, their own approach is justified. It is established that for the formation of state policy of innovative development of the economy of regions of Ukraine it is necessary to have a clear idea of the structure of innovation potential of the economy of regions, the relationship between its components, the system and factors that most fully and effectively implement its potential. In order to form an effective state policy of innovative development of the economy of the regions, a classification of factors that affect it is proposed: productivity of measures (slowing down, impulsive); method of influence (architectural, obstructive); infrastructure composition (production-technological, financial, information-communication, staffing); on the scale of influence (global level factors, macro level, meso level, micro level).

Key words: state policy, management, innovative development, economy of regions, factors.

Formulation of the problem. The development of regional economies is the formation of a special mechanism of interaction of participants in the innovation process, which is implemented in the effective functioning of public policy, which creates a basis for intensifying innovation in the country and the agricultural sector, in particular, forms demand for innovation and provides permanent generation, implementation and commercialization. . To successfully solve such problems, namely the formation of state policy of innovative economic development of the regions of Ukraine, it is advisable to have information about the level of innovative development, the structure of innovative potential of regional economies, system and factors that promote timely and effective commercialization of innovations.

Analysis of recent research and publications. Considerable attention is paid to the consideration of the factors influencing the formation of the state policy of innovative development of the country and the economy of the regions in particular in the domestic scientific literature. In the works of N. Bondarchuk, A. Zemlyankin, O. Karavansky, O. Ladyuk, V. Seminozhenko, N. Goncharo-

va, M. Zgurovsky the influence of the factors influencing formation of preconditions of activation of innovative activity is presented, the corresponding stimuli and motives of activity of subjects are defined. economies of the regions, set the pace and scale of the spread of innovation in the national economy. N. Goncharova considers the main factors of innovative development to be the presence of innovative goals, innovative means of achieving them, opportunities to reproduce the innovation orientation on a balanced basis [1].

Selection of previously unsolved parts of the overall problem. In the scientific literature there is no single approach to the structuring of factors influencing the formation of state policy of innovative economic development of regions. The lack of such structuring hinders the formation of state innovation policy, which will increase the impact of stimulating and weakening – disincentives on the innovative development of regional economies.

The purpose of the article is to study the scientific and applied principles of assessing the factors shaping the state policy of innovative economic development of regions.

Presenting main material. At each level of development of the economic en-

tities of the regions will be characterized by individual factors that have a significant impact on public innovation policy. The author's approach to the classification of factors influencing the formation of state policy of innovative development of the economy of the regions on a number of grounds (Fig. 1) is proposed.

Given that the economy of the regions of Ukraine is actively flowing into the system of international economic relations (cross-border cooperation) in the range of factors of innovative development should be considered factors of the global level and macro level. According to the scale of influence, the factors that determine the features of innovative development of the regional economy are divided into factors of the global level, macro-, meso- and micro-level. Relations with the world community in the framework of innovative projects are facilitated by effective "knowledge transfer", exchange of experience, acceleration of replication of innovations. International competition is a global factor that can be felt at the level of the state, regions and businesses. Macro- and meso-level factors largely determine the success of specific innovative projects, because they set the framework for opportunities for their implementation. The task of the state is to create favorable macroeconomic conditions for the inflow of investment in innovation activities of economic entities of the regions. In turn, the level of state activity depends on the economic cycles in the country. During the crisis, it is necessary to ensure the introduction of basic innovations that contribute to a significant improvement of needs in order to obtain a long-term positive effect from the introduction of innovations in the economy of the regions. Therefore, active government intervention during this period contributes to economic growth and overcoming the crisis. After that, at the stage of economic growth, state intervention in the innovation sphere is fragmentary. The participation of the state in the development of innovation in the country, and the economy of the regions in particular, can be both direct (targeted support for strategically important innovations) and indirect (creation of innovation infrastructure, legislative sup-

port of the innovation process). It is these factors that have had the greatest impact on the innovative development of the region's economy. The influence of these factors is exacerbated by the unsatisfactory condition of effective research laboratories, the low level of adaptation of research institutions to market conditions, the lack of relevant markets for scientific and technical products.

In order to develop an effective state policy of innovative development and an appropriate management system, it is necessary to identify the factors that stand in the way. Factors are divided into three groups: socio-economic, production-technological and organizational-institutional. Socio-economic factors include lack of funds for the sector to ensure innovative economic development, lack of financial support from the state, low effective demand for innovative products, high cost of innovation, long payback period, lack of qualified personnel.

Production and technological factors include low innovation potential of the country and the economy of the regions, in particular, lack of information about new technologies, markets; insensitivity of business entities to innovations; limited opportunities for cooperation with other business entities and scientific organizations.

Organizational and institutional factors include: no need for innovation due to the presence of early innovations; imperfection of legislative and regulatory documents that regulate and stimulate innovation; uncertainty of terms of innovation process; underdeveloped innovation infrastructure (intermediary, information, legal, banking, other services); underdeveloped technology market.

The main way to solve problems of timely and optimal provision of innovative development of the regional economy is to create socio-economic conditions for innovative receptivity of the regional economy. By innovation receptivity we mean the ability of the regional economy to generate and implement innovations [2-3].

It is obvious that in the regions there may be a lack of socio-economic interest in innovation. The fact is that any serious innovation, which is associated with the technical re-equipment of production, modernization

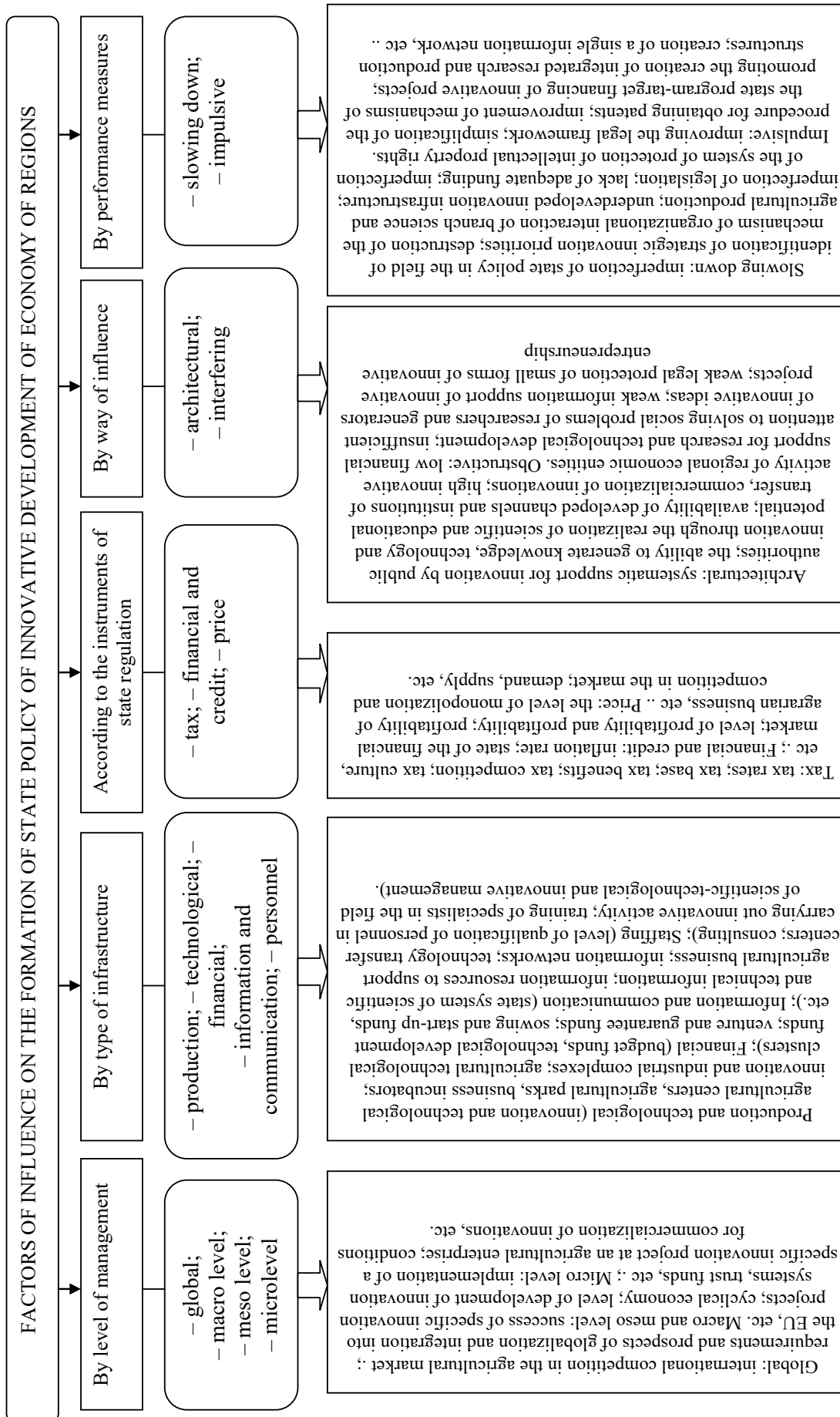


Fig. 1. Factors of formation of the state policy of innovative development of economy of regions of Ukraine*

*Source: developed by the author

of the technical base, meets the long-term interests of the regional economy. Social tasks largely reflect current interests, as a result of which there is a contradiction between technical, economic and social tasks, between long-term and current interests of economic entities of regions and the population.

To date, few resources are invested in the resumption of production, development and development of fundamentally new equipment due to the fact that the innovation process initially causes a drop in profits, while production entities can successfully increase it by selling old or partially modernized products at monopolistically high prices.

Thus, the receptivity of the regions' economy to innovation depends on the "starting" conditions, namely: readiness for transformation. The degree of readiness is characterized by the technical and economic level of production [4]. The main thing is to determine the strategy of technical development. The criterion of economic feasibility (stimulus) of technical development on the basis of innovations in the economy of the regions may be the need to expand the production of traditional products for the economy of the regions or the development of new types, provided competitiveness and sufficient efficiency of the production process. If certain preconditions are created for technical transformations and the strategy of technical development is correctly chosen, the production sector will be interested and receptive to transformations on the basis of innovations.

Innovations are more often implemented in those business entities where there are highly professional specialists who are convinced that such innovations are necessary for their work (if it is an innovation that concerns the production, scientific or sales process). Given this circumstance, the receptivity of the regional economy to innovation depends more likely on the opinion of experts than on the decisions of managers. Therefore, it is always necessary to make higher demands when hiring employees regarding their knowledge, experience and qualifications. This will not only increase the efficiency of the state innovation policy, but also improve the entire activity

of the economy of the regions of Ukraine. That is, the creation and operation of innovative financial organizations (banks, funds, etc.) that finance scientific and technical innovations on a commercial basis should be encouraged.

Significant factors influencing the formation of state policy of innovative development of the economy of the regions, in our opinion, are the following: scientific and technical; resource provision; general economic factors.

This approach takes into account a number of factors that determine the scale and pace of innovation in the formation of state policy of innovative economic development of regions [5-6].

The scale of innovation and innovation development is determined by the following factors:

- the factor of uncertainty, which does not always allow to predict the feasibility of implementing a particular area of scientific and technological development;
- the adequacy of plans that coordinate the stage of research with production, marketing and post-sales service, with the stage of innovative diffusion – modification and modernization of products and cessation of its production;
- the difficulty of ensuring compliance of short-term trends in the national economy as a whole and individual economic entities with long-term concepts of innovative development;
- the degree of orientation of innovative activity of the economy of the regions on the needs of the country;
- the difficulty of ensuring compliance of the level of innovative development of the economy of the regions to the international level in the composition of similar indicators;
- identification and support of competitiveness of domestic innovations on the world market;
- the degree of riskiness of innovations in domestic practice;
- reliability of legal protection of entrepreneurship in the field of research and innovation;
- the degree of state participation in innovation activities related to resource support

of venture activities and orders for the development of innovations [7].

Based on the knowledge of factors that significantly determine the dynamics of innovative economic development of regions, it is possible to characterize its parameters and on this basis to make recommendations related to developing a strategy for sustainable economic growth of innovative economic development of regions and the state as a whole.

In our opinion, the influence of factors that determine the scale and direction of scientific and technological development of the economy of the regions is largely due to the ratio of areas of scientific, technical and innovative activities. The scale of activity in the field of scientific and technical development can significantly determine the size of the innovative potential of the economy of the regions, which have both individual businesses and the economy of the regions as a whole. Therefore, the analysis of factors that determine the dynamics of innovative development of the regional economy and the field of scientific and scientific and technical developments should be conducted by groups of factors formed depending on the degree of their impact on the innovative development of regional economies.

The current state of the public administration system itself, in particular the activities and formation of the business environment, is not at the proper level. A rather long period of market transformations has passed, therefore, the management system itself needs to be updated and modified. We have the status of a country with a market economy, so all methods of management and development must be brought into line with today's requirements.

Conclusions. Today in Ukraine there are almost all parts of the economic mechanism capable of producing competitive products. The problem, as such, today is the plane of organization of their effective interaction in view of the desired result of the state. The main content of an effective state policy of innovative development of the economy of the regions should be the coordination of coordinated work of all parts of the eco-

nomical mechanism set up for the production of competitive high-tech innovative products. The result should be a significant acceleration of the country's economic growth and the competitiveness of its economy.

We believe that the current situation in the innovation sphere makes it urgent to develop a state policy that would ensure the expanded reproduction of the object base of innovation and the irreversible impact of innovation on the accelerated economic growth of the country. In this regard, the main task is to consolidate the efforts of legislators, governmental, scientific, business circles of society on the optimal comprehensive solution of methodological, strategic and tactical problems of forming a national innovation system, to develop a strategy for innovative development of Ukraine in globalization challenges, to implement an innovative model of the country's development, to ensure its competitiveness.

References:

1. Гончарова Н.П. Інноваційна економіка: проблеми і пріоритети. *Актуальні проблеми економіки*. 2009. № 6. С.11–19.
2. Груба Г.І. Розвиток інноваційної діяльності в Україні: теорія, методологія, стратегія державної політики: монографія / Г.І. Груба. Київ: ТОВ "ДКС центр". 2009. 364 с.
3. Бондарчук Н.В. Аналіз інноваційної діяльності промислових підприємств в Україні. *Економіка та держава*. 2011. № 4. С. 143-145.
4. Андрощук Г.А. Стимулювання інноваційної діяльності. *Стратегія економічного розвитку України*. 2001. № 1–3. С.177–184.
5. Ладюк О.Д. Інноваційна діяльність – фактор глобального розвитку. *Проблеми науки*. 2010. № 1. С. 18–21
6. Шпак Ю.В. Аграрний сектор національної економіки в умовах глобалізації ринків: теорія та практика державного управління: монографія / Ю.В. Шпак; Нац. акад. держ. упр. при Президентові України. Донецьк: Юго-Восток, 2011. 514 с.
7. Макаренко П.М. Формування інституційної системи державної підтримки аграрного сектора України. *Держава та регіони*. 2009. № 2. С. 109-112.

Гривко С. Д. Фактори формування державної політики інноваційного розвитку економіки регіонів України

У результаті теоретичного узагальнення та порівняння поглядів провідних науковців до визначення змісту факторів формування державної політики інноваційного розвитку економіки регіонів обґрунтовано власний підхід. Встановлено, що для формування державної політики інноваційного розвитку економіки регіонів України необхідно мати чітке уявлення про структуру інноваційного потенціалу економіки регіонів, взаємозв'язки між його компонентами, про систему та фактори, що дозволяють найбільш повно й ефективно реалізувати на практиці закладені в ньому можливості. З метою формування ефективної державної політики інноваційного розвитку економіки регіонів запропоновано класифікацію факторів, які на неї впливають: продуктивність заходів (сповільнюючі, імпульсивні); спосіб впливу (архітектурні, перешкоджаючі); склад інфраструктури (виробничо-технологічні, фінансові, інформаційно-комунікаційні, кадрове забезпечення); за масштабом впливу (фактори глобального рівня, макрорівня, мезорівня, мікрорівня).

Ключові слова: державна політика, управління, інноваційний розвиток, економіка регіонів, фактори.

Гривко С. Д. Факторы формирования государственной политики инновационного развития экономики регионов Украины

В результате теоретического обобщения и сравнения взглядов ведущих ученых к определению содержания факторов формирования государственной политики инновационного развития экономики регионов обоснован собственный подход. Установлено, что для формирования государственной политики инновационного развития экономики регионов Украины необходимо иметь четкое представление о структуре инновационного потенциала экономики регионов, взаимосвязи между его компонентами, о системе и факторы, позволяющие наиболее полно и эффективно реализовать на практике заложенные в нем возможности. С целью формирования эффективной государственной политики инновационного развития экономики регионов предложена классификация факторов, которые на нее влияют: производительность мероприятий (замедляя, импульсивные) способ воздействия (архитектурные, препятствующие) состав инфраструктуры (производственно-технологические, финансовые, информационно-коммуникационные, кадровое обеспечение); по масштабу воздействия (факторы глобального уровня, макроуровня, мезоривня, микроуровня).

Ключевые слова: государственная политика, управление, инновационное развитие, экономика регионов, факторы.