

Providing of technological innovation: STRATEGY AND MECHANISMS

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In the article the theoretical and practical aspects of strategies and mechanisms providing of technological innovation, carried out a monitoring of existing problems and proposed approaches to copyright their decision in light of the realities of modern economic space.

Technological innovation, providing of innovation, technological development strategy, mechanisms providing of innovation.

Formulation of the problem. Innovations are the foundation of the creative process that causes productivity growth and increasing jobs. Innovation solve a wide range of questions that are designed to qualitative changes. The competition between economic agents the one who was able to adapt its strategy to the characteristics of the environment, has achieved success in commercialization of innovation. The technological component serves as the basis for innovative capacity and priority imperative to ensure competitive advantages of national economy. Technology as a factor of production technology and includes an internal law that determines the structural and functional forms of existence. The actual historical form of this factor was the technical capital that determines global leadership developed countries. The economic nature of the technical factor characterizing the degree of technical and technological development of production, which serves as a prerequisite for the emergence of knowledge-intensive industries and increases the return of capital and labor factors [2]. However, the common thesis is that it is innovation, faster development of high-tech industries, with a significant added value is the driving force that can ensure long-term economic growth. Therefore, the definition of strategies and mechanisms providing of technological innovation is one of the main objectives, the implementation of which ensures the effective functioning of the economic system as flaws in the strategies and mechanisms providing of technological innovation contribute to economic crisis and the loss of competitiveness and the backwardness of enterprises in Ukraine.

Analysis of recent research. Search for effective strategies and mechanisms providing of technological innovation, many engaged

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scientists, given that the problems activating providing of innovation require urgent solution, Ukrainian. From among them, especially consider significant development: V. Andriychuk A. Voytyuk, B. Dumplings, A. Hudzynskoho, P. Drucker, GM Ermakova, D. Ismayeva, K. Knight, Vladimir Onegin, Alexander Oleinik, KA Oppenlendera, P. Stetsiuk, M. Malik, P. Sabluk, B. Santo, A. Chupisa, Schumpeter, A. Yastremskaya. Preferably, the researchers emphasize that significant changes concerning providing of technological innovations require strong financial support and regulation. However, despite the significant contribution of scientists in studying these issues beyond the current research were to identify opportunities providing of technological innovation in the innovation section of balance that brings fundamentally new requirements for strategies and mechanisms of the process and defines the space for further expansion of scientific research and debate.

The purpose of research: consideration of theoretical and practical aspects of formation of strategies and mechanisms providing of technological innovation, identify existing problems and develop copyright approaches to address them in the light of queries and challenges of today.

Results. After reviewing the program of the new Government of Ukraine it seems that expectations for salvation from the economic collapse of the country's Cabinet of Ministers links with financial assistance from outside. The list of goals and objectives of government members a lot of really urgent and very important issues. However, among the priorities of the state policy does not appear the development of innovation and its scientific potential, which are key to economic recovery and investment attractiveness of the economies of the world. Today, in developed countries, competitive advantage is not so material resources as new knowledge and technologies. A competition is considered a dynamic process of discovering new knowledge.

Now supply the competitiveness and efficiency of Ukrainian enterprises affected by a number of inhibitory factors, among which are the following: lack of financial resources and providing of information on technological innovations; low demand for innovative products; the reluctance of businesses and weak susceptibility to the introduction of technological innovations; low innovation potential of enterprises; lack of qualified personnel; difficulties in clustering, cooperation and integration with other companies; Institute of undeveloped public-private partnerships and more.

Interestingly, the innovative activity of enterprises in the past five years did not exceed 7.1%, while the volume of sales of innovative products made up only 3.3% (only 1.5% - sold abroad). In the Group of Seven countries, the number of enterprises implementing innovation is 70-80% [5 p. 22].

The structure of the national economy sources and technological changes among knowledge-intensive industries varying degrees differ significantly affecting the options of innovative behavior of economic agents, which depend on the sector and technological expertise, innovative company size, type of product, innovation objectives, sources of innovation, availability of innovative infrastructure and development institutions.

The most common cause of low innovation activity of enterprises is often called the lack of financial resources to fund innovation. Enterprises engaged in innovation financing within 10% of the resulting profits. Interestingly, innovation in enterprises carried out, mainly to upgrade and diversify products, increase market share, reduce production costs, lower material costs, provide modern standards of product quality and so on.

Providing of financing technological innovations should provide the following tasks: formation of the necessary conditions for a rapid and effective introduction of new products; providing structural and technological restructuring; preservation and development of strategic scientific and technical capacity; create conditions for the preservation of personnel potential of science and technology to prevent the emigration of highly qualified scientific personnel.

For realization of tasks necessary to provide for the greatest possible sources of funds, the mechanism of their accumulation and investment in innovative projects and control system for the efficient use and recovery. Undoubtedly, the providing of financing technological innovation must take place on the following principles: ensuring the effectiveness of innovation; diversification of funding sources; validity and enforceability of ways accumulation funds; flexible financial support; providing of financing technological innovation at all stages of the life cycle.

In recent years, the main source of funding for technological innovation in Ukraine is own funds, whose share of the total funding for innovative work in 10 years increased and amounted to 59.35%. However, the use of innovative self-financing measures does not always guarantee companies high growth rates. Moreover, to develop technological innovations for its own account with the possibility of only large enterprises.

By borrowed sources include budgetary allocations of the special budget funds, bank loans, foreign investment, funds from the sale of

corporate bonds, funds of domestic and foreign innovation, venture capital, investment funds, companies and banks, funds 'business angels' funds received franchising, leasing, Selenge, factoring, forfeiting, national and international funds that provide grants. The resources involved in the stock market is insignificant, as insignificant and long-term loans to commercial banks. Funding innovative work from the state budget was only 1.08%. Ukraine occupies not the best position in the world rankings. Accordingly, and volumes of foreign capital invested in provayding technological innovation of domestic enterprises is not sufficient.

In Ukraine investment funds appeared only in 2001, although the first attempt was in 1990. Ukraine has more than 1,000 investment funds and are about 60 investment banks, although in recent years they do not show a positive yield. Ukraine has an association of private investors, in addition to providing seed capital, also providing managerial and professional experience, recommendations, necessary links and image support. However, despite the existence of the whole association of investors, foundations of "business angels" as an alternative form of support and development of innovation in our country just emerging. Interestingly, there are brands, networks are developing in Ukraine for the franchise - a: Pizza Celentano, Fornetti, Our ripple, FitCurves, New-York-Street-Pizza, Mexx, Nike, Bosch Service and others.

Spending on technological innovation in Ukraine show a downward trend. Research and development expenditure on technological innovation are no more than 12-14%, with a predominance of purchases of finished vehicles, machinery and equipment, describing the main way of technological modernization. That imbalance created costs more is spent on preparing for the introduction and take a very small proportion of the costs of enterprises in the acquisition of innovative technologies.

To finance the technological innovation can be activated one or more of the following mechanisms (multi-funding). The process of technological innovation of financial security should be strategic in nature and based on the following principles: subordination to the strategic objectives of the strategic goal of financial strategy of innovative development; variability and flexibility in relation to changes in the external environment; that the financial strategy of the current investment climate, areas of government regulation; parallel development and marketing of innovative financial strategies for development; acceptable level of risk financial decisions; adequacy of financial resources for projects of technological development; effectiveness of financing.

Due to fluctuations in the hryvnia, research funding in Ukraine is 15-20 times less than the average in the European Union. The level of funding for research and development in absolute terms in the Ukraine is about ten times lower than in Poland, 100 times lower than in Russia in

1000 is lower than in the US. The average estimate of a research in 2013 amounted to 233 thousand. UAH. (Which at the current rate is less than the particular year a German graduate scholarship). The share of total R & D funding of GDP was 0.77%. State funding of science sank to a mark below 0.25% of GDP, which is an indicator of the underdeveloped countries of Africa (benchmark defined by the Lisbon Strategy for the EU - 3%). The main sources of funding for research in Ukraine are divided between the state budget (over 48%), business (30%) and foreign donors (about 22%).

Contrary to the global trend, where the country is constantly increasing its scientific and innovative potential, and as a result improve the investment attractiveness of Ukraine, by contrast, it loses, reducing accordingly its investment attractiveness. According to research by Battelle [6], the world's gross expenditure on research and development (R & D) for 2012-2013. Increased by 2.7% (From 1.517 trillion dollars. PPP to 1.558 trillion dollars.).

World leaders in terms of R & D costs were the US, China and Japan. Characteristically, within the designated triad faster growing R & D investment in China. Thus, during the 2000-2013 biennium. Rate of growth was 147.5%, while in the US - 127.5%, Japan - 113.6%. Against this background of Ukrainian gross investment in the innovation sector of the economy are rather modest - about three billion dollars. In terms of 2013, it is 150 times less than in the US. Taking into account global trends, and considering the relationship between research and development with economic growth, it is difficult to explain the inadequate attitude towards innovation and science in the Ukrainian society. According to international estimates, one job in the R & D sector provides operation for more than two jobs in its other areas.

Despite the obvious positive trends in the development of innovative areas in the world, the Ukrainian economy shows the opposite pattern. The phenomenon of high-tech rapid economic growth has not yet triggered. Ukraine steadily loses its innovative and scientific potential. Per 10 thousand. Male economically active population the number of researchers in Ukraine during 2005-2014. Decreased 1.3 times. Based on the State Statistics Service of Ukraine, in contrast to global trends, the country's number of institutions that performed scientific and technical activities during the 2005-2014 biennium. Decreased. A factor further complicates the problem indicated are major changes in the demographic situation. Thus, according to the World Bank (World Development Report, 2013), labor Ukraine annually reduced by almost 160 thousand. People.

Discover the essence of the world economy is that high levels of innovation sphere may be inherent not only highly developed economies. And due to this phenomenon of countries that are not members of the club advanced to have the opportunity to enter into it thanks to capacity building innovation and efficiency of operation.

The mechanism that provides development processes defined as compound management mechanism, in accordance with the theory of management should include objectives, criteria, factors, management practices. In the highly competitive and variability of the market situation, it is important to not only focus on the internal state of affairs of the company, but also produce long-term strategy. New strategies will inevitably require new knowledge. 30 years ago, managers mastered the skill of one year. Today, every day brings them at least one new skill. Tomorrow it will happen every hour. "Hard times give you the courage to think about the incredible" - claimed Intel president Andy Grove. Incredible earlier, it is possible today. And one thing we know for sure: the most important skills and answers of tomorrow is not based on ability and response this day. Changes occurred and are occurring under the influence of three factors: technology, institutions and values (tools, rules and regulations).

The problem of identifying strategies providing of technological innovation focus that future competitiveness and success of enterprises is not determined by existing conditions and regulations. Thus, it is necessary to see what is valuable for business, and what not. For example, Hewlett-Packard gets a larger share of the profits on products that a year ago had not even issued. Microsoft: Windows '95 was launched around the world in one day. The new business reality requires much greater flexibility. IT guru Kevin Kelly aptly remarked, "Now, the wealth generated by innovation." Innovation - is not just a question of technology. Preferably technology - is only a small part of the process. Technical progress will not stop. One bright idea inevitably leads to another. Technology push us up the pyramid of needs Maslow. They do not ask permission. According to information technologies come bio- and nanotechnology.

Innovative development proves purposeful and result in irreversible cyclic transition to a new level. Choosing an effective strategy for providing of technological innovation is the basis for success. Only the right strategy relentless innovation forward gives chances to not only keep, but also improve the position of companies.

It should be noted that the vast majority of ideas generated by new products based on market needs (75%), but most of their failure is caused by market factors (75%). Success in the market is around 65% of

innovation, although only 10% of them are really new, but only 20% of new versions of well-known products.

Interestingly, a number of countries which had and have much less innovation potential than Ukraine, are developing much faster and mostly based on innovation. In particular, Singapore and Hong Kong occupy large segments of the market of electronic equipment. Singapore - a country with a population of 4000000 people and the territory not more Kyiv - exports to 110 billion. Dollars. On the year, significantly more than Russia - the largest in the territory of the world with a population of about 150 million. Man.

For more effective implementation of their business opportunities should move from single providing of technological innovation to large-scale complex process of generating innovation and development, namely the path of innovative development. International experts determining factor 4 low innovation activity of Ukrainian enterprises, the dominant share of traditional industries, which are not scientifically intensive; high inflation, exchange rate fluctuations, high interest rates do not create favorable investment climate; existing tools to support innovation (investment funds, technology parks, business incubators, technology transfer centers, etc.) lack funds; banks are lending more attractive to other types of business. [7] Managers believe a serious obstacle too high initial costs and risks of innovation, uncertain demand for innovative products and the presence of strong competitors. Now, "to keep competitive position, more and more companies are developing new business models, supporting their innovation strategic tools" [8, p. 2].

Meanwhile, the success of Ukraine's businesses in international markets is closely connected with the competitiveness of the national economy. Ago. constraints for accelerated innovative development of enterprises Ukraine, we consider the following: exclusion among the main engines of the economy advanced education, science and innovation (instead will focus Ukraine on foreign borrowing, which, unfortunately, are not used for investment in new technologies and means of production, Ukraine's independence of external borrowing increased more than 17 times, is approaching the critical values); repeated attempts to reform national science and education were and remain "cosmetic" because never wore a holistic cross-sectoral nature and not directed to innovative development of the country; structure and imbalance of state order for training to the needs of the labor market and promising areas of development; weak protection of intellectual property and the ability to manage it; between the patent and the introduction in Ukraine there is a huge gap; no mechanisms to stimulate and encourage innovation (rather commercializing inventions in Ukraine exerted

nezoriyentovanist resistance through the innovative development of the tax system, the controversial legislation, raiding) few foreign and domestic investors tech business (they do not go into this sector, given the lack of mechanisms for innovation, sustainability and legislation).

What needs to change in the country, she began to move through the innovative development? In our opinion, the following steps: establish an effective state policy aimed at priority scientific and technological development (still declared the only such policy); managed to create an innovative model of development of the state in areas corresponding to the natural and human resources of the country; implement measures aimed at improving the competitiveness of national science and education; complete the formation of a unified legal framework innovation by introducing amendments to several tens of previously adopted laws and various departmental documents and their mutual agreement; provide innovative development both in the industrialized and major research developed regions of Ukraine.

But hoping for the best, I want to proceed from the fact that the Ukrainian government will reflect deeply in the light of the reforms of the economy that are on it will not only Ukrainian people, but many states that support Ukraine in its democratic transformation. Innovative development of Ukraine's economy requires the introduction of proportional changes to the legal framework of the state, taking into account both their own mistakes and this experience of other countries, and are based on the use of intellectual potential and initiative and interest in the development of the Ukrainian people. This competitiveness must be constantly renewed through active innovation process [4, p. 36].

Conclusion.

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In Article rassmotreny Theoretical and praktycheskye the formative aspects of strategies and mechanisms Introduction tehnolohycheskyh ynnovatsyy, osuschestvlen MONITORING of existing problems and approaches to predlozheny avtorskye s decision in Sveti realities of the Economic sovremennoho space.

Technological innovations, Introduction ynnovatsyy, country-tags tehnolohycheskoho development, Mechanisms osvoenyia ynnovatsyy.

In paper the theoretical and practical aspects of strategies and mechanisms for the implementation of technological innovation, revealed the existing problems and proposed approaches to the copyright of their decision in light of the realities of modern economic space.

Technological innovation, innovation, strategy, technological development, innovation development mechanisms.

UDC 303.035.3: 63: 330.341.1

STRATEGIC DIRECTIONS OF AHROINNOVATSIYNOHO

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The article analyzes the state of innovation activity agricultural enterprises and revealed the problems. Systematized classification types of investments. Revealed a number of factors influence the development of innovative agricultural enterprises. The mechanism ahroinnovatsiynoho of agricultural enterprises.

Agriculture, innovation, innovative activity mechanism ahroinnovatsiynoho development.

Formulation of the problem. In the current market economy, Ukraine is constantly on stage to overcome potential crisis situations that lead to problems related to the stability and sustainability of business entities. Most businesses agrarian sector is in a constant state of survival. During the period of the reforms agricultural production has