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DIRECT FOREIGN INVESTMENTS: UKRAINIAN AND GLOBAL CONTEXT

Summary

The article considers the process of internationalization of the world economy and the most complex form of international business - foreign direct investment. Also, there is determined the basic concepts of direct foreign investments and their role in the development of Ukraine's economy and key investment entities. Major problems in attracting foreign investment and ways of their solution were withdrawn. There is discussing in details the relationship of development of economy of Ukraine and the volume of FDI and describing in detail the structure of investment in Ukraine.

Key words: foreign direct investment, international business, capital, portfolio investments, the international community.

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INNOVATIVE ACTIVITY DURING A SHIFT OF FOREIGN POLICY TARGETS

This paper proposes an analysis of innovative activity. A model that facilitates the comparison of Ukrainian innovative sector, to that of some European counties was created. The main problems of the studied economic sector in the context of an ever changing state of Ukrainian economy are outlined. In conclusion possible solutions to the before mentioned problems are presented

Keywords: innovative activity of Ukraine, innovative policies, control system, foreign policy, European integration, competitiveness of Ukraine.

Problem of research. The European choice of Ukraine's integration in a highly competitive environment has necessitated the formation and implementation of innovative model of economic development, which should provide high and stable economic growth, solve some problems related to quality of life and ensure the competitiveness of the national economy, increase the export potential on global market. However, during the transformation of the economy, the innovative way of development did not become one of the main characteristics of the national economic growth of Ukraine.

Analysis of the recent research and publications. The article analyses the innovation Ukraine, its policy in this area, major challenges and ways to overcome them. The works of these scientists are dedicated to this topic: J. Schumpeter, A. Mokiy, V. Solovyov, L. Fedulova M. Tarasiuk, R. Mann, R. Zadorozhnyy, Ye. Maslennikov, N. Andryeyuk, A. Poberezhitsya, M. Merkulov and others.

Unsolved part of general problem. The defects of Ukrainian innovation policy have been known to researchers for long, but the course of European integration was planned not so long ago, so research of innovation sphere and systems of stimulation (within the comparison with international indicators) and finding ways to reach the level of international experience in this sphere – these are quiet new topics for research.

The aim of the article. To research and study international experience in innovation policy and comparative assessment of innovation activity, identifying key problems that hinder economic multiplicative growth of the national economies in terms of its transformation through innovation status.

The main results of the study. Integrating into European society and developing economics to international standards, Ukraine should take into account the nature of exports of developed countries – the high share of services in the structure of exports and, thus high added value. The EU, US, Republic of China, Japan and many other countries are investing significant financial and human resources in innovative development of the state. Formation of cash flows, the flows of information and innovation, and their degree of logical interrelation – key factors for establishing the system focused on innovation within individual companies and the state in general.

According to the Ukrainian Law "On innovation activity" of 04.07.2002, as amended, participants of the innovation process are: state innovation objects (programs, projects, processes, etc.) and subjects of innovation activity. The main goal of the state innovation policy is to create social, economical, organizational and legal conditions for effective reproduction, development and use of scientific and technological potential of the country, ensuring the introduction of modern environmentally friendly, safe, energy-saving technologies, production and sale of new types of competitive products. State regulation of innovation, in accordance with Article 6 of the Act should follow the after-mentioned guidelines:

- identify and support priority areas of innovation activity;
- formulation and implementation of national, industrial, regional and local innovation programs;
- creating the legal framework and economic mechanisms to support and stimulate innovation;

- protect the rights and interests of innovation activity subjects;
- financial support for the implementation of innovative projects;
- encouraging commercial banks and other financial institutions that lend to the implementation of innovative projects;
- establishing preferential taxation of innovation activity subjects; support the operation and development of modern innovation infrastructure [1].

In table 1 the examples of innovative state of some countries are given for comparison. Thus, we can see the relationship of macroeconomic indicators of the overall state of the economy and innovation policy. All of the countries analyzed have defined strategic sectors of the economy and investing in research and

development of these industries. Such investments are long term, but they allow the country to become competitive in their field of specialization.

At this point in time Ukraine doesn't have a clear innovative policy. The government legally approved list of priorities for innovation. Reducing the list to two or three areas would increase the efficiency of budget spending. Furthermore, research funding is allocated less than 1% of GDP, so Ukraine can't allow itself to finance more than just few of these priorities. However, as international experience shows, there is a tangible result when investing in research at least 3-4% of GDP [3].

In practice, there are a number of methods that facilitate analysis and the estimation of the innovative development of a country. However, in this

case it is necessary to take into account that the subject of evaluation is government policy in this area. Therefore, the main areas of assessment should include the following:

- human resources;
- funding and support of the state;
- entrepreneurship.

Analysis within these three indicators will provide an opportunity to see the full picture of how the state affects the innovative side of the economy and what it gives practical results. These indicators were chosen, because the process is nothing but interaction of scientific and commercial sphere (fig. 1).

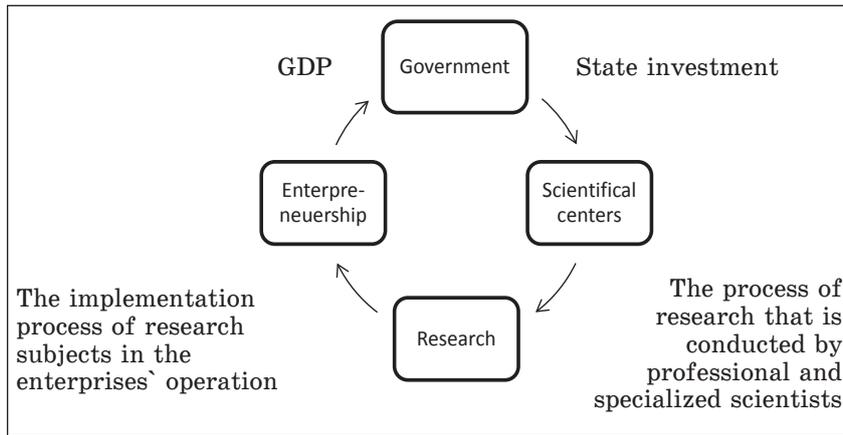


Fig. 1. The process of interaction between the scientific and practical fields of managing

Description of policies of different countries in the field of innovative development

Table 1

United Kingdom
The UK government provides extensive support for innovation in SME's (small and medium-sized enterprises):***1) encourage investment in R&D – tax relief, tax credit for research, support for venture capital;***2) policy of competition supporting – active antitrust activity;***Beside economic support innovation, the British government develops and implements various programs to create networks for sharing knowledge, training for entrepreneurs, the formation of clusters (which include enterprises of different industries) to collaborate in order to reduce costs and risks, creating engineering centers, business incubators and parks, training centers.
United States of America
The main function of the government, which provides one of the leading positions on the international arena for USA, is providing a mechanism for the extensive involvement of private business into the innovation activity. The main priorities on which the state and private business are focusing their resources are nanotechnology, electronics, space, biopharmaceutics, telecommunications and others. Great importance is dedicated to the promotion of American high-tech products to foreign markets firstly in the first, then in the second and then in the third world countries.***Also, the US is the center of world venture business, which is a very important factor, driving the growth of any country.
China
Innovative guidelines recognized by the Government as a basis of the national strategy, according to which the share of investments in the development of science and technology is annually at least 2.5% of GDP. Also China is taking measures to reduce a dependence on foreign technology by 30%. The main subjects of innovation policy are the medium and small business. During the period from 2010 to 2015, China attracted about 2.3 million foreign personnel, a large number of Chinese workers have received training and professional development abroad. China is concentrating resources in the field of energy-saving research, information technology, biotechnology, automotive industry and the development of complex technologies.
Japan
In order to implement its innovation policy Japan takes advantage of the international scientific and technological cooperation with the People's Republic of China, Republic of Korea, the United States, and the Philippines in such high-tech and complex industries as microelectronics, computer technology, biotechnology and others. Most of the government investment is directed towards universities and public research and scientific organizations, thus putting Japan into one of the leading places in the world for the concentration of innovation. Also particularity of Japan in this area is the "keiretsu" – big industrial business associations of various sizes, which may engage research activities.
Germany
Analyzing the innovative sphere of Germany, it is possible to identify the key industries that are strategically important for Germany and its innovative development, where the government invests the most money – an engineering, chemical and electrical sector. Also, it should be noted that the government has built a system of close cooperation between companies, universities and research centers. Among other achievements of the German government: the creation of business-clusters and highly developed infrastructure. The government is carrying out activities in the direction of supporting the competitive market, the development of private companies in the area of innovation policy.

First, investment is flowing into research complexes. Then, the practical results of research should be implemented in private enterprises, but, of course, with their cooperation. Such a system of interaction between the scientific and the private domains can only be achieved thanks to the high qualification of human resources involved in these processes.

Thus, the evaluation of these three areas will allow making a full assessment of the state regulation of innovation sector. The first area for analysis is human resources. Human resources – the driving force of the research process, and their education and skills directly affect the efficiency and pace of innovation in the country. In this area it is necessary to pay attention to the following points:

- the number of graduates in science and technology per 1,000 people under the age of 29 years;
- the number of doctors in the field of science and technology per 1000 people under the age of 35 years;
- proportion of people with complete or incomplete higher education;
- the number of people who received a foreign higher education / training courses abroad per 1,000 people.

Whether or not the human resources of country, which was chosen as research subject, are able to develop the innovative sphere and take part in it's forming, is important for analysis of innovative activity, because quantity of high-educated employees and quality of their education directly affect on the innovation development rate. Next sphere is funding and support of the state. As before-mentioned, government regulation and support in research sphere is one of most important factors of progress, because research sphere investments – are long-term and expensive, thus only government can afford investing these amounts. When analyzing this sphere, it is necessary to pay attention to the following aspects:

- amount of investments in science research (% of state GDP);
- amount of loans (credits) given to individuals and entities (% of state GDP);
- credit rate, at which commercial banks give credits to individuals and entities;
- venture capital (% of state GDP).

After analyzing these points a conclusion about the degree of support and interest of government in developing of innovative activity can be made. All the listed points will better our understanding of how much government is investing in research sphere and how accessible the capital in this country is (how easy can economic subject get funds). This is a key factor, without which private business and, therefore, its innovative activity will not develop in the appropriate way.

The last sphere is entrepreneurship. This sphere is important for this analysis, because innovation implementation in enterprises of the country in question is the main task of innovative policy. The key points of this sphere are listed below:

- quantity of internal novelties in SME's per 1000 entities;
- share of private enterprises, that are implementing innovations in their activity;
- average part of the profit, that is invested in the innovation development by enterprises.

Revealing these points will give the insight about the research subjects` practicality level and, therefore, how useful they are and how is innovation implementation process working.

To sum up, this method for analysis and evaluation of innovation activity level and innovation policy can be an effective tool to analyze how effective this policy is and what real effect it gives for state's economy.

After analyzing the information in Figure 2, we can conclude that the dynamics of innovation among Ukrainian enterprises is negative – number of companies in all areas of study, except for humanitarian, noticeably reduced. This is connected with adverse conditions in the field of scientific and technological progress and scientific research. The level of innovation among small and medium business is directly related to activities of the state in the scientific sector and is an important motor element in the development of the economy and all related industries (as the economic activity of Ukraine, as a basis, cannot be competitive enough in the international market without innovation, the whole superstructure suffers – almost all industries and various activities). A particularly unfavorable situation is in the field of information and communication technologies, where the level of domestic developments is below world standards. The volume of necessary investments in the development and support of modern technological level of high-tech products is so high that it has led to the complete degradation of specific industries, and the fall in demand for this type of production and, as a consequence, its displacement from the domestic market. The short life cycle of western innovations coming to Ukraine is not conducive to improve the competitiveness of Ukrainian enterprises on the market [5]. Building an innovative economic model is possible only with the active support at the state level to stimulate the development of fundamental science and the creation of long-term motivation. Below, in Table 2 we can see the statistics on those businesses, which do not invest in innovative development and the reasons for such a policy.

A feature of the innovative development model is its pronounced synergistic nature, thus the economic efficiency of innovation is constantly increasing. In addition, the multiplier effect (effect of growth of the total result of investment in innovation, much larger in size of these investments) on technology transfer is an integral effect, as the economic effect in production is accompanied by positive changes in the development of the entire country's superstructure, including education, culture and others.

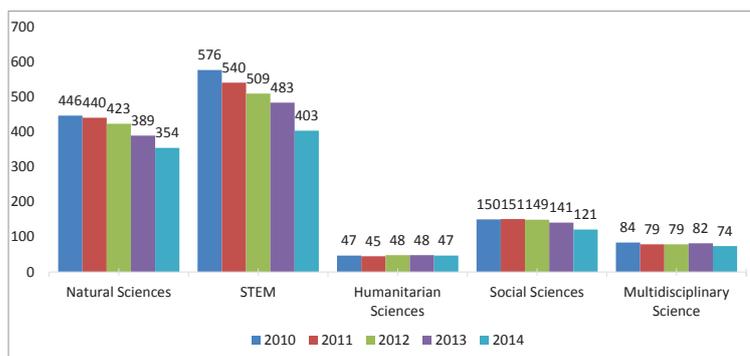


Fig. 2. distribution of organizations, those do innovative activity, by branches of science

Thus, due to these shifts, innovative model of development and scientific and technological progress are the main factors that contribute to the most efficient use of manpower, material and financial resources, the most effective use of economic, political and social control mechanisms. Taking into account the fact that growth provides a quantitative increase, and development brings on qualitative changes in state of the object, it can be concluded that the impact of social-economic growth of the country or industry should be determined by the quantitative growth, combined with technical and technological, organizational (institutional), social-economic and environmental development. Innovation activity and its level are dynamic categories and determine the possibility of the social-economic system to develop in the future based on its own.

Table 2
Distribution of non-innovative enterprises
by the reasons that hindered innovation activity
during 2012–2014, %

No compelling reasons to implement innovations	82,2
including	
Low demand on the innovation on the market	6,0
Because of previous innovations	3,9
Because of absence of competition on the market	3,0
Absence of good ideas or opportunities for innovations	7,4
There are compelling reasons, that hinder implementation	17,8
including	
Absence of funds for innovations	11,4
Absence of capitals or direct investments	6,1
Hardships in getting state support or subsidies for innovations	5,8
Stiff competition on the market	4,3
Undiscovered demand on the innovation ideas and products	2,1
Absence of partners	1,9
Absence of high qualified workers	1,7

As seen in Table 2, the main reasons for the lack of innovation on the enterprise in question are the lack of funds (11.7%) and lack of opportunities for innovation (7.4%). It should also be noted that the majority (61.9%) of the enterprises do not see a compelling reason for the integration of innovation policy in the enterprise. This is due to lack of stimulation of enterprises at the state level in innovation activity and a small amount of government innovation in the sphere of scientific research and strategic industries businesses. Innovation activity in their structure is a complex layer of work at the country level, including research and development, marketing, technical and other activities, and therefore – is closely related to and affects the performance evaluation of the innovation level of each enterprise, industry, region and country. But any assessment of the strategy effectiveness is inseparable from the evaluation of the effectiveness of its implementation. Therefore, the planning of innovative activity at the country level – certainly an important process, but no less important, is the formation of a practical strategy to translate plans into economic activity of Ukraine [4]. Analyzing the innovative state of Ukraine, it can be concluded that both of these processes at the level of under-developed compared to European external economic benchmarks that Ukraine has chosen for itself.

Evaluation of these two processes is a quantitative evaluation of the innovation policy impact on economical growth. High-priority task for this

is formulation of objective and measurable performance criteria to compare models, different in its principles, objectives, resources and mechanisms. Innovative development model is defined as a model of economic growth based on innovation, that contributes to the creation of competitive products of the country in foreign markets compared to other high-tech products (both goods and services), manifested in the cost of these products as well as its quality, which is very often a more important factor in a competitive environment. At first glance this position according the benefits only on the external market may be seem too narrow, but we must not forget that it is the export operations and trade surplus that bring the greatest cumulative effect to the country, so the impact on these indicators are crucial for the development of Ukraine.

The innovative development of the country, as mentioned above, depends not only on enterprises: the decisive role plays government activity in this area, but the result of this activity should be precisely the development of innovation policy at the enterprise level, since they produce a product that has to be competitive.

To improve the performance of innovation activities of small businesses that make up the main driving force of the economy, it is necessary to take a number of measures:

1. Ensure legislative support for public and private investment in small and medium enterprises which do science researches and innovative activity, especially in the field of information and communication technologies and other promising industries, including through research and innovative ideas on the basis of the competitive selection of the best projects

2. Develop a regional and industry development programs as components of the National program to promote small business. This program must be conformed to the relevant priorities of the state policy and the relevant regional interests.

3. To deepen the innovative direction of economic policy by means of the state support of business incubators and innovation centers as carriers of advanced technology to support small businesses and innovation, by promoting the exchange of knowledge and cooperation between manufacturers and research and technology organizations.

4. Increase investments on research activities and education, including training programs for entrepreneurs and inventors in the framework of the exchange of knowledge and experience.

It should be noted that Ukraine still has not implemented at the national level any special measures to solve the problem of innovation. There is no comprehensive law that would regulate the legal framework to improve the competitiveness of domestic products and services at different levels of governance. Moreover, Ukraine has neither a special law on competitiveness, nor the concept of public policy to ensure the competitiveness and a program of the government, which would define the main objectives, directions, principles, forms and methods of its implementation, as well as the necessity of creation of an appropriate legislative, organizational and institutional framework of the state support and stimulation of increasing the competitiveness of domestic products (services). Particular attention should be paid to the fact that Ukraine has considerable scientific and technological potential. Therefore we cannot allow the state of the economy and insufficient or poor-quality regulatory framework to stop its further development.

In general, the process of the emergence of high-tech (innovative) products on the market is built from three components:

1. Government investment in developmental and research work.
2. The process of research and test new technologies.
3. The emergence of new products with higher added value, which is characteristic of highly developed countries with high levels of innovation.

It should also be noted that the government should apply a minimum of rigid control tools – this will significantly increase the freedom of development for SME's. State regulation should only be used as a catalyst for all research processes in the country to attract investment, both domestic and external. Maximum approach to a free market in such a situation will give an impact for the development of the innovative integration of business at all levels, but now you can see a large amount of unfair competition, the corruption of the state apparatus etc.

Conclusion. This article analyzed the concept of innovation, and has proposed a system of analysis and evaluation of the innovation policy of the state. Many aspects of the problem were analyzed such important areas as the development and implementation of innovations, the interaction of the theo-

retical institutions and practices, the introduction of product research and others.

At the moment, the state innovation policy of Ukraine is on much lower level, than that of more advanced countries. Because the Ukrainian government has chosen the European performance as target, the state will inevitably have to go through a lot of changes, both in the legislative part, and in terms of economic development, in order to achieve the set targets. Since innovation strategy consists of two equally important parts – the planning and implementation, the improvement would have to be administered uniformly in each of the parts, from the methods and tools of economic activity planning, completing the change of classical approaches to the formation of the budget – an increase in the expenditure part of the article investments in various long-buyback-period projects in a scientific field – research, educational systems, programs, etc.

The innovative sphere is undeniably an important area, especially in today's competitive markets. To be competitive in the global markets, you must comply with the overall level of quality and technology, so Ukraine needs to raise the level of innovation through radical changes, the result of which should be voluntary innovation by private entrepreneurs in their activities.

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ІННОВАЦІЙНА ДІЯЛЬНІСТЬ В УМОВАХ ЗМІНИ ОРІЄНТИРІВ У ЗОВНІШНЬОЕКОНОМІЧНІЙ ДІЯЛЬНОСТІ

Резюме

У статті пропонується аналіз інноваційної діяльності. Була створена модель, яка сприятиме кращому розумінню українського інноваційного сектора з деякими європейськими країнами. Були розглянуті основні проблеми економіки та інноваційної сфери діяльності в умовах зміни зовнішньоекономічних орієнтирів і можливі шляхи їх вирішення. Досліджено взаємодію наукової та практичної сфер господарювання.

Ключові слова: інноваційна діяльність України, інноваційні політики, система управління, зовнішня політика, європейська інтеграція, конкурентоспроможність України.

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ИННОВАЦИОННАЯ ДЕЯТЕЛЬНОСТЬ В УСЛОВИЯХ СМЕНЫ ОРИЕНТИРОВ ВО ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ

Резюме

В статье предлагается анализ инновационной деятельности. Была создана модель, которая облегчает сравнение украинского инновационного сектора с некоторыми европейскими странами. Были рассмотрены основные проблемы экономики и инновационной сферы деятельности в условиях изменения внешнеэкономических ориентиров и возможные пути их решения. Исследовано взаимодействие научной и практической сфер хозяйствования.

Ключевые слова: инновационная деятельность Украины, инновационные политики, система управления, внешняя политика, европейская интеграция, конкурентоспособность Украины.

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ОРГАНІЗАЦІЙНО-ЕКОНОМІЧНІ ЗАСАДИ ЗАБЕЗПЕЧЕННЯ ІННОВАЦІЙНОГО РОЗВИТКУ МАКРОЕКОНОМІЧНИХ СИСТЕМ

Досліджено мотиви, стимули, фактори та чинники організаційно-економічного механізму інноваційного розвитку макроекономічних систем. Виділено форми і методи стимулювання інноваційної діяльності в країні та механізм оцінки нових виробів. Установлено, що за вдалої побудови державної інноваційної політики інноваційна діяльність у країні отримує додаткові ринкові джерела розвитку.

Ключові слова: інновації, організаційно-економічний механізм, концепції, інноваційна діяльність, інноваційний розвиток, інноваційна політика, інноваційна економіка, рейтинг інновацій, макроекономічна система, чинники інноваційного розвитку.

Постановка проблеми. Безальтернативність інноваційного розвитку економіки України як основи євроінтеграційного процесу вимагає не тільки утвердження концептуальних основ, а й розробки конкретного організаційно-економічного механізму їх запровадження. Дана проблема носить комплексний характер і є актуальною для всіх без винятку галузей вітчизняної економіки.

Незважаючи на численний зарубіжний досвід, у міжнародній практиці й досі не існує загальних алгоритмів для створення механізмів інноваційної економіки, які можуть бути адаптовані для будь-якої країни. Проте вони дають змогу виділити загальні принципи, дієві інструменти й риси найбільш успішних стратегій інноваційного розвитку макроекономічних систем.

Аналіз останніх досліджень і публікацій. На сьогоднішній день існує значна кількість наукових доробок стосовно механізмів організаційно-економічного забезпечення інноваційного розвитку економіки країни, проте на найбільшу увагу заслуговують роботи таких науковців, як В.І. Захарченко, В.Я. Кардаш, С.М. Ілляшенко, Л.І. Федулова та ін.

Виділення невіршених раніше частин загальної проблеми. Попри існування широкого кола наукових поглядів відносно організаційних та економічних засад стимулювання інноваційного розвитку питання побудови комплексного механізму їх ефективної взаємодії залишається відкритим.

Мета статті полягає у дослідженні основних організаційно-економічних засад забезпечення інноваційного розвитку макроекономічних систем та виділенні найбільш дієвих механізмів їх реалізації.

Виклад основного матеріалу дослідження. На сучасному етапі рівень науково-технічного розвитку є не лише одним із важливих показників соціально-економічного прогресу країни, а й основним ресурсом її економічного зростання, що визначає місце країни у світовій економіці. Визнання провідної ролі науково-технічної сфери у становленні та зміцненні економіки зумовлює необхідність розробки та реалізації активної інноваційної політики щодо зосередження зусиль на пріоритетних напрямках науково-технічного та соціально-економічного розвитку [6, с. 7], до яких належить інноваційна діяльність.

Відповідно, стабільність розвитку будь-якої макроекономічної системи визначається масштабами та якістю інноваційних розробок, які формують основу міжнародної конкурентоспроможності країн, особливо в умовах посилення інноваційного характеру міжнародної економіки. Частка нових або вдосконалених технологій, в які вкладено нові знання, у розвинених країнах становить від 75% до 85% приросту ВВП.

Економіка країни є інноваційною, якщо стабільне функціонування підсистем її виробництва і відтворення підсистем життєзабезпечення доповнено процесами розвитку, що визначають спрямованість позитивних змін у цих підсистемах, а саме:

- освоєнням більш продуктивних техніки і технологій;
- розширенням і оновленням номенклатури виробництва;
- залученням в обіг нових ресурсів;
- використанням більш досконалих технологій [6, с. 17].