

PROBLEMS OF INNOVATIVE ACTIVITY DEVELOPMENT IN THE REAL SECTOR OF UKRAINIAN ECONOMY

Rising of the problem. The successful forming of the innovative sphere is a result of foremost, political and social terms which are folded in the society that is why role of the Government in solving of the problem which is rising up is determining. It includes forming of effective innovative policy, correct determinations of its priorities, strategy and mechanisms embodiments which must be concentrated on technological update on improvement and enrichment of personnel's qualifications, on satisfaction of market's demand in the products of high scientific and technological level.

To improve the economical situation in Ukraine it is necessary that an innovative policy to become basis of state conception of long-term socio-economic development of the country. The main goals of innovative policy must be modernisation of industry, preserving country's natural resources, increasing and developing of scientific potential of Ukraine.

The importance of researching a problem of national innovative sphere development is conditioned at first, by the necessity of scientific ground of directions of transition from raw material industrial economic development to the innovative type of development of national economy. Secondly, by the world economic processes of integration and globalization, which are orientated on modern science, technology, human skills and productions which determine the competitiveness of Ukrainian economy and possibility of development in the dynamic world of present century.

The analysis of the problem mentioned above is lighted up in works of foreign and national scientists like P. Druker, G. Mensh, Y. Shumpeter, O. Vasilenko, M. Zavlin.

The main purpose of scientific research is to analyze a problem of development of innovative activity in the real sector of Ukrainian economy. To achieve this, it is necessary to carry out the analysis of structure and types of innovations, define intercommunications of technological and economic potentials of innovations.

Exposition of main material of research. Recent reforms which were conducted in Ukraine for some time now were mainly directed on changing of relations of private property, types and forms of businesses and

market infrastructure. Thus innovative potential was actually eliminated from a number of strategic government priorities, and problem of forming of innovative sphere which provides the update and improvement of production, issue of competitive products, and efficiency of the national economy were on quite a poor and low level. It resulted in substantial reductions of domestic scientific and technical potential, the state of which today is poor.

Progressive reduction of scientific potential from a world level without the lead through of radical changes is unavoidable. Absence of strategic priorities in development of science produces negative tendencies in development of all components of national scientific potential.

The place of the country among a world association in a great deal depends on the state of innovative potential, its ability to generate scientific knowledge and take them to practical realization. At this time Ukrainian share in the world market of scientific products is less than one per cent. At the same time the volume of world market of scientific products is estimated in 23 billions US dollars. At this figure, USA share is 39%, Japan is 30%, Germany is 16% share. Development of the Government program on the increase of innovative potential of the country can become the important factor of steady socio-economic development of Ukraine.

Innovative activity must be effective on each of the stages "research cycle-production-realization-after service". The theoretical ground of reasons and possibility of successful realization of innovative processes in the period of passing to the next stage of economic development gives Shumpeter [2]. Practical introduction of innovation is carried out in the field of production as a result of new scientifically organizational combination of production factors

Efficiency of innovative activity also to a great extent depends on what phase of cyclic development the macroeconomic system and its industrial sector are in. Innovative activity will be able to work in domestic economy effectively only in case that personal interest of businesses in innovations will be created.

In modern terms pre-eminently an intellectual capital

presents a major value for the shareholders of the company and efficiency of the management depends on quality of management of this current assets. In a concept "Current assets" and "efficiency of management of current assets" should be included investments in intellectual capital, trade mark, qualifications of manager and personnel, corporate culture etc. Successful companies, the leaders of new economy have adopted the new practice of management, management of intellectual assets, new knowledge and skills.

This modern approach to successful functioning in a new economy comes from the analysis of differences of differences of administrative practices in an industrial economy.

There are few types of traditional administrative practices in an industrial economy:

- price and non-price competition policies for existing markets;
- cost cutting due to introduction of new technology;
- confluence and absorption for the capture of markets and technology;
- exit from the second rate sphere of activity for the sake of concentration of efforts and resources in a sphere where a firm has key jurisdiction.

In the conditions of new economy these rules of administrative practice are also present, however the purpose of strategic management is forming of capacity to respond to innovations which create a cost for the users of products and services, are based on principle of "Just in time knowledge" and "Knowledge is exact in time" Identifying an innovation is conducted not from position of technological perfection but from point of accordance with business strategy where a highest cost is brought by an innovation which creates new markets

Modern basis of innovations is skilled management of knowledge which is a concept far more difficult than just a combination of information, theory or practical experience. The solving of strategic problem of the use of knowledge for the firm appears to be more complex task than management of tangible assets, financial or labour resources. Realization of the strategy of knowledge management allows companies to start innovative process long before their competitors.

Conception of strategic management, except of identifying strong and weak sides of the company, assumes the necessity of determination tendency of dynamic changes of external environment and presents the special importance for the company which realizes strategy of innovative development successfully.

The key components of innovative environment of a new technology are the levels of development of enterprise, technology and availability of necessary

financial resources. They require detailed consideration in order to define a progress of the proper sphere of innovative environment trend.

A modern enterprise differ not only stimulant industrial possibilities but also other factors which assist development of innovative processes. For example, growth and differentiation of solvent demand, increases of efficiency of small businesses and individualized production.

Decline of growth of traditional industry of "Old" economy, based on mass and serial production stimulates serious structural changes, changes in sets of values of different social groups, foremost, young people, towards self-realization and personal independence, mass distribution of higher education and other forms of professional skills development.

It should be mentioned that innovative processes which are realized in modern economic terms as a necessary condition of success assume intercommunication of enterprise, technology, finances. The external and internal market innovative environment of a new economy is impossible without close network co-operations which includes plenty of participants.

The innovative process is very noticeable in new economy; it results in high increase of new ideas. The result of these processes is permanent reduction of innovative and vital cycles of products and services and appearance of new forms of competition. Thus, new knowledge got a result of fundamental and applied researches increase the value as potential source of additional cost.

The active factor of economic development of the country, commercialization, creative activity of developers of new technique, in the conditions of market economy an innovative enterprising becomes. In economic literature there are 2 types of enterprise: **Classic and Innovative**

First model is traditional, conservative enterprise, when a businessman aims to organise work with a calculation of a maximal return of resources. It is considered that pre-eminently within the framework of classic model conception of management growth of production is formed, embodiment of which requires time for the lead through of row of measures due to external factors for example subsidizing and protectionism from the side of government.

Second model is called an innovative enterprise; it is a special type of commercial activity that has a goal of making profits by creation and active distribution of innovation in all spheres of national economy. Unlike classic enterprise, innovative is based on the searches of new ways of development of the enterprise. It can be new products, technology, markets, and forms of management.

Innovative activity in Ukraine develops in a very contradictory way. Within last few decades domestic industry practically does not offer new technology for going into a world market, majority of the developed countries in the world work today above forming of new scientific industries on the base of different areas of science, creating the innovations of untraditional types.

Innovative activity is divided into two different models. First is the traditional linear assumes that development goes from fundamental researches to the applied development of production and commercialization, that an innovation is based on the results of SREDW, the highly skilled specialists are attracted on the first stages of innovative processes.

Second model is a new interactive in which an innovative idea is generated on all stages of innovative cycle, including production and realization. Fundamental researches are present at all stages of innovative cycles, on all stages of to the innovative process the specialists of different qualifications and professions are brought over [5, p.71].

The problem of not only creation but also introduction of innovation costs in Ukraine. Majority of domestic enterprises are engaged in infrastructural, organizational and marketing changes. More actively the innovation is used in the realization of new products, new styles of services. Such activity is not directed on new technology and require minimum of scientific efforts and professional skills.

The reason of such situation is the circumstance that in Ukraine there is a low level of solvent demand on research work and scientific and technical production not only from the side of businesses but also from the Government. Thus, there is a gap and disparity between the innovative and production side of activity of enterprises in our economy.

All scientists meet at the opinion, that problem of crisis of innovations in economic policy which was conducted from the beginning of the 90th, namely, in transformation of relations of property in the field of science and industry. Low interest of the businessmen in financing scientific researching projects to a great extent was determined their orientation on the current state of affairs of market and receiving rapid incomes. [6, p.34].

Many enterprises do not have the program of strategic development on the basis of advancement to the market of highly technological product. Numerous changes of civil law and terms of privatization, change of the norms of taxation, transformation of shareholder's rights, methods of currency controls have not done any favour to the economic system, have brought an uncertainty in future for most of the businesses. In such a situation the investments in scientific researches even

with a sense of potential return in medium-term prospects are very risky.

Thus, the Ukrainian enterprises are unable to become the innovative factor of the proof economical growth without serious support from the side of the government.

Measures of transforming economy on the innovative way of development is needed to be done immediately, as there is a considerable wearing out of capital assets, senescence of highly skilled staff, downstream of highly technological commodities and increasing reorientation of the economy on the imported technological base. Scientific potential which is saved so far allows realizing the strategy of innovative development declared by the Government.

Economically developed countries are adopting today innovative way of development. Under innovative development is understood that all hierarchy of institutes which can increase human capital augmentation is build. Therefore, the process of innovative development needs stimulation of activity in scientific organization, perfection of ways and methods of introduction, in the real industrial production of the newest scientific and technical achievements and providing of harmonious co-operation between government and businesses. Priorities of public consciousness behave to their number [6, p.35].

While people do not realize the importance of innovations and innovative development of the economy, while they will not to learn to think in innovative way, it is difficult to suggest that the process will get a dynamic forward movement. It is difficult to accept that a major part of our demand in food, electronics, appliances are in a great deal are satisfied by the import of foreign commodities. And Ukrainian own industrial products remain uncompetitive on global market.

Conclusion. To make a model of innovative development attractive will be possible only when all citizens, first of all scientist and economists, developers and businessmen will see the real advantages and benefits of the innovative process and investments in innovations for themselves and for the country.

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Gaydamaka O. M., Lebid V. M. Problems of innovative activity development in the real sector of Ukrainian economy

In the articles the considered problems of transition of economy of Ukraine are on the innovative way of development. The special attention is spared the use of innovations as a factor of development of the real sector of economy. It is well-proven within the framework of research, that must become main having a special purpose of innovative policy modernization of industrial complex, energy-savings, increase of scientific and technical and intellectual potential.

Key words: innovative sphere, innovative activity, innovative policy, innovations, management knowledges.

Гайдамака О. М., Лебідь В. М. Проблеми розвитку інноваційної діяльності в реальному секторі економіки України

У статті розглянуто проблеми переходу економі-

ки України на інноваційний шлях розвитку. Особлива увага приділена використанню інновацій у якості чинника розвитку реального сектора економіки України. В рамках дослідження доведено, що головними цільовими орієнтирами інноваційної політики повинні стати модернізація індустріального комплексу, ресурсозбереження і енергозбереження, примноження науково-технічного та інтелектуального потенціалу.

Ключові слова: інноваційна сфера, інноваційна діяльність, інноваційна політика, інновації, інноваційна інфраструктура, управління знаннями.

Гайдамака Е. Н., Лебедь В. Н. Проблемы развития инновационной деятельности в реальном секторе экономики Украины

В статье рассмотрены проблемы перехода экономики Украины на инновационный путь развития. Особое внимание уделено использованию инноваций в качестве фактора развития реального сектора экономики. В рамках исследования доказано, что главными целевыми ориентирами инновационной политики должны стать модернизация индустриального комплекса, ресурсосбережение и энергосбережение, приумножение научно-технического и интеллектуального потенциала.

Ключевые слова: инновационная сфера, инновационная деятельность, инновационная политика, инновации, управление знаниями.

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