

INNOVATIVE ACTIVITIES IN ENSURING THE COMPETITIVENESS OF THE UKRAINIAN ECONOMY

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***Abstract.** The role of innovation in improving the competitiveness of the national economy has been studied. The conditions for achieving a high level of competitiveness by countries are outlined. The impact of innovation on the competitiveness of the country's economy is substantiated.*

Key words: *competitiveness, innovation, innovative development.*

In the macroeconomic policy of various regions of the world, the question of the competitiveness of the national economy in the field of borrowing comes to the fore. It is important to note that the main forces can take into account competitiveness, as it affects whether an economic entity operates independently of the national or international level at which it operates. One of the most important economic issues for Ukraine and, probably, the most important today is the direction of industrial policy, that is, the issue of bringing the national economy to the level of world competitiveness. It is important to note that in the context of globalization and increased competition, innovation is the foundation of competitiveness, as it enables countries to take advantage of the competitive advantage of innovation to take their place in the world of trade. Unfortunately, so far innovations as one of the main directions of increasing Ukraine's competitiveness have not received systemic development.

Thus, strategic tasks require increasing the competitiveness of the domestic economy on an innovative basis, which should create advantages for domestic producers in the fight against economic rivals in domestic and international markets and help Ukraine to take a worthy place along with developed world countries.

World experience shows that important conditions for achieving a higher level of competitiveness of the country are [1-3]:

- promoting the creation and acquisition of new knowledge as the main basis for effective competition;
- development of internal competition that promotes innovation activity;
- creation of competitive advantages through the use of innovations, new technologies, knowledge and information;
- ability to implement innovations, improve and modernize them; understanding that competitive advantages can be maintained only through continuous introduction of new and improvement of existing innovations.

The effective implementation of innovations allows us to create decisive strategic advantages in the most competitive industries. Leaders achieve competitive advantage through innovation – through the use of both new technologies and methods of work, but after achieving the benefits of retention, they become possible only through constant improvements, that is, continuous innovations. Thus, at the present stage of world economic development, the main sign of competitiveness is its innovation, that is, the system's ability to continuously develop, update and change activities on the basis of the assimilation of innovations. Innovation also means the use of existing scientific, technical, informational and intellectual potential in order to further develop, improve performance and quality of life.

It is innovation that determines the competitive advantages in the market struggle, the implementation of which allows to actively participate in the formation of the world economic system through the achievement of innovative competitiveness at the national level. At the same time, the inability to innovate poses a significant risk of being an outsider, because it leads to limited opportunities for development and use of existing potential.

Innovative development gives the right to develop the right of the world's regions to ensure the protection of their own technologies and technologies and actively form the core of the short technological structure - information technology, biotechnology, nanotechnology, space technology, and competitive industry on internal, as well as international markets [4-6].

The main reasons for the emergence and spread of innovation are the following:

- competition (the desire to gain competitive advantage in the market and maximize profits); growing consumer demand;
- growth of technical potential;
- search for solutions to problems that arise in the business of the firm;
- the need not to lag behind in economic development, not to lose the market, to imitate other organizations that implement new technology;
- desire to improve their results in specific activities;
- support and prestige;
- realization of knowledge and increase of prestige;
- an intuitive idea that innovation can improve performance.

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It should also be noted that in world markets, national economies are characterized by, as a rule, sectoral international specialization, which is why a necessary component of the competitiveness of the national economy is the competitiveness of the industry. The loss of competitive positions by industries threatens the country's ability to maintain socio-economic optimality and stable economic growth.

In addition, it should be borne in mind that the efficiency of the totality of enterprises in the industry shapes its competitiveness as a component of the competitiveness of the national economy. Therefore, it is quite natural that increasing the competitiveness of domestic producers has been declared the most important priority of Ukraine's policy. At the same time, the production of competitive products, which affects the creation of long-term competitive advantages, is directly related to the company's ability to maintain high rates of renewal and improvement of production through innovation, while non-innovative enterprises lose their competitiveness.

One of the important and necessary components of the competitiveness of the national economy is to achieve competitiveness in its regions. In modern conditions, more and more attention is paid to the formation of the most favorable organizational and legal, socio-economic, political and other conditions to create opportunities for fuller realization of competitive advantages by regions. At the same time, among the conditions that directly affect the formation of the region's competitiveness, it should be noted the policy of local authorities in regulating regional business activities; infrastructure development; scientific and technical potential and the use of innovations in business [7; 8].

Regulation of innovation is carried out through the tax system, depreciation policy, financial assistance in the form of grants, subsidies, subventions for the development of individual regions, industries, industries: credit policy; through state norms and standards; antitrust measures; regulation of areas and objects of innovation investment; regulation of financial investments.

Thus, innovation processes affect the development of the economy, and a high level of developed economy contributes to the rapid and efficient implementation of innovative processes in production. The positive impact of innovation processes should be manifested in ensuring the company's production of competitive products, growth of capital efficiency, reducing the capital intensity of products; increasing labor productivity, improving product quality, increasing the profitability of production and profitability of the enterprise. If the positive effect of the introduction of innovations is not manifested, it makes no sense to recommend such innovations for implementation in production. It is innovation that aims to create new or improve existing products, services or technologies can be considered as the main issue of increasing the competitiveness of both individual enterprises and the economy as a whole.

Note that today there is no country where economic competition for leadership in world markets is not associated with innovation.

Thus, the basis of the new strategic course, its defining priority for our country should be the development and implementation of a program aimed at developing an innovative model of economic growth, establishing Ukraine as a high-tech state to be implemented through a new strategy of industrial innovation policy. It is necessary to change the priorities of Ukraine's industrial policy and, above all, to reorient the industrial complex to the predominant development of high-tech industries. The innovative way of development will allow not only to accelerate the economic development of the state, but also to achieve the necessary level of product competitiveness in order to compete freely in world markets for goods and services. In addition, today it is important, studying and using the experience of countries with developed

market economies, to develop their own scientific and practical recommendations for the organization of innovation management both in the individual organization and in the economy as a whole.

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