

FORMATION OF COMPETITIVE INNOVATION POTENTIAL OF UKRAINIAN ENTERPRISES

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Abstract. *The necessity of gaining competitiveness by enterprises through the introduction of advanced management technologies and the latest equipment is substantiated. A significant lag of Ukraine from the leading countries in terms of socio-economic development is noted. The main reasons for this situation are revealed and the main condition for effective development is the formation of a new strategy for the country and its industrial enterprises based on mass production and the use of new ideas, innovations, and the latest technologies. It is proved that both foreign and domestic trade in technologies should be carried out on the same principles, from the same methodological positions, using the same methods and mechanisms for their implementation.*

Keywords: innovation potential; technologies; enterprise; competition.

The strategic task of Ukraine's development is to ensure sustainable and dynamic economic development and improve the welfare of its citizens [1].

An analysis of the economic growth practices of industrialized countries shows that in the context of globalization of economic relations in the world, the most effective mechanism for implementing an innovative development strategy is the formation of competitive innovation potential of economic entities (enterprises, complexes, industries) and commercialization of the results of their research and development [2, pp. 121-123].

At the present stage, many Ukrainian enterprises, using new equipment and advanced management technologies, are becoming quite competitive not only in the domestic but also in the global market. However, the vast majority of domestic enterprises use not only obsolete but also physically worn-out equipment in their production and business activities, the operation of which does not allow them to achieve high economic results. In addition, in many cases, the owners and managers of these enterprises do not use modern strategic management technologies in their management practices, which, together with outdated equipment, prevents domestic enterprises from being competitive in the markets for goods and services. To a certain extent, this situation of domestic industrial enterprises is the fault of the national economic and management science, which failed to fully foresee future dramatic changes in the technological, economic and social development of industrial sectors and the need to change the technological structure in the country.

The national economic science itself was also in a difficult situation during the period of cardinal economic transformations in the 1990s, when chronic underfunding of research and development, aging of the scientific and technological base and intellectual personnel of many scientific organizations and higher education institutions were on the verge of survival. However, even in these extremely difficult conditions, the country continued to carry out many serious scientific studies on the management of innovation activities of enterprises and increase their competitiveness, associated with the names of a whole galaxy of scientists Greenberg R.A., Ivanter V.V., Chernoiwanov G.S., Karyuk V.I., Linnyk S.M., Kolosok S.I., Kopytko M.I., Osovska G.V. and others. However, despite the large number of scientific papers on managing the innovation activities of enterprises and developing strategies to improve their competitiveness, many theoretical and methodological problems of managing the innovation process at enterprises and commercializing the results of their innovation activities have not yet been sufficiently developed. Therefore, the purpose of our work is to study the principles and methods of forming the competitive innovation potential of enterprises to determine effective mechanisms for commercializing the results of their innovation activities.

An analysis of the parameters of Ukraine's socio-economic development over the period since the beginning of market transformation has shown that the country lags far behind developed and developing countries in a number of key macroeconomic indicators (gross domestic product, labor productivity, etc.).

The current development of the world is characterized by a commitment to the development of high-tech industries, where the intensity of expenditures on research and development is high on research and development, a large share of the employed population with higher education, and higher innovative entrepreneurial activity.

According to the ratio of innovation costs to value added, industries are divided into high-tech (8-100%), high-tech medium (2,5-8%), low-tech medium (1-2,5%), and low-tech (0-1%).

According to today's UN data, China is the world's leader in industrial production. It accounts for 28,4% of the world's total. This is 10% more than in the United States. The next are the United States and Japan. Then Germany, South Korea, India, Italy, France, the United Kingdom, and Mexico. Accordingly, our country is not among the top ten countries with the most developed industry. It ranks 49th among 132 economies in the world.

Ukraine's lagging behind this group of countries is explained by a combination of many reasons, the main ones being low productivity of domestic factors of production and low innovativeness of the domestic economy, i.e., its ability to invent and massively introduce innovations and new technologies.

Continuation of the country's economic development course on the old technological base and in conditions of high dependence on external conditions may lead to the loss of its full competitiveness in the global national security economy.

Therefore, it is necessary to search for new, effective ways to increase the competitiveness of the Ukrainian economy as a whole and its individual business entity (enterprises, industries, complexes) separately. A fundamental increase in the competitiveness of the domestic economy and its individual economic entities and, above all, high-tech enterprises is possible only on the basis of the formation of a national innovation system, the systematic implementation of a new strategy for the innovative development of the country and its industrial enterprises, based on mass production and the use of new ideas, innovations, and new technologies [2, p. 122].

The innovative potential of enterprises should be understood as the ability of specific types of resources (production factors) in interaction with each other and with environmental factors to produce, distribute and reproduce innovations that create new value.

The main competitive dominant of the innovation potential of enterprises is intangible assets (intellectual capital).

Innovations used to solve various production and economic problems take the form of technologies as independent factors of production [3, p. 24].

Technologies are the materialized or intellectual results of the innovation process in the form of new machinery and equipment, new forms of labor organization, services and management, obtained from the investment of material resources and intellectual capital.

The use of new technologies with great economic potential allows achieving high competitiveness of enterprises, ensuring their technological independence and obtaining significant economic and social benefits, which leads to demand for them by other business entities.

Pre-war statistics in Ukraine show that 1462 companies were engaged in innovation in the industrial sector, which is almost 14% of the total number of industrial productions. The distribution of economic activities by the share of innovation-active firms shows that the largest percentage of 33,3% is accounted for by enterprises producing coke and petroleum products; 22,2% - machine building; 19,9% - chemical and petrochemical industry; 15% belong to processing companies; 14,4% are metallurgical enterprises; 14,3% - food industry; 11,8% are production and distribution of electricity, gas and water; 6,5% belong to the mining industry [4, pp. 121-124].

National and international trade in technology and the exchange of scientific and technological achievements between enterprises are becoming increasingly important today. As the technologies developed and applied become more complex, this process continues to develop intensively. No country is able to conduct research (fundamental and applied) in all areas.

International trade in technology should also be widely used to reduce or overcome the gap in certain areas of scientific and technological progress, to reach the level of modern achievements of world science and technology.

The transition to market relations in the country has created new incentives for the development of inventive creativity and competition in the field of efficient equipment and technologies. Industrial organizations and enterprises have begun to take measures to ensure competitive and competitive research and development activities, as well as commercialization of their results. One of the real ways to develop the

market of scientific and technical ideas is to organize and activate domestic and foreign trade in technologies and expand it through interconnection with other external and internal commercial transactions [5].

Until recently, trade in new technologies was out of the question as a domestic trade. However, with the transition to a market economy, the country began to trade in technology internally. Initially, the sale of technologies within Ukraine was a one-time event and applied only to those protected by patents. The bulk of inventions protected by copyright certificates were used by enterprises, cooperatives and other organizations free of charge, with the only obligation to pay remuneration to the authors and bonuses to persons who contributed to the implementation of inventions.

With the adoption of the law on patents, domestic trade in technology began to develop rapidly, and Ukraine is gradually forming the infrastructure of a technology market where new ideas, innovations, and technologies are transferred [6].

Both external and internal trade in technology should be carried out on the same principles, from the same methodological positions, using the same methods and mechanisms for their implementation.

The socio-economic tasks of the country's innovative development also require the acquisition of both foreign new equipment and technologies, including the import of scientific and technical achievements under licenses.

To summarize, further improvement of foreign and domestic trade in technology in conjunction with other commercial transactions is of great importance for the country's sustainable economic development and ensuring its technological security.

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