

WAYS TO INCREASE THE INNOVATION ACTIVITY OF UKRAINIAN INDUSTRIAL ENTERPRISES

Based on the statistics on the introduction of innovations at Ukrainian enterprises, their innovative development can be assessed. The share of enterprises that introduced innovations during the analyzed period is insignificant, its maximum value - 16.6% of the total number of enterprises was observed in 2016. In general, starting in 2010, there is an unstable tendency to increase innovation activity. However, in 2014, the share of enterprises that introduced innovations declined by 1.5% compared to 2013. Most likely, the fall was due to the economic and political crisis, a significant level of inflation, political factors. After a difficult period in 2015 and 2016, a significant leap of innovation activity among enterprises is observed at 3.1% in comparison with 2014, and this result is the highest for the entire period under review.

An incredible rate of reduction of the share of implemented innovative products in the volume of industrial. During 2010-2013, it fluctuated at the level of 3.3-3.8%, but in 2014, the share decreased to 2.5%, and in 2015, another 1.8% compared with last year. The lowest share of innovative products sold in the industrial sector over the past 10 years - 0.7% - is observed in 2017, which should alert the government and business elite. This may indicate inefficiencies in the implementation of innovations in general [1].

The indicator of the introduction of new technological processes has a general tendency to reduce, but its peak value was observed in 2016 - 3489 processes, but in 2017 the number of processes was reduced again to 1838.

One of the most global problems in the context of innovation development in Ukraine is the lack of understanding of the essence of innovation at the legislative level. Despite the existing 14 legislative acts, 50 normative-legal government acts, over 100 departmental documents regulating innovation activity in Ukraine, the effectiveness of legislative and regulatory acts remains low [2, p. 68]. The Law of Ukraine «On Innovation Activity» of December 25, 2012 No. 40 - IV (Article 266) treats the concept of «innovation» rather narrowly: «innovations are newly created (applied) and (or) improved competitive technologies, products or services, and also organizational and technical solutions of industrial, administrative, commercial or other nature, which significantly improve the structure and quality of production and (or) social sphere» [3]. In the best case, innovation is understood as a positive result of innovation activity, at worst – as the pursuit of individual individuals or narrow groups of people for the super-profits that reach the first one who managed to make technological innovation. Therefore, it is so important, through the marketing of innovations, which aims to use marketing technologies, methods and tools throughout the process of formation of enterprise innovation policy [4, p. 195-196], really go to the modern innovation model of development. In Europe, for example, the first steps to its formation were the integration of European countries and their joint participation in the American program «Marshall Plan», the creation of the European Coal and Steel Community (1951), then the signing of the Maastricht Treaty (1992), the introduction of the euro as a pan-European currency (1999-2007), development of the Green Book on Innovations (1995), formation of the European Research Area (2000). Since 1984, «framework programs» have been launched in Europe to develop research and technology that financially support medium- and long-term research initiatives.

From the beginning of the 2000s, the main thesis for EU countries in the field of innovation was that in the scientific sphere, many hidden reserves can be identified through the formation of a supranational system. The results of such integration include the functioning of the leading European research centers – the European Center for Nuclear Research, CERN (project – Large Hadron Collider), the European Southern Observatory, the Laue-Langevin Institute (Neutron Reactor), the European Space Agency, the European Laboratory of Molecular Biology, the European Center synchrotron radiation.

Thus, for Ukraine, there is only one way of innovation development - integration into the EU, and for industrial enterprises - into the European scientific space, and then joining the Lisbon strategy. Considering already formed industrial clusters in Europe, we find a very convenient location for domestic enterprises: in the specialty aerospace industry – south-eastern Poland; «Tool manufacture» – Slovenia, «automotive industry» – Slovakia.

The main steps towards the above-stated goal should be clearly constructed algorithms for the application of various techniques to improve the innovative development of enterprises. In particular:

1. It is necessary to monitor public spending on research and development. It is known that in 2017 the science of the budget of Ukraine was allocated 4.7 billion UAH, of which 2.7 billion UAH was received by the National Academy of Sciences of Ukraine. Only UAH 621.5 million were allocated to the scientific development of universities of Ukraine on the line of the Ministry of Education and Science of Ukraine.

2. Establish feedback from the public sector research with industry through market research.

3. Find solutions to intellectual property problems and tax incentives for research.

4. To make the decision on problems of training of research personnel. In particular, it is necessary to create regional, state and, in the near future, European university associations. Such successful associations, such as the conference of European schools of European engineering education and research (including about 60 EU schools and universities), the European network of training and research in the field of electrical engineering, the strategic alliance of the leading European technology universities, the IDEA League, the Top European Industrial Managers, etc., can serve as examples. The issue of gifted youth in the EU remains a not solved problem.

5. Analyze the progress achieved by the leading European countries.

And only after performing the listed five algorithmic tasks, go to the following:

6. Identify priority areas. In the context of sustainable development, among the directions for industrial enterprises, support for eco-innovation, the promotion of clean technologies, etc. will be mandatory.

7. Create centers of expertise in industrial structures. Only in the case of clear planning, organization, motivation, and control, it is possible to improve the current state of innovation development of industrial enterprises of the country.

Literature:

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