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**FEATURES OF INNOVATIVE DEVELOPMENT
OF INDUSTRIAL ENTERPRISES OF UKRAINE**

Abstract. The article analyzes the features of the development of innovative technologies in industrial enterprises of Ukraine. Practical recommendations on the implementation of innovative methods to stimulate the demand of industrial enterprises have been developed.

Keywords: innovation; innovative methods; the formation of innovative policies; forecasting; implementation problems.

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**ОСОБЛИВОСТІ ІННОВАЦІЙНОГО РОЗВИТКУ
ПРОМИСЛОВИХ ПІДПРИЄМСТВ УКРАЇНИ**

Анотація. У статті аналізуються особливості розвитку інноваційних технологій на промислових підприємствах України. Розроблено практичні рекомендації щодо впровадження інноваційних методів стимулювання попиту промислових підприємств.

Ключові слова: інновації; інноваційні методи; формування інноваційної політики; прогнозування; проблеми реалізації.

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**ОСОБЕННОСТИ ИННОВАЦИОННОГО РАЗВИТИЯ
ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ УКРАИНЫ**

Аннотация. В статье анализируются особенности развития инновационных технологий на промышленных предприятиях Украины. Разработаны практические рекомендации по внедрению инновационных методов стимулирования спроса промышленных предприятий.

Ключевые слова: инновации; инновационные методы; формирование инновационной политики; прогнозирование; проблемы реализации.

Formulation of the problem. The innovative activity of industrial enterprises has long been the main condition for their competitiveness and requires system management.

In the 21st century, those enterprises that are innovatively active win in the competition. If the enterprise is not the industry leader, it is innovation activity that becomes the key to maintaining it on the market or even survival. This was also confirmed by the global economic crisis of 2007–2009. During this period, those enterprises and industries that actively used and introduced innovative technologies developed more steadily. This was due to the fact that the costs of scientific and technical documentation, even in times of crisis, did not decrease, but actually became “protected”.

Modern innovatively active enterprises are enterprises that spend significant financial resources on innovation, at the same time implement a number of innovative projects, and constantly increase the human resources potential of innovation.

However, innovative development has not become one of the main signs of the growth of Ukrainian enterprises. Certain positive trends were temporarily observed, but quickly changing opposites. That is, innovation processes at Ukrainian enterprises are unstable and lack clear long-term incentives.

Based on this, it becomes necessary to analyze the indicators and directions of the innovation policy of Ukrainian enterprises and find out why the development of innovative activity of domestic enterprises is constrained and find ways to solve problems.

Analysis of recent research and publications. A great contribution to the theory and practice of regulating innovative development was made by such economists as G. Androshchuk [1], A. Galchinsky [3], S. Pyashenko [4], A. Kostyuk [5], V. Nizhnik [6] and other. More systemic tasks are in the study of innovation as the basis for the formation of national innovation systems, as noted in [4]. In general, the innovative activity of the enterprise is the result of the development of a balanced state innovation policy and the effective functioning of the education system [6], and the development of the business environment and entrepreneurial initiative.

Highlighting previously unresolved parts of a common problem. However, despite the significant number of publications, their scientific and practical significance, a number of questions regarding the policy of innovative activity of the enterprise require clarification and the formation of new approaches. The studies conducted do not sufficiently cover the sequence and components of the formation of the innovative policy of the enterprise, which determined the purpose of this article.

The purpose of the article. The aim of the article is to assess the achieved level of innovation in enterprises in Ukraine, to determine the essence of the innovation policy of the enterprise and to develop a mechanism for its formation, justification of factors that inhibit and contribute to the innovative development of enterprises.

Statement of the main research material. Innovation policy is part of the general policy of the enterprise, regulating the interaction of scientific, technical, marketing, manufacturing, social, organizational and economic activities in the process of implementing innovations.

Innovation policy indicates the attitude of management to the innovative activities of the enterprise, determines its goals, directions, functions and forms. It is embodied in the relevant plans and programs: strategic, tactical and ongoing.

In our opinion, the innovation policy of the enterprise can be defined as a component of the overall strategy of the enterprise, it defines the goals, principles and tasks of implementing sound innovations in the enterprise in order to ensure its competitiveness and rational use of the existing economic potential.

The innovative policy of the enterprise must take into account the characteristics of the industry to which it belongs. Belonging to a certain industry significantly affects the possibilities of strategic choice, due to both the level of competitiveness of products in the world market and the competitive position of the company in the domestic market.

Analysis of the level of innovative activity of enterprises in Ukraine shows a rather low level (Table 1).

Table 1

**Innovation implementation at Ukrainian industrial enterprises
for 2013–2018**

Years	The share of enterprises introducing innovations, %	New technological processes introduced, units	Including low-waste, resource-saving, units	Production of innovative types of products, units	Of these, new types of technology, units	Share realized innovative products in the volume of industrial, %
2013	11,5	2043	479	2408	663	3,8
2014	12,8	2510	517	3238	897	3,8
2015	13,6	2188	554	3403	942	3,3
2016	13,6	1576	502	3138	809	3,3
2017	12,1	1743	447	3661	1314	2,5
2018	15,2	1217	458	3136	966	1,4

Source: Generalized by author based on [4].

The presented data allow us to highlight the following main trends:

1. A very small number of enterprises remain innovatively active in the national economy, despite the positive dynamics in some years. So, for the study period, the share of innovatively active enterprises averaged.

2. The substantial characteristics of innovation do not meet the needs of the current stage of development of the enterprise. Ukrainian enterprises need the active introduction of new technologies, especially material and energy saving. However, the data presented in table 1 indicate that the necessary systemic changes do not occur, since the number of introduced new technological processes decreases, even during the study period, and the main type of innovative activity remains the release of innovative products, the volume of which is also unstable. There is a reduction in the number of enterprises that introduced innovations in industrial enterprises during 2013–2018. In particular, in 2018, industrial enterprises of Ukraine mastered the production of 3,136 types of new products almost 1.5 times more than in 2013. When 2,408 types of innovative products were created.

3. The effectiveness of innovation remains low. The main result of innovation can be considered the volume of innovative products sold by the enterprise. Despite the presented indicators, a worsening of the situation can be noted. So, the share of sold innovative products for the studied period was very low (3.4–3.8%), but it fell even further to the level of 1.4%. All this testifies to the need for a clear identification of the reasons for this state of affairs and determination of the necessary measures that will allow changing negative trends in the development of innovative activities of Ukrainian enterprises. In the context of the indicators presented, the following correlation is necessary: the activation of the processes of introducing modern technological processes, especially resource-saving technologies, should become the basis for increasing the volume of production of innovative products, and the growth of income from its sale will constitute the financial basis for enhancing innovation in all forms and types. The importance of innovation does not require argumentation, but its low activity indicates the obviousness of significant obstacles that can be considered common to the vast majority of management enterprises. “Innovation activity is the result of finding more profitable areas of capital investment in the face of a fall in the average rate of return. In the context of a break in production and financial capital and the lack of the latter, the mechanism of market incentives for innovation does not work. Innovations have not yet become an appropriate means of increasing competitiveness. Valuation of intellectual goods takes place in a deformed market, separate from the potential economic effect of introducing innovation. Improving the production of an intellectual product – the basis of innovation.

So, the trends of innovation in recent years indicate the presence of significant problems and the low level of development of innovation in Ukraine, which, in turn, negatively affects the competitiveness of products and the development of the economy as a whole. Among the main problems holding back innovation in Ukraine, there are several.

Firstly, there is minimal state support, which is also manifested in reducing government spending on the innovation sector and science, in maintaining a complex regulatory environment, in the absence of a meaningful innovation policy. Today in Ukraine there are 14 laws, more than 50 by-laws issued by the Cabinet of Ministers of Ukraine, as well as more than 100 legal acts of a departmental nature regulating issues of innovative activity of enterprises. At the same time, the majority of state financial support and tax incentives provided for by these acts cannot be fully applied [4]; the number of created normative legal and legislative acts did not change the situation regarding a systematic approach and a single innovative policy in Ukraine.

Secondly, the limited financial capabilities of Ukrainian enterprises, which do not allow buying modern equipment for production, financing product innovations and their own scientific research. At the moment, according to 2015 statistics, the state allocates less than 1% of funds to support the innovation policy of Ukrainian enterprises. The development of innovative activity will occur only when all sources of finance are mobilized.

Thirdly, the degradation of the resource base of both the material and technical base, and personnel potential. The age structure of both equipment and scientific and technical personnel determine a decrease in the effectiveness of factory science; at enterprises in developed countries it is the main driver of corporate innovation. The implementation of the reserves of innovative activity requires the replacement of obsolete equipment, the introduction of new technologies, and training.

The implementation of projects to modernize production requires a clear idea of the state of the enterprise and the market as a whole, and the financial and marketing organization of innovation. One more problem follows from this, which impedes the development of innovative activity, namely: insufficient information support, not clear organization of storage of accumulated information, ways of its "presentation and methods of transformation, coding and information retrieval techniques.

At the same time, the right managerial decisions and relevant conclusions can be made only on the basis of surveys on the basis of continuous continuous accounting. Therefore, when developing information support, it is necessary to take into account a system of indicators to determine the economic efficiency of innovations, indicators of business plans and internal information needs [2].

Conclusions. As a result of the study, a number of factors that hamper the implementation of innovative policies at Ukrainian enterprises were identified. Among the main problems: lack of state support, the need for continuous improvement of new technologies, depreciation of equipment and outdated material and technical base, lack of financial resources, imperfection and insufficiency of information support for innovative activities of enterprises and lack of a clear methodology for generating accounting information. All this impedes effective innovation process management. To solve certain problems, it is necessary, first of all, to create an attractive investment climate and introduce effective mechanisms and incentives to increase interest in introducing innovations at the enterprise level, namely:

1) to ensure the improvement of tax legislation in the context of promoting innovative activities of business entities;

2) increase the volume of state financial support for innovation, scientific research in certain priority areas;

3) provide facilities for the development of research and the subsequent implementation of innovations in higher education institutions and enterprises according to the principles of business incubators;

4) to activate the motivational levers of innovation for a national and foreign investor;

5) create conditions for the development of infrastructure that would provide financial, information, consulting, marketing and other types of support for innovative processes.

These measures will make it possible to use all the necessary mechanisms and incentives to improve the state of the innovation policy of enterprises and solve the problems of its implementation at Ukrainian enterprises.

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