

# АКТУАЛЬНІ ПИТАННЯ У СФЕРІ ДЕРЖАВНОГО УПРАВЛІННЯ

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## PECULIARITIES OF STATE REGULATION OF DEVELOPMENT OF INNOVATIVE POTENTIAL OF ECONOMY OF REGIONS OF UKRAINE

*The article substantiates that the main tool of state regulation, which ensures the effective formation and development of innovative potential of the economy of the regions of Ukraine are programs. The complex technology of development of programs of innovative development of economy which considers decisions of financial and economic, organizational, personnel, marketing, social, information and other problems of development of innovative potential of economy of regions is presented by us in the form of the integrated program. The program includes the choice of method of influencing economic policy, the organization of monitoring of innovation potential, the formation of public policy, forms of support for the implementation of innovation potential of the economy. To ensure the effectiveness of state regulation of the innovation potential of the economy of the regions of Ukraine, a functional model is proposed, which provides for the unification of socio-economic interests of all participants in the innovation process (economic relations in the regions, state, educational and research institutions, the public).*

**Key words:** state policy, innovation potential, economy of regions, state regulation, development.

**Formulation of the problem.** Strengthening market relations, the desire to build an open economic model of the national economy, integration into world market relations determine the urgency of the problem of state regulation of the innovative potential of the economy of regions based on the generation of new knowledge, technologies and their accelerated development in production. Assessment of innovation potential creates a basis for its formation, able to ensure stable development of the economy in general and the economy of regions in particular. The innovative potential of the economy of the regions is formed and implemented as a system of coordinated complex actions of the state (methods, tools, mechanisms, institutions) aimed at ensuring its sustainable development, taking into account local conditions and features of functioning.

**Analysis of recent research and publications.** Such scientists as N. Arsenyeva, V. Bazhanova, I. Kondakov, S. Kortov, N. Krasnokutskaya, I. Peshkova, A. Fedorenko, T. Sterzer and etc. Scientific views on the formation and implementation of innovation potential are largely represented in the works of such scientists as: A. Andriychuk, V. Lukyanova, A. Mazaraki, V. Nyzhnyk, V. Pavlo-

va, O. Peresada, V. Prokopenko, I. Revak, P. Sabluk, G. Savina, K. Shaposhnikov and others.

**Selection of previously unsolved parts of the overall problem.** The study of the practice of formation and development of innovation potential shows that some aspects of the theoretical justification and methodological support of state regulation of the development of innovation potential of the regional economy are insufficiently developed and require further improvement. This determines the need for further scientific research of practical recommendations for the development of an effective functional model for the development of innovative potential of the economy of the regions on the basis of its state regulation.

**The purpose** of the article is to substantiate the theoretical and methodological principles and develop practical recommendations for improving state regulation of the development of innovative potential of the economy of the regions of Ukraine.

**Presenting main material.** At the present stage of development of market relations in Ukraine for the implementation of effective state regulation of the development of innovative potential of the regional economy in order to produce

competitive science-intensive products, it is advisable to make changes at all management levels. According to the author, in order to promote the development of innovative activity in the field of science-intensive production, innovation policy measures should be developed separately for each level of government.

The ability of regional economies to attract and make optimal use of investment in innovation largely depends on the availability of favorable conditions, and the solution of social problems in many cases is a consequence of economic progress. However, in the framework of public policy it is unacceptable to prioritize economic development over social, despite the ostentatious attractiveness of such an approach, on the other hand, the limited nature of social requirements should not be the predominant factor, especially in resource scarcity. The way out of the contradiction between macroeconomic and socio-economic criteria is corporate governance at the regional level. But corporate methods must be limited, because the transformation of territories into a giant corporation ultimately leads to socio-economic shocks.

As in general for the state regulation of socio-economic development of the country, and for the economy of the regions in particular, there is the possibility of using all three approaches: macroeconomic, socio-economic and corporate. Considering the features of each of the approaches, we conclude that it is possible to build such a system when each of them complements each other. This combination of different approaches is carried out under the following conditions:

- macroeconomic approach forms the necessary institutional conditions for the implementation of innovative economic policy of the state (here, first of all, include indirect methods of state support for the use of innovation potential – legislation, infrastructure, fiscal policy);

- socio-economic approach determines the purpose of economic policy in the country, which ensures social stability;

- corporate approach allows to implement methods of direct state support for the development of innovation potential – the formation of organizational platforms for the implementation of innovative developments in the economy of regions with the participation of the state, production entities, research and education sector and the public [1].

In our opinion, the main tool of state regulation that allows to ensure the effective formation and development of innovative potential of the economy

of the regions of Ukraine are programs that integrate and coordinate the activities of relevant administrations aimed at development and efforts of departments at different levels. The state innovation program means a set of established goals and priorities for the development of innovation in the economy of the regions, ways and means of achieving them based on the interaction of all stakeholders in the innovation process.

In this regard, the program-targeted approach to solving the problems of innovation potential of the regional economy should be considered as a tool of state regulation, which provides both the formation of innovation policy in general and its implementation in the form of specific programs of different levels and purposes. We noted that the programs must meet a number of mandatory requirements, namely: legitimacy; normative programs of any level; reality; diversification; specific goals and objectives; controllability; responsibility [2].

The state innovation program of economic development of regions as a part of economic policy should contain the following provisions:

- 1) analytical part, which includes analysis of the state of innovation activity in order to identify: the level and degree of use of innovation potential; prospects and directions of innovative activity, its scale and influence on competitiveness of economy of regions in the internal and external markets; structural and institutional changes; conditions for increasing the level of development of innovation potential;

- 2) a plan of measures aimed at improving the innovation climate in the economy of the regions, and aimed at supporting individual businesses;

- 3) a system of control over the implementation of program activities and a system of monitoring the development of the innovative potential of the economy of the regions.

As a result of the study, it was found that the state supports innovation projects at different stages of the innovation process in different ways, but the implementation of a single coordination is most effective in an integrated innovation program. Analysis of the results of state and regional programs shows that the main reason for their lack of efficiency is the application of traditional hierarchical principles of organization of individual stages of the innovation process and the lack of an integrated market mechanism for using and attracting necessary resources (financial, technological, production, management, personnel, etc.).) to implement the entire innovation

process [3]. This situation leads to gaps between the research stage and the subsequent process of commercialization of research results, as well as the research and production sector, which has a negative impact on commercial and budgetary efficiency. It is necessary to adhere to a number of conditions and procedures presented below in order to achieve the effectiveness of the innovative program of regional economic development.

The positive consequences of the implementation of innovative programs for economic development of the regions of Ukraine include: increase in budget revenue; creation of a national innovation market; formation of new jobs; formation of relations between regions; reduction of subsidies to the regions.

The strategic goals of economic development of the regions as a result of effective use of innovation potential include: the formation of additional sources of financial resources; preservation of human resources; involvement of young people in scientific and technical activities; increasing the competitiveness of the economy of the regions in the domestic and world markets.

We propose to determine the priorities for the development of innovative potential of the economy of the country's regions to develop a system and structure of goals of the innovation program within the framework of state economic policy. The top priority is to focus on global criteria of scientific and technological progress, which allow the selection of advanced technologies and products.

The next most important priority is to achieve the goals of socio-economic development. The main task of public authorities is to create a favorable socio-economic environment and conditions for increasing investment activity in science and innovation.

The third priority: innovation policy in the country should be selective, strictly selective, not seeking to cover all areas of scientific and technological development, but, choosing areas of strategic breakthrough, which may exceed the existing technological level, to concentrate most of the limited resources [4].

Each economic entity of the regions has its own specific, reproducible and technological structure, its own system of priorities, and must rely on its own forces and resources in implementing the innovation strategy.

Ways and means of achieving goals in the innovation program are differentiated depending on the level and scale of the innovation sphere in

the country: structural and institutional changes in the scientific and educational sphere, the development of innovation infrastructure. Ways and means of achieving innovation goals in the agricultural sector can otherwise be formed in the form of direct and indirect support for relevant innovation actions.

For further formation of the innovative program of development of economy of regions it is necessary to carry out the organization of monitoring of innovative potential and a set of organizational and administrative actions as the plan of strategic actions. To implement the innovation policy, it is proposed to form analytical services at the relevant administrations, which provide monitoring of innovation potential [5].

The importance of analytical work in the implementation of the system of state regulation of the development of innovation potential of the regional economy is difficult to overestimate. Currently, experts of different profiles of different departments are analyzing the reasons for the situation in which the modern production sector of the regional economy. Financial and investment experts believe that all the problems are insufficient funding, management experts believe that the causes of the crisis are outdated management schemes, economists see the roots of all disasters in the old management methods, and HR professionals – in the system of training and placement frames. In our opinion, the reasons for the weakness are largely the lack of a properly delivered unified information and analytical work. The analysis of the experience of foreign administrations shows that the greatest attention in the formation and development of the innovative potential of the regional economy is paid to analytical work.

The best way to form analytical activities is to form their own analytical services at executive bodies that ensure continuous monitoring of economic processes in the regions (including innovation), involving leading experts in a particular region to solve one-time problems.

In this case, the analytical service should not be directly involved in decision-making, because the nature of the work of analysts is significantly different from the regulatory process. In the structure of economic entities, the analytical service is directly subordinated to the first persons and must be independent of other departments, services and divisions. However, this does not mean that the service should be completely separate from the activities of economic entities. On the one

hand, analysts should receive all the necessary information from any department, and on the other hand, if necessary, can prepare specialized information materials or for individual services, or widely disseminated to all stakeholders. From the need to obtain all the information from other departments follows the above position of the analytical service in the structure of the regional economy. This provision may not be formally established, but at least there must be an order for all departments

to provide the analytical service with any information upon request, or the rights and responsibilities of such a service must be clearly regulated by the relevant provision [6-7].

To ensure the effectiveness of state regulation of the innovation potential of the economy of the regions of Ukraine, we have proposed a functional model that provides for the association of such participants as: the state (adopts legislation, determines the priorities of science and tech-

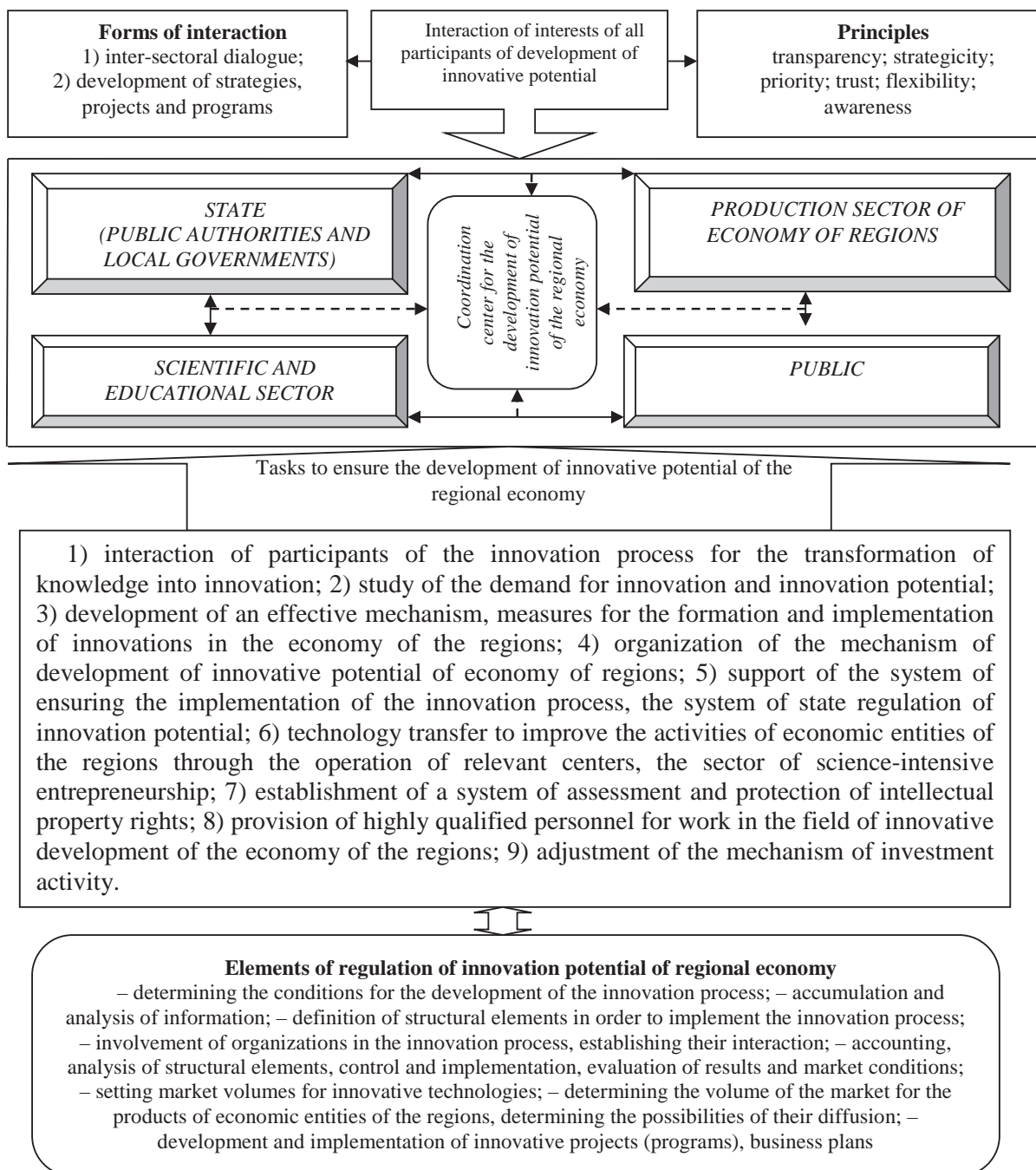


Fig. 1. Functional model of strategic state regulation of development of innovative potential of economy of regions of Ukraine\*

\* Source: developed by the author



nology, technology, develops foresight projects, science concepts, programs, road maps, etc.), research and education sector (formation of technology parks and small innovation enterprises; conducting basic research and experimental testing of their results in technology parks, etc.), manufacturing sector (production of innovative products; attracting own resources for innovation; formation of new structures etc.) and the public (forms various requests for goods and services and other needs of society up to individual orders of individuals and legal entities) (Fig. 1). The proposed model is focused on the complex regulation of innovative development of the economy of the regions, in particular, the process of formation, transfer and implementation of scientific developments in the production of innovative products (goods, services).

All elements of state regulation of the development of the innovation potential of the regional economy must simultaneously organize their activities. In turn, it is very important to coordinate the specific functions of each structure and system tasks, as well as the formation of an effective order of coordination of general activities of public authorities and other participants in such a process, which is possible within a comprehensive innovation system.

Effective formation and development of innovation potential of the regional economy is possible with the use of new organizational levers that can stimulate productivity in the regional economy, the formation of innovative products with high added value, development of high-tech and science-intensive industries, closed circuits in production. Among the most effective means of realizing the innovative potential of the regional economy is the application of a cluster approach to the organization of production, which helps to combine within the relevant clusters the necessary resources and competencies that are not available to individual businesses.

**Conclusions.** Necessity of formation of the integrated program of innovative development of economy of regions of Ukraine as the complex technology which is called to solve financial and economic, organizational, personnel, marketing, social, information-analytical and other problems of development of innovative potential of economy of regions is substantiated. To ensure the effectiveness of state regulation of the innovative potential of the economy

of the regions of Ukraine, a functional model is proposed, which provides for the association of such participants as: state (adopts legislation, determines priorities of science and technology, technology, develops foresight projects, science concepts, scientific and technical programs, road maps, etc.), research and education sector (formation of technology parks and small innovation enterprises; conducting basic research and experimental testing of their results in technology parks, etc.), the production sector of regional economies (production of innovative products; attracting own resources for innovation; formation of new structures, etc.) and the public (forms various requests for goods and services and other needs of society up to individual orders of individuals and legal entities). The proposed model is focused on the complex regulation of innovation, in particular, the process of formation, transfer and implementation of scientific developments in the production of innovative products (goods, works, services).

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**Гривко С. Д. Особливості державного регулювання розвитку інноваційного потенціалу економіки регіонів України**

*У статті обґрунтовано, що основним інструментом державного регулювання, який забезпечує ефективне формування та розвиток інноваційного потенціалу економіки регіонів України є програми. Комплексна технологія розробки програм інноваційного розвитку економіки, яка враховує рішення фінансово-економічних, організаційних, кадрових, маркетингових, соціальних, інформаційних та інших проблем розвитку інноваційного потенціалу економіки регіонів представлена нами у вигляді інтегрованої програми. Програма містить у собі вибір методу впливу на економічну політику, організацію моніторингу інноваційного потенціалу, формування державної політики, форм підтримки реалізації інноваційного потенціалу економіки. Для забезпечення результативності державного регулювання розвитку інноваційного потенціалу економіки регіонів України запропоновано функціональну модель, яка передбачає об'єднання соціально-економічних інтересів всіх учасників інноваційного процесу (суб'єктів економічних відносин в регіонах, держави, освітніх й науково-дослідних установ, громадськості).*

**Ключові слова:** державна політика, інноваційний потенціал, економіка регіонів, державне регулювання, розвиток.

**Гривко С. Д. Особенности государственного регулирования развития инновационного потенциала экономики регионов Украины**

*В статье обосновано, что основным инструментом государственного регулирования, который обеспечивает эффективное формирование и развитие инновационного потенциала экономики регионов Украины есть программы. Комплексная технология разработки программ инновационного развития экономики, учитывающей решения финансово-экономических, организационных, кадровых, маркетинговых, социальных, информационных и других проблем развития инновационного потенциала экономики регионов представлена нами в виде интегрированной программы. Программа включает в себя выбор метода воздействия на экономическую политику, организацию мониторинга инновационного потенциала, формирование государственной политики, форм поддержки реализации инновационного потенциала экономики. Для обеспечения результативности государственного регулирования развития инновационного потенциала экономики регионов Украины предложено функциональную модель, которая предполагает объединение социально-экономических интересов всех участников инновационного процесса (субъектов экономических отношений в регионах, государства, образовательных и научно-исследовательских учреждений, общественности).*

**Ключевые слова:** государственная политика, инновационный потенциал, экономика регионов, государственное регулирование, развитие.