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CURRENT PROBLEMS AND DIRECTIONS FOR INNOVATION ACTIVITY IN UKRAINE

The development of national economies in the world is largely determined by the effective operation of enterprises and the effectiveness of implemented innovations. At the present time, issues of a more in-depth study of the ways and possibilities of effective use of innovation activity, as the basis of economic growth, the search for methods, the solution of theoretical and practical tasks in those spheres of economic activity, which serve as a catalyst for economic development, are of particular importance.

At the present stage of development of the world economy, innovations become more important as they determine in many respects the competitiveness of countries on world markets and become the only sources of economic growth based on knowledge. The national innovation system and national strategy for the development of the intellectual property institute are integral components of the management of innovative potential and the regulation of intellectual property relations [1].

One of the main obstacles to the development of our state is the lack of understanding by society of the importance of science in the modern world. Only science creates new products and technologies, only people who are engaged in scientific research at the world level, are able to prepare highly skilled specialists. The basis for the prosperity of the economies of all the leading countries of the world: the economy in them is rich, because science is strong, and not vice versa. A country that does not accept and does not support its science falls into the dependence on science and economics of other countries. Therefore, one of the main priorities of state power in Ukraine should be the scientific and technical sphere, including innovative activity.

Achieving competitiveness and high rates of labor productivity, as the main indicators of economic development, are now fully possible only in industrialized countries that implement science, technology and innovation policies, the purpose of which is to stimulate, develop and introduce advanced technologies, the production of which significantly exceeds the characteristics of traditional ones.

The explosive development and spread of new technologies, their penetration into all spheres of human activity today lead to rapid and profound changes in global markets, the structure and nature of modern industrial production, the economy and the social sphere. These changes are so significant that the world is entering, perhaps the largest technological transition in history, when the wealth of natural resources and

cheap labor are no longer the main growth factors [2].

The current stage of development of industrial enterprises in Ukraine is characterized by a serious crisis in the innovation field, which requires the use of active measures to overcome it both from the state and from enterprises. To resolve these issues, it is inevitable systematically to investigate the essence of the efficiency of the innovation activity of the enterprise and its components, especially their interaction in the process of development of the enterprise for the effective implementation of measures of innovation development.

The analysis of the scale and effectiveness of innovation activity in the Ukrainian economy shows relatively low activity in the use of scientific and technical achievements in production, their weak involvement in solving the main tasks of the restoration of the domestic economy. Innovation does not yet have a decisive significance for the development of economic activity and the maintenance of economic stability of the state, although innovation activity is today almost the most important condition for the creation of competitive goods and services as a growth factor of our country's economy and the state must implement direct financing of innovation projects, stimulate investment in innovative projects by private and state enterprises through the creation of preferential conditions for those enterprises that promote advanced technologies ILA and technology, and engaged in research activities.

Innovative measures in the difficult conditions of the current economic situation are also objectively linked with significant difficulties and financial risks.

Statistical data show that financial difficulties affect the process of scientific and technological development of production.

The negative impact on the innovative activity of external factors is exacerbated by the effect of internal economic problems – the same “official” in the management system, as well as the backlog of the organization of production from the development of conditions and needs of the market environment.

In Ukraine, there are currently no reliable schemes that are adequate to modern conditions, methods for assessing innovation potential. Because of this, many of our enterprises in the process of privatization lose two or three times their real value. It is important to understand that innovative development is a long-term national project. Its realization should not depend on political or any other influences [3].

Research of domestic and foreign sources of transition of economies to the innovative way of

development shows that when forming a state economic policy it is necessary to shift the focus of attention to the role of “knowledge” factor in ensuring the transition from industrial to information society. At the same time, as a system of centralized bodies of scientific and technical information, as well as the independent information services sector in the form of analytical centers, consulting companies should take into account that information disseminated in the economic system has components that characterize the intellectual content any product or service.

The formalization of the technology transfer procedure as a phenomenon of socio-economic development allows one to consider from a single conceptual position the processes of transfer of technologies of different levels: inter-rust, interregional, interindustrial, combined [4].

The multidimensionality of the criteria for assessing the effectiveness of innovation projects, the diversity of time intervals, for which the estimates for individual performance criteria are calculated, require a certain organizational infrastructure, distributed in space and in time, which ensures the effective implementation of problem-oriented methodology and methods in solving the issues of feasibility study innovation projects [5].

In the course of the analysis of normative legal acts on innovation activity, the lack of a system to regulate relations arising in connection with the development, creation, distribution of innovative products and their implementation as innovations has been revealed, – the effective innovation law is separated regulates various types of relations in the innovation sphere, does not take into account the provisions of other legislative acts related to the implementation of innovation activities, which suggests the need for its improvement in the direction of the problem spare and providing a system of legal regulation of relations in the sphere of innovations.

Innovative activity in the sphere of economic activity is the activity on creation of intellectual property objects of innovative products ready for direct introduction (use) in the conditions of concrete production or economic activity, their commercialization and introduction (use) as innovations in the product and social sphere, carried out on the basis of the implementation of investments, with the receipt of new or substantially improved products, the implementation of innovations, the provision of innovative services, and as well as an increase in the technical and technological indicators of the relevant economic activity and production process [4].

The foregoing provides the basis for the following solutions.

Innovation activity is the basis for the creation of new knowledge and intellectual products recognized at the state, regional and world levels, which are subsequently extended to property rights. That is, it introduces the methodology of the formation of innovations into the formulation: on the basis of the analysis of information by the human intellect, new knowledge is created, that is, in general, something new. New

knowledge recognized at the state, interstate, regional, or world levels is an innovation that is further determined by non-material and material resources. The creator of a nonmaterial innovation product is a specific author. Too materialization of an innovative product too often requires the author of the technique, or the technology of its materialization [1].

Depending on the funding (state and non-state), the ownership right to the non-material innovative product-intellectual property and materialized innovation product-physical property are determined [4].

Thus, the conducted research allows to determine following the modern directions of development of innovation activity in Ukraine.

In the first place, the conceptual categorical apparatus in relation to innovation activity and intellectual property and the uniqueness of its application in normative and legal acts of the state need to be substantiated. That is, the codification of the whole open and closed legal and regulatory framework for innovation and intellectual property rights is required. It also requires structuring the number of state bodies and non-governmental organizations involved in innovation activities and ensuring the security of intellectual property objects, as well as unambiguous definition and interpretation of their competence. In addition, the final meaning and agreement on the content of the state's innovation policy, as well as a clear list of innovation programs and government development programs, are necessary. It is important to increase and expand the existing list of sources of financing for innovation activities, as well as to create conditions for attracting both domestic and foreign investors to finance innovative enterprises.

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