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INNOVATION AS A FACTOR OF TECHNOLOGICAL DEVELOPMENT OF UKRAINE'S ECONOMY IN THE CONDITIONS OF GLOBALIZATION OF ECONOMIC PROCESSES

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ANNOTATION

The article is devoted to the disclosure of the essence of the impact of globalization challenges on the technological development of the Ukrainian economy. The problems that require a strategic approach in the direction of technological development of the economy are identified and analyzed. Based on the analysis of the state of the level of innovative processes, the author identifies the main reasons for their continued lag in Ukraine from advanced foreign countries in terms of technological development. In the course of the implementation of the directions of the country's innovative development strategy, the necessity of institutionalizing the introduction of the latest technologies is substantiated. The article is addressed to specialists working in the field of theory and practice of managing innovative processes.

Key words: technological development, sustainable development, innovative processes, globalization.

ИННОВАЦИИ КАК ФАКТОР ТЕХНОЛОГИЧЕСКОГО РАЗВИТИЯ ЭКОНОМИКИ УКРАИНЫ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ ЭКОНОМИЧЕСКИХ ПРОЦЕССОВ

Аннотация

Статья посвящена раскрытию сущности влияния глобализационных вызовов на технологическое развитие экономики Украины. Определены и проанализированы проблемы, требующие стратегического подхода в направлении технологического развития экономики. На основе анализа состояния уровня инновационных процессов автором выявлены основные причины продолжающегося их отставания в Украине от передовых зарубежных стран по уровню технологического развития. В ходе реализации направлений стратегии инновационного развития страны, обоснована необходимость институционализации внедрения новейших технологий. Статья адресована специалистам, работающим в области теории и практики управления инновационными процессами.

Ключевые слова: технологическое развитие, устойчивое развитие, инновационные процессы, глобализация.

Formulation of the problem. Given the constant acceleration of scientific and technological progress, technological development is becoming the main success factor not only for individual enterprises, but also for the economic systems of the state as a whole in the context of the globalization of economic processes. Globalization is a comprehensive process of transforming the world community into an open, integrated system of information technology, financial and economic, socio-political, socio-cultural relationships and interdependencies. One of the most important aspects of globalization is considered the manufacturing and technological sector of the economy and industry, especially in the field of high technology. The production of high-tech products, access to world markets, the expansion of international integration, have become for many developed countries in Western Europe, Japan, the USA and Southeast Asia a strategic model for the technological development of the national economy.

Research, development and innovation are becoming key factors in a fundamentally new socio-economic system - a knowledge-based economy. The decision to create it was made by the European Union at the Lisbon Summit in 2000. EU countries planned to build an economic space where innovation will be the main tool for economic growth and competition [3]. Therefore, it is necessary to constantly analyze the innovation processes of other countries in order to adopt their experience and create conditions for the formation and development of national ones.

The purpose of the article is to analyze the innovative activity of enterprises as a factor in the technological development of the Ukrainian economy in the context of the globalization of economic processes.

Statement of the main research material. Unfortunately, in Ukraine innovation processes do not coincide with global trends. The Ukrainian economy faces a difficult task - to restore the stability of the technological structure of industries in the context of the globalization of economic processes. Today, innovative technologies in industry are extensive and new types of products are mastered, as a rule, through the use of scientific and technological achievements of past years. Of course, this type of technological development will not allow maintaining the competitiveness of Ukrainian enterprises in the long run.

According to the World Economic Forum (Global

Competitiveness Report 2017–2018), Ukraine takes 81 place among 137 countries analyzed, having risen four positions over the past two years. According to the index characterizing the efficiency of markets, Ukraine ranks 101st in terms of the efficiency of commodity markets among 137 countries, 120th in terms of financial efficiency and 86th in terms of labor market efficiency. Readiness for adaptation of innovations and technologies is estimated at 81 places. At the same time, in terms of the Market Institutions indicator, our country takes 118th place, and in terms of business development - 90. Among the factors important for the development of industry, the size of the accessible market is favorable (in terms of market capacity, our country takes 47th place) and education (Ukraine takes 35 a place). Thus, the innovative scoreboard of the European Union assigned Ukraine to the group “Emerging Innovator” together with Macedonia, Bulgaria and Romania [3].

A significant obstacle to increasing the potential of Ukraine’s international competitiveness is precisely the lag in technological development. If Soviet Ukraine was the leader among the Union republics in the number of patents (according to UNESCO, Ukraine’s share in the global engineering and scientific potential was at the level of 7%), then at the moment our state has practically lost its position in the innovation sphere. In the world trade in high-tech products, the share of Ukraine is less than 0.1% (the same indicator for Russia is 0.3%, the United States is 35%).

However, Ukraine has significant unrealized opportunities in innovative development, especially in the field of protection of intellectual property rights and in relation to the commercialization of innovations. The main advantages of Ukraine are its favorable geographical position, a large market, free trade between Ukraine and the EU, and a high level of human development.

Ukraine will be able to become a high-tech state, provided the industry meets the scientific and technological achievements of the post-industrial society. An effective mechanism of technological development is necessary for the Ukrainian economy to reduce the resource and energy intensity of production, optimize the territorial distribution of production complexes, increase labor productivity and competitive properties of products, since real partnership and rivalry on the world market is possible only with an increase in production indicators [2]. The current level of technological development of many industries does not allow Ukraine to break into the markets of high-tech products.

There is no doubt that one of the strategic directions of development of the Ukrainian economy as the basis of an innovative economy in the near future is science and the presence of high-tech industries. Thus, it is logical to use the internal potential for the development of domestic innovations, rather than the use of foreign developments. And the creation of an integrated industrial-scientific-technological complex will contribute to the complete satisfaction of domestic needs and the export of high-tech products.

The factor of technological development of the Ukrainian economy is the innovative activity of enterprises, which, unfortunately, has not had positive dynamics in recent years. According to statistics, in 2018 more than 750 enterprises (16.0%) were engaged in innovative activities in industry with a total cost of more than 9.0 billion UAH. Own funds of enterprises remain the main source of financing innovative costs - UAH 7.70 billion. 8 enterprises received state budget funds, 17 - local budgets; funds of domestic investors received 5 enterprises, foreign - 3; 21 enterprises took advantage of loans.

By types of economic activity during 2016–2018 the highest share of innovation processes was at information and telecommunication enterprises (22.1%), processing industry (21.9%); financial and insurance activities (21.7%). At the same time, the share of enterprises with technological innovations above the national average was among processing enterprises (15.6%), enterprises that supply electricity, gas and air conditioning (12.6%); with non-technological innovations - among financial and insurance companies (18.0%); information and telecommunications (17.3%).

During 2016–2018 the share of enterprises engaged in innovative activities amounted to more than 18%, including technological innovations - 11.8% (5.7% - grocery and 10.3% - process), non-technological - 13.4% (8.7 % - organizational and 10.2% - marketing).

In Ukraine during 2016–2018 34.4% of enterprises with technological innovations collaborated with other enterprises and organizations, including universities, research institutes. Although the most important partners of innovative enterprises are primarily suppliers of equipment, materials, components or software (26.1%), as well as the customers themselves (13.7%), the share of enterprises collaborating with scientific organizations was 8.4%. In the same period, according to the geography of the location of partners, 32.4% of innovative enterprises collaborated with Ukrainian enterprises, 5.7% with European countries [4].

The current state of innovation activity is the result of the lack of a consistent policy on transferring Ukraine to the innovative path of development, the formation of a national innovation ecosystem that could ensure its implementation and enhance the development of an innovative culture using various mechanisms for the development of innovative activity. Therefore, for the sustainable development of the country’s economy, favorable conditions should be created for the development of the ecosystem of innovations, the functioning of innovatively active enterprises, and the attraction of investors.

The defining indicator of innovation is the creation and use of the latest technologies, and the technologies themselves are becoming the driving force for increasing the productivity of national production and the main source of economic growth of the state. Using the achievements of technological progress creates a significant added value in GDP and guarantees the accelerated economic development of Ukraine, which will contribute to increasing its competitiveness at the international level.

The reasons for the low level of innovation activity of Ukrainian enterprises include shortcomings in the regulatory sphere, the high cost of borrowing funds, the low level of budget financing of innovative developments, the lack of government incentives for enterprises introducing innovations, and the lack of a strategic vision for future development among managers organization. The important problems that arise in the internal environment of enterprises are: a constant decrease in the qualified personnel who are the generators of innovative ideas; the lack of mechanisms at enterprises to stimulate innovative initiative of employees through bonuses, bonuses, and other forms of material incentives.

In the «Strategy for Innovative Development of Ukraine until 2030» in the context of the globalization of economic processes, the basic principles of Ukraine's transition to innovative development and the construction of a high-tech competitive state are laid down [1]. However, these intentions cannot be realized without institutionalizing the introduction of the latest technologies [5].

In conditions of economic instability and limited investment funds, the state needs to purposefully promote their concentration, as well as take the following measures: coordinate the fiscal and monetary areas of the policy with the objectives of the investment strategy of economic activity; stimulate capital investment in the creation, reconstruction, modernization of production infrastructure; facilitating the creation of small business units of innovation; to form a common ideology of innovative investment aimed at the future of the country.

Findings. The basis of the new strategic course of Ukraine, aimed at the technological development of the economy, the active use of scientific and technological potential, the formation of a high-tech state, should be a new innovation policy strategy that stimulates the reorientation of the industrial complex towards the development of high-tech industries. The intensification of innovative processes will accelerate the technological development of the state economy, increase its competitiveness, and increase the efficiency of social production and the welfare of the nation.

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