

Olga Orlova-Kurilova

*Doctor of Economic Sciences, Associate Professor, Professor,
Department of Public Administration, Management and Marketing,
Faculty of Economics and Management,
Volodymyr Dahl East Ukrainian National University*

ADAPTATION OF INNOVATIVE ENTERPRISES TO THE CONDITIONS OF TRANSFORMATION OF THE INTERACTION OF THE STATE AND BUSINESS IN INNOVATIVE ENTREPRENEURSHIP

Summary

It is always time to study the issues of state regulation of the activation of innovative entrepreneurship in the national economy of Ukraine. The paper examines: manifestations of the lack of innovative potential that hinder the adaptation of innovations; the influence of the Internet on the development of innovative entrepreneurship on the formation of an effective adaptation strategy of state regulation; the impact of globalization trends and sources of innovation potential formation; situational trends in the development of innovative entrepreneurship in Ukraine. Effective technological processes of innovative activity are defined; motivational factors of innovative activity, in particular through the formation of innovative infrastructure. As a result of the author's research, it was proved that the toolkit of state regulation of innovative entrepreneurship should have an optimal selection, consistency at the vertical and horizontal levels, and be used systematically. The author has formed directions for adapting the activities of innovative enterprises in the conditions of the transformation of the national economy.

Introduction

The current situation in Ukraine is increasingly acquiring innovative features related to the development, implementation and use of innovations. The war in Ukraine and awareness of the need for innovative changes affecting many sectors of the economy gave a great impetus to these processes. But the primary priority is to activate the potential capabilities of the military sphere in Ukraine. Innovativeness becomes an immanent quality of enterprises that determine the level of socio-economic development of the country. A fundamentally new innovative model of socio-economic national development (in accordance with the requirements of the sixth technological system) is being formed, which is a consequence of the transition and dominance of such elements as information and communication technologies.

There is a need to develop the market for "subversive" innovations, protect private property, stimulate knowledge-intensive industries, increase the role of intangible forms of wealth (intellectual property objects) and increase the role of the human factor [1; 2; 3].

The conditions for the formation of demand and supply in the system of the national economy increasingly depend on the territorial location of innovative enterprises, as a key element of any regional system. Both at the European and local level, it was shown that it is possible to achieve the restoration of socio-economic territories and increase their competitiveness through the diffusion of innovation and the activation of innovative development of entrepreneurship. Thus, the emphasis in state regulation should be focused on evaluating the development of innovative activity by region of Ukraine, determining territorial asymmetry and cause-and-effect relationships that determine the inert development of entrepreneurship. The above will allow to determine in the best ways further directions of effective state regulation of the specified sector of the national economy.

The current state of development of innovative entrepreneurship testifies to the presence of problems in its further development:

- the fairly high technical potential of Ukraine during the period of economic reforms was largely destroyed, the number of scientific personnel decreased, the material and technical base of scientific research deteriorated, which is aging and morally worn out;
- there is no significant influence of the state on the development of innovative processes in the national economy, tax legislation does not stimulate enterprises to implement innovations [4; 5].

Studies of the innovative activity of industrial enterprises of Ukraine show that they carry out such activities less intensively than enterprises of the European Union. Modern enterprises that want to develop and make a profit are forced to constantly respond to the activities of competitors. They must systematically introduce new products, management methods and technological solutions.

Therefore, in the conditions of growing global competition, their innovativeness is determined by flexible adaptation to changes and new needs that appear in the consumer market. Industrial enterprises are the driving force of the economy, thanks to innovations, the enterprise can develop specific goods and services that not only strengthen its position, but also ensure the socio-economic development of Ukraine. The results of the study of the work of industrial enterprises confirm that domestic enterprises demonstrate the potential for innovative activity, especially in the introduction of innovations in the field of products and processes. The level of innovative activity varies depending on the size of economic activity. The larger the enterprise, the more innovative activities of business entities.

Part 1. Exemplary foreign experience of state regulation of effective functioning of medium and small innovative enterprises

An important role in the implementation of state regulation is played by the stimulation of the effective functioning of medium and small innovative enterprises (hereinafter referred to as SMIE). The specified state actions are particularly important, taking into account the fact that the leitmotif of innovation is SMIE, which ensure the balance of supply and demand for innovative products, increase the productivity and competitiveness of the national economy, stimulate the labor market, ensure financial revenues for budgets of all levels, and improve the country's image on the world stage. levels and strengthen defense capabilities.

The implementation of the national innovation policy of Switzerland, which ranks first among the most innovative countries in the world, is a demonstrative foreign experience for our country, which testifies to the importance of the development of SMIE. If we detail the priorities of Switzerland's innovation policy, it should be determined that innovations in this country go through their life cycle (from creation to distribution on the market) under the conditions of a perfect model of the market economy, moderate influence of the state in the private sector and effective antimonopoly legislation. At the same time, the priority direction that contributed to the development of innovative entrepreneurship in Switzerland (as well as the USA, Germany, Switzerland, Japan) is the promotion of clustering of the economy, the formation of business agencies, venture institutions and tax-free zones. An effective legal framework, developed innovative infrastructure and deregulation policy stimulated the active distribution and commercialization of innovative products on the local and foreign markets. As an example, the departments and administrations of government institutions became the key participants that ensured the renewal of innovation policy: the US National Science Foundation, the Office of Science of the US Department of Energy, the Departments of the President's Administration responsible for innovation policy, the US Defense Advanced Research Projects Agency, the National Institute of Science and technological laboratory research of the US Department of Commerce, US Small Business Administration [6; 7].

It should be emphasized that these departments and departments continuously stimulate the demand and supply of innovative products, including products of strategic importance for the country: innovative products in the medical, scientific and educational sectors, through public procurement. Executors of innovative projects and, accordingly, suppliers of innovative products under a government contract in the USA are medical associations, scientific research sites, universities or small (medium) innovative enterprises. The Small Business Innovation Research (SBIR) program plays a leading role in supporting innovative entrepreneurship among small businesses. According

to its directions, it is possible for SMIE to become participants in the implementation of innovative projects of individual ministries, departments and state agencies, as an example: the US National Aerospace Agency, the US Ministry of Defense, the US National Science Foundation. US Department of Energy. The majority of SBIR costs are covered by the US Department of Defense, which provides earmarked funds for the most requested projects. The volume of investments involved in the SMIE is calculated taking into account the innovative potential and resource capabilities of the enterprise, its competitive position, the developed business plan and the complexity of the implementation of the innovative project. After evaluating and considering the specified requirements, a management decision is made to issue investments or grants for the start of the first stage of the implementation of the innovative project in accordance with SBIR. For SMIE, the amount of funds invested in innovative projects under the program is large and amounts to at least 180,000 dollars. Based on the results of the first stage, investors decide on the feasibility of the next investment, where the amount of financial resources is limited to 1 million dollars. The degree of effectiveness of the second stage determines the state's involvement of financial funds in the third stage, which provides for the commercialization of the innovative product [6; 8; 9; 10].

Investments under the SBIR program are allocated from budgets of all levels or extrabudgetary funds (the source of which is determined according to the stage of implementation of the innovative project or the level of its importance for the state). However, regardless of the above, SBIR managers, on the basis of mutually beneficial cooperation by enterprises – donors, credit unions, banking institutions, leasing centers, control the allocation of funds within the limits of the innovative project, which are sent to the SMIE.

A similar experience of stimulating the SMIE operating in the USA is partly borrowed by Japan. In particular, the state, led by the agency "Organization for the Support of Small and Medium Enterprises and Innovative Development of the Regions of Japan", borrowed from the system of the national economy the practice of spreading the institutions of consulting assistance of SMIE. It is worth noting that the agents providing the services were persons of retirement age who had proven themselves to be qualified professionals in the past. Such organizations were created at the initiative of local self-government bodies or Chambers of Commerce and Industry. They formed certain centers of innovative infrastructural support, which included – 8 venture enterprises, business angels or credit unions that provide [11; 12; 13; 14; 10]:

- financial services to support an innovative project;
 - consultations on developing a plan to enter the consumer market;
 - legal protection, including issues of protection of innovative products;
- other economic and legal consultations;

- platforms for holding lectures and seminars on the formation of an organization's strategy or business diversification;
- the possibility of disseminating information about innovative projects among other market participants.

Also, the center of innovative infrastructural support includes 59 local organizations of various forms of ownership, which meet the needs of innovative enterprises belonging to certain prefectures, and serve as chains of dialogue between local authorities and SMIE. The implementation of the mentioned elements allowed these countries to significantly expand the activities of the SMIE and ensure the development of innovative entrepreneurship [14; 8; 10].

Therefore, a special emphasis in the policy of state support for innovative entrepreneurship should be given to SMIE, as a determining driver of innovative shifts and a source of formation of the middle class. In the past, the role of such businesses in creating innovation was underestimated. At the beginning of the 21st century, the relevance of its support for the leading innovative countries of the world increased, this happened for the following reasons.

On the one hand, more and more innovations are being created at SMIE. They more often implement new ideas delegated to them on the terms of outsourcing by large enterprises. On the other hand, there is difficult access to innovation potential for small and medium-sized enterprises. Although small and medium-sized enterprises play an important role in the national economy, in particular for ensuring the employment of the population, they have limited access to technical and technological resources and have difficulties in mobilizing human personnel. These restrictions negatively affect their development and in many cases even lead to their bankruptcy in the first years of existence. Moreover, managers of such enterprises are often not informed about new technologies, do not orient themselves in strategically important industries that require innovations. Therefore, such enterprises quite often lack investments, organizational or management skills to learn new technologies.

Minimization of the functioning of small and medium-sized businesses in innovative activities leads to the emergence of such problems as:

- accumulation of transactional or transformational costs of large business;
- lack of economies of scale of production;
- increase in unemployment and imbalance in the labor market;
- reduction of tax revenues in the budgets of all levels.

That is why the support of SMIE is increasingly considered as the main source of revitalization and expansion of regional socio-economic development.

In a transforming economy, small businesses should actively develop. However, budget expenditures in the national economy to ensure the

development of small businesses differ significantly from those of developed countries. Countries that are leaders in innovation development are increasingly realizing that innovation in small business means more than just achieving economic benefits. Such innovations contribute to the creation of social incentives, save the territory's resources and support the environment, through the small scale of production and the saving of local resources.

The development of SMIE business significantly stimulates venture financing as a reliable source of securing the financial base, especially in the initial phase of creating new products and processes, where the profit is almost absent or insignificant. Therefore, overcoming the financial gap in state investment support for large and small businesses is extremely important for the creation of new enterprises and the implementation of innovative projects [15].

In most countries of the world, there are various effective programs for startups that should be adapted to Ukraine. These include:

- guarantee insurance of risks at the initial stage of production and design;
- state loans, start-up investment programs or attracting foreign capital to the specified sector of the economy;
- creation of technological platforms for startups;
- information support for startups at all stages of the life cycle of an innovative project.

The majority of innovatively active countries have positive experience of state policy in the implementation of innovative infrastructure development programs.

Part 2. Adaptive model of state regulation of innovative entrepreneurship in Ukraine

Changes in state regulation of innovative entrepreneurship can be traced in the propensity of state policy to instability, bifurcation, fluctuation, and dynamism, which is explained by the openness of the national economy to the external environment, and also testify to the need to change state instruments in states of imbalance, variability, and instability. With turbulent changes in the external environment, the complexly organized, multi-segment system of innovation policy is in constant motion due to the presence of explicit and implicit contradictions in the institutional matrix. They cause a change in the stable development of the system of the national economy, and in case of ineffective measures of state influence, they increase turbulence or chaos. Accordingly, measures of state influence must be timely with the obligatory search for reserves both inside the country and outside its borders. It should be noted that with turbulent changes, the needs of the national economy for innovations that contribute to the improvement of its structural elements and are capable of bringing it to an updated, more effective level of innovative

development are increasing. Taking into account the openness (dissipativeness) of the system of innovative entrepreneurship, it should be noted that it can improve due to self-adaptation and mobilization of innovative potential and own reserves, which ensures its resistance to adverse and destructive influences of the external environment. The expediency of involving a synergistic approach in determining the foundations of state regulation involves the development of adaptive models of state regulation capable of adapting to the changing environment, existing innovation potential, labor resources, socio-economic status, specifics of industrial activity, the goal or strategy of national development. Adaptive models should be based on the understanding of the national economy as an open system that communicates with other countries, partially influences their internal policies, changes competitive advantages at the macro level, while simultaneously responding to external factors, as a result of which it gradually transforms itself [2].

The historical nature of informal and informal connections emerging in the institutional matrix of institutional restrictions is not always clear due to the complex interweaving, mutual influence and interdependence of its institutional elements. At the same time, the minimization of institutional restrictions increases with a fairly high level of effectiveness of state policy in the direction of ensuring legality, mutual coherence and synergy of the entire system of the national economy. It follows from this that it is quite difficult to clearly delineate the institutional boundaries of the relationships of the participants of entrepreneurial activity, taking into account their changes, dynamism, variability and significant dependence on a wide range of factors of the implicit and explicit institutional environment.

The influence of institutional restrictions on subjects of entrepreneurial activity was determined in detail by D. North [15]. The scientist noted that institutional restrictions have a significant impact not only on newly created innovative enterprises, but also on the already implemented production process for the implementation of innovative projects. Features of the functioning of the institutional matrix of innovative entrepreneurship enable us to specify spontaneous, random, formal, informal institutional frameworks. Under ideal conditions for the development of the national economy, they must comply with the principle of congruence, which conditions them to convergence by converging their development trajectories with a functioning innovative enterprise. At the same time, constantly arising situations of deficit of innovative potential increase such institutional limitations and do not allow to achieve institutional sustainability in the medium or long term due to limitations of labor, investment, technological or technical resources. Deficit of innovative potential or resources inherent in traditional and innovative entrepreneurship. At the same time, taking into account the constant diffusion of innovations, innovative potential is still a factor of growth mainly for

innovative enterprises. For innovative enterprises, such a deficit, which makes it impossible to adapt innovations, manifests itself in:

- imitations of the available resource provision necessary for the implementation of an innovative idea (subjects of entrepreneurial activity solve the specified problem of shortage in different ways. Enterprises with a traditional type of production seek to reduce risks through the production of a traditional type of goods, while entrepreneurs with an innovative type of production focus on creating innovations with competitive advantages due to the search for additional sources of innovation potential, rational and more economical use of limited resources);

- difficult access to the results of already commercialized technological innovations on the foreign market (the involvement of innovations and technical and technological processes in traditional entrepreneurial activity stimulates the development of the enterprise and significantly increases its profitability, at the same time, the difficulty of their assimilation forces entrepreneurs to use outdated technologies in production activities, while innovative enterprises their active involvement in production activity is necessary);

- a limited number of managerial staff or other employees engaged in the implementation of an innovative project (such a deficit in an innovative enterprise can be covered by a balanced personnel policy for the accumulation of human capital capable of creating innovations, while in traditional entrepreneurship such a policy is mostly not carried out);

- complicated interaction between subjects of innovative activity, representatives of infrastructural elements and authorities, which leads to the appearance of numerous institutional traps, failures and transaction costs. Limited communication complicates the activity of innovative entrepreneurs, forcing them to spread informal communications. This also applies to enterprises with a traditional type of activity).

The inert development of innovative entrepreneurship confirms the need to develop an effective adaptation strategy for state regulation of innovative activities in the national economy. For the development of the economy of Ukraine based on innovative foundations, there is a need to ensure favorable conditions for the creation of new and functioning of existing innovative enterprises in industry, the attraction of domestic and foreign investors in the national entrepreneurship system.

Globalization trends, changes in consumer requirements in the national and world economy, along with the rapid growth of competition among product manufacturers and the regression of entrepreneurial activity due to the coronavirus pandemic, cause changes in the processes of formation, accumulation and accumulation of innovative potential. Such a process determines the need to increase the exchange of information, accelerate

innovation, increase the scale of production, find sources of foreign investment, which requires the removal of administrative barriers, and increase cooperation between the state, infrastructural elements and business.

The institutional environment of innovative entrepreneurship is changing and transforming in the conditions of today's trends. Institutional traps and market failures should not become the reasons for the inert development of innovative entrepreneurship.

There are many sources of formation, accumulation and accumulation of innovative potential. The main factor that determines the activation of these sources is the following of innovative enterprises in accordance with scientific and technical progress, which nowadays plays one of the main roles in the innovative development of the national economy. Digitization, robotics, and artificial intelligence indicate positive trends in global social and economic development.

The spread of Internet technologies also plays an important role in the diffusion of innovations. Nowadays, the Internet is considered the main source of dissemination of innovative ideas, non-standard management processes and forms of organization of innovative business activities. Thanks to scientific and technical progress and digitization, barriers to the spread of information, trade and exchange of human resources are being eliminated. There is a trend of decreasing mental differences between countries. The globalization of the innovation market and the intensification of the exchange of innovation potential are taking place not only at the micro-, but also at the meso-, macro-, and mega-levels.

Globalization trends force countries to unite in order to achieve global innovative progress and high technical and technological development. Regional economic integration is emerging in the system of the national economy, especially in the context of the need for Ukraine's membership in NATO and the EU.

The globalization of the innovation market unites the countries of the world, changes the mentality of nations, reduces gender inequality, erases borders in the process of fighting for sustainable socio-economic development. At the same time, such globalization leads to increased competition, loss of human resources, creates a threat of deformation of national priorities, due to a sharp drop in resources necessary for the formation of innovative potential in entrepreneurship.

Mergers and clustering processes require more and more attention to the fair distribution of innovation potential among stakeholders of innovative entrepreneurship, which will provide an opportunity to increase profitability and strengthen the concreteness of innovative enterprises both domestically and internationally. It is obvious that innovatively active enterprises with effective innovation potential develop more dynamically, and the

diversification of their production occurs faster. They can afford to open their branches in foreign countries and reach much wider segments of consumers than enterprises with a traditional type of economic activity. As a result of the activation of innovative entrepreneurship, unemployment decreases, and the national economy is stimulated by the spread of innovative goods and services, which leads to an increase in its macroeconomic indicators.

At the same time, situational trends in the development of innovative entrepreneurship in the national economy show negative trends. One of the clearly visible effects is the widening of the gap between industries in the direction of their innovative development. Medium and small innovatively active enterprises feel the threat of their existence. Large enterprises or monopolies in the overwhelming majority occupy the most profitable segments of the market, not paying attention to the fact that other medium and small enterprises go bankrupt due to imperfect competition, which, among other things, leads to an increase in unemployment in the national economy. Although it is decreasing in large countries, it is increasing in smaller countries.

The multi-source nature of innovative entrepreneurship is determined not only by the priorities of choosing a type of activity, but also appears as a changing, risky and unpredictable process that occurs synchronously with the increasing pace of institutional dynamism and instability of the external environment. The synergistic interpenetration of these trends in the system of innovative entrepreneurship requires the state's response to market processes. The state's ability to respond in time to economic trends can be called a policy of reflexive influence on negative trends. The implementation of management decisions in the process of state policy is the result of the justification of the determinants of strategic directions in the field of activation of the accumulation of innovative potential. The formation of an innovative type of economy in the conditions of its transformation requires not only a change in the philosophy of state formation, but also a review of the behavior of individual market stakeholders under the conditions of promoting fair competition and intellectual organization of the strategizing process. These phenomena provoke innovative behavior in all segments of the national economy, which builds an effective transformation of the multicultural and economic environment.

Activation of the processes of formation, accumulation and accumulation of innovative potential is largely determined by the successful choice of appropriate tools of national and regional innovation policies and strategies for the development of such potential among business entities. Theoretical studies related to the selection of models of effective technological processes of innovative activity make it possible to determine the most important:

- integration of cooperation of the participants of the innovation process on the basis of fair competition;

- diverse and extensive infrastructure elements and network systems supporting innovations, their flexible adaptation to institutional conditions;
- diversification and updating of production processes to market requirements and resource capabilities of enterprises through the process of diffusion of innovations.

Inefficient use of innovation potential leads to the fact that enterprises seeking to ensure profitability in any way by diversifying production build new factories that do not meet environmental standards. In this context, there is a threat to the environment, due to the threat of the appearance of the greenhouse effect. Due to the lack of strategies for the effective use of innovative potential in enterprises, opportunistic phenomena in entrepreneurship are increasing, which lead not only to a decrease in the socio-economic development of the national economy, but also to an irrational distribution of innovative enterprises by economic sector.

In the priorities of the innovative development of enterprises, there are almost no directions for the formation of production strategies in the most important branches of industry. A state aspiring to integration with the EU should take care of waste-free production and form such incentives to encourage entrepreneurs to attract them to the production of environmentally friendly goods that will be useful for consumption.

The motivational factors of government officials and business related to the personal motivations and incentives of representatives of state authorities are of priority for effective state regulation of the innovation process. This depends on the internal intentions of a person to hide innovative transformation and support initiatives among the population to engage in business on an innovative basis. From another point of view, entrepreneurs must have such factors in order to achieve sustainable development of their own enterprise, stimulate innovative transformations, reduce production risks and accumulate financial resources as soon as possible in order to achieve profitability. Conceptual importance is played by the formation of socio-psychological motives, which increase according to the life cycle of the enterprise.

In order to stimulate entrepreneurial activity, there is a need to create an innovative entrepreneurial infrastructure. The implementation of innovative ideas requires creative, creative and unconventionally thinking business entities, whose activities will be supported by laboratories, recruiting agencies, technology parks, and analytical centers. This highlights the importance of the infrastructural base, which is an important condition for the implementation and commercialization of an innovative product. In the modern national economy, the problem of lack of coordination of communications between the implementers of innovative ideas and scientific institutions, competitors, and institutions of state power is particularly relevant. This leads to a decrease in the commercialization of the results of innovative activity, underdevelopment,

inertia and a decline in technical development. Which manifests itself in limiting the development of innovative enterprises and reducing the current capacity of the national economy. Under such conditions that the innovative infrastructure, which has the necessary arsenal of effective tools for supporting innovative activities, is the main condition for the diffusion of innovations under the modern conditions of the transformation of the national economy. Thus, it is difficult to overestimate the importance of infrastructure in supporting state-wide innovative development in the conditions of a market economy.

Currently, a significant number of infrastructural elements are functioning in the institutional environment of innovative entrepreneurship. At the same time, not all of them are able to support the effective activity of entrepreneurship in the context of the necessary innovative development. Among other things, the infrastructural elements available in the economy lack a sign of innovation, which makes it impossible to implement certain tools to support innovative entrepreneurship, especially under the conditions of transformation of the national economy, the external environment of which is characterized by chaotic fluctuations [16; 17; 18].

Among other things, the systematic implementation of support for the innovation process in the transformational economy should be based on:

- state support and stimulation of entrepreneurial activity;
- awareness of the temporal logic of state influence in accordance with the evolution of the national economy;
- consideration of waves and transformations of technological, innovative, technical progress;
- generalization of the historical development of the institutional environment and its changes;
- determination of the need for progressive development of innovative systems and diffusion of innovations in industry.

Successful states-leaders in innovative development are states that effectively determine the determinants of state regulation of innovative entrepreneurship, thereby realizing the innovative path of evolutionary development. Successfully determined determinants allow the economic system to quickly adapt to challenges and global world troubles, thereby forming a compensatory basis for the development of entrepreneurship. Innovative entrepreneurship is a risky activity, with difficult forecasting of the result. Practice has proven that innovative enterprises, especially in a weak institutional environment, go bankrupt at the initial stages of their activity. A high level of risk, the need for significant financial resources and human capital quite often leads to a bifurcation in the process of the life cycle of the enterprise, the further path of which can be bankruptcy or stagnation of production [19; 20; 21].

The creative approach, leadership qualities and high level of professionalism of the managers are able to implement the conceived innovative projects. At the same time, such implementation is significantly facilitated in the conditions of a perfect or close to such an institutional environment. The optimal selection by the state of the tools for regulating innovative entrepreneurship involves combining them into a single entity. At the same time, it is important to define interrelated principles, methods, and functions, which makes it impossible to use them chaotically and provides organization and coherence to state policy at the vertical and horizontal levels.

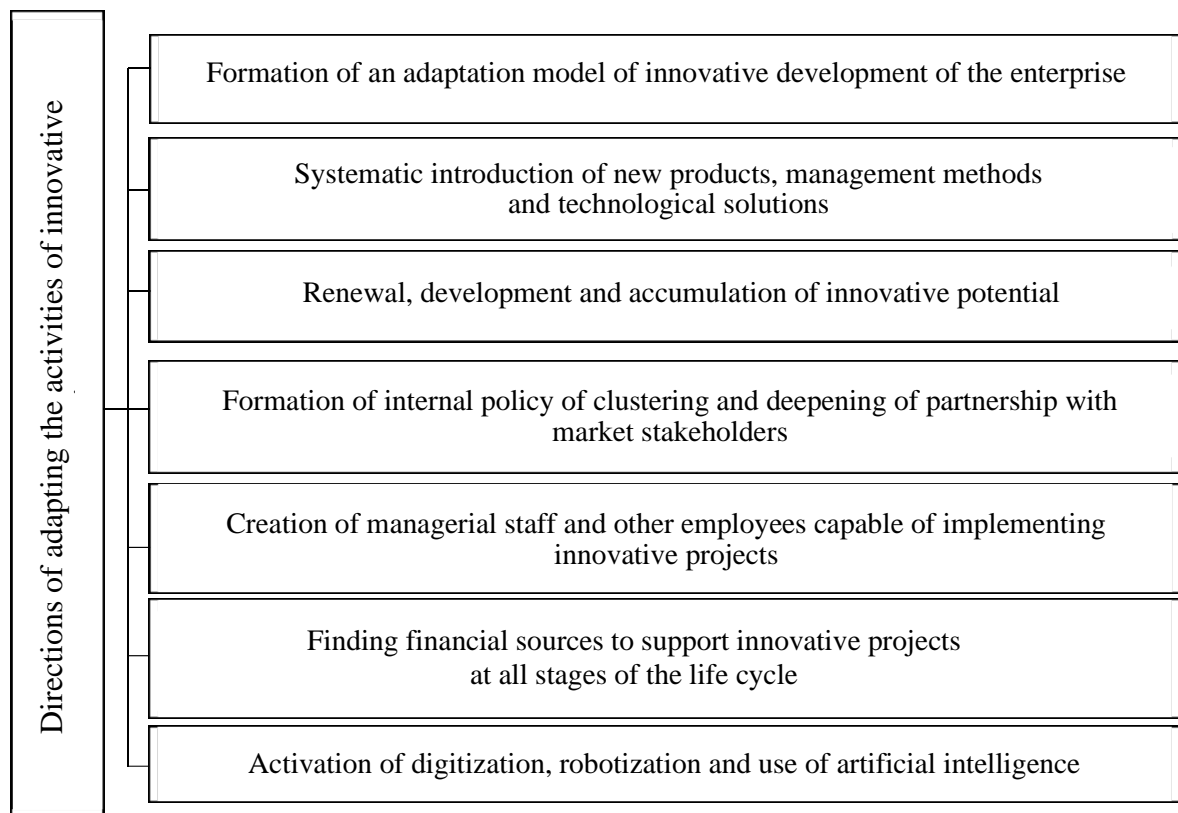


Figure 1. Directions of adapting the activities of innovative enterprises in the conditions of transformation of the national economy

Source: developed by the author

It is possible to implement the measures of human influence and inclusion in the group, which will form the state policy of personnel with highly professional competences, a high culture of thinking, an understanding of mental values and having personal motives or incentives, which will allow in the most effective way to determine the priority ways of innovative development of entrepreneurship. Such human influence should correspond to the invariant of the time model of the innovative development of the national economy, which is based on the complex of the properties of the

entrepreneurial environment inherent in this time. At the same time, the toolkit of state influence must be constantly revised, taking into account the fact that the business environment has the ability to evolve and change according to the specific historical period in which the state is located. In this context, it is appropriate to display the directions of adaptation of innovative enterprises in Figure 1.

Therefore, the diffusion of innovations and their penetration into the economic, social, and political environment will vary over time and be determined by certain dominant political movements, the type of economic system, and numerous factors coming from the external environment and influencing the current vectors of state development. Under such conditions, the instruments of state influence must correspond to the individual historical national model with an actively functioning institutional matrix, as well as be mutually coordinated with other existing mechanisms of state regulation.

Conclusions

Innovative entrepreneurship is synergistic in its functional essence, since any innovation process requires the interaction of enterprises, the state, and infrastructure elements. The main tasks that were solved are the following provisions:

It was determined that innovative entrepreneurship is synergistic in its functional essence, since any innovation process requires the interaction of enterprises, the state, and infrastructure elements. At the same time, the synergy arising from such a partnership is significantly different in the effectiveness of its manifestation due to the formation of both positive and negative influence on the participants of communications.

It was noted that the source of accumulation and accumulation of positive synergies are innovation clusters, the formation of which in the conditions of the development of the national economy is the most sought-after form of integration of investment, human and technological potential. In clusters, resources are shared, the income from which significantly exceeds the amount of income from using the same resources separately.

The purpose of creating a horizontally integrated innovation cluster in industry is to provide favorable conditions and synergistic effects for both existing and new market stakeholders. The basis of such interaction is the principle of attracting state resources to support not individual business entities, but comprehensive assistance in the development of industry clusters through the formation of their territorial network.

It was determined that the degree of manifestation of positive synergy from interaction within the horizontally integrated innovation cluster largely depends on the intensity of administrative support. Such support should take into account the hierarchical organizational structure of the cluster and be

based on investment, personnel, and technical support for its functioning. Approaches to the strategic management of clustering processes have been defined, which allow to determine the phases of appropriate integration of innovative enterprises and the cluster, according to the life cycle of the innovative project, the approach of innovative activity to the bifurcation zone, which makes it possible to obtain additional competitive advantages.

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