ECONOMY

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ONTOLOGICAL PRINCIPLES OF IMPLEMENTATION OF THE INNOVATION PROCESS IN THE NATIONAL ECONOMY

The study of the ontological aspects of innovative changes emphasizes their key role in the gradual transformation of the place and significance of innovations in the processes of reproduction. From the initial role as a new element in production, innovations become the foundation for systemic expanded reproduction, manifesting themselves through new production methods, technological systems, equipment and products. Innovative reproduction transforms the existing forms and structure of the accumulation process, affects the conditions for the formation of national wealth and the rethinking of sources of economic development and growth. The innovative factor becomes key in gaining competitive advantages by manufacturers.

In recent years, modernization transformations in the innovation sphere have not occurred, outdated models of organizing the innovation process (linear and linear-sequential, a small number of integrated ones) dominate the economy, innovative activity is carried out by a small share of domestic producers, and the share of enterprises that implement the full cycle of the innovation process independently is minimal [1, p. 45]. Existing models of organizing the innovation process in the national economy are characterized by a disconnection between the main stages, limited transfer of innovations, due to the separation of the scientific stage and the stage of assimilation of innovations, and the absence of stable connections with the market environment, which does not allow taking into account the demand for developed innovations and is manifested in the spread of improving and quasi-innovations in the national economy. The obsolescence of the innovation process model requires modernization of the organizational and functional support for the commercialization of innovations and an effective institutional mechanism to ensure innovation dynamics.

In the macroeconomic context, giving preference to the innovation process model, which is based on the creation of own innovations, is more profitable, since this can contribute to faster economic growth through innovative development. Such an approach requires more time and resources, including investments and increased material and technical costs. However, innovative activity based on the production of one's own innovations does not require additional costs for the acquisition of innovations, reduces the costs of adaptation and mass production in existing conditions. A great advantage of development through one's own innovation projects is that with each repeated cycle of "development and implementation of innovations", the time for implementing the innovation process is reduced due to the production capabilities of a particular manufacturer. This contributes to faster adaptation, facilitates modernization of production, improves product quality and provides additional economic benefits. The use of innovations from other developers reduces the duration of the innovation cycle, but brings limited economic impact, since such innovations are created by other manufacturers or states and do not make profound changes in the economic dynamics of reproduction. The stages of the process that depend on borrowed innovations require coordination and financing. The implementation of imported innovations (developments, techniques, technologies, organizational innovations) in production provides certain production and economic results, determined by the parameters and modernization potential of these developments.

The innovation process, which proceeds from market needs and involves the involvement of innovations and is carried out on the basis of producing own developments, differs in duration and impact on economic dynamics, which can be considered from the standpoint of macro- and microeconomic effect [2, p. 10].

Endogenous determinants of innovative development include elements of innovative potential, such as personnel, financing, technical and information and communication equipment, which together create conditions for the innovative process. On the other hand, exogenous influences on innovative activity are carried out through factors that develop under the influence of basic economic institutions, regulatory framework and infrastructure support, which is important for innovative development.

The innovative type of reproduction is based on a system of regulated formal norms that direct economic actors to active participation in the processes of production, distribution and consumption of innovative products. The dynamics of innovation are effectively carried out through institutions that coordinate and agree on the norms of innovative activity of economic entities at different levels of the hierarchy. These norms, fixed at the formal level, function as institutions that, in their general direction, form an innovative institution.

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