

**Bondar Iu. A., Candidate of Economic Sciences,
Associate Professor**

**Lehinkova N. I., Candidate of Economic Sciences,
Associate Professor**

*Flight Academy of the National Aviation University
Kropyvnytsky, Kirovograd region, Ukraine*

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TOOLS OF ACTIVATION OF INNOVATIVE DEVELOPMENT OF ENTERPRISES OF UKRAINE

In the constant changes of Ukraine's economy and increasing both moral and physical depreciation of fixed assets, increasing competition and shortage of financial resources, there is a need to determine the prospects for innovative development not only at the state level but also at the enterprise level. Therefore, innovation becomes a constant factor of development, and the result of innovation is an intelligent product, without which it is impossible to

create a competitive environment. The most important strategic goal is to support the ability of the national economy to innovate and effectively use the latest technologies.

In recent years, the strategy of successful development of the national economic systems of the leading countries in recent years is closely linked to leadership in research and development, the emergence of new knowledge, the development of high-tech production and the creation of mass innovative products. The development of innovation potential is not only a way of dynamic development and success, but also a means of achieving security and sovereignty of the country, its competitiveness in the modern world [4].

Increasing competitiveness, availability of management resources, implementation of strategy, production and innovation potential is the main goal of innovative development of enterprises. Due to the availability of innovative abilities, the readiness of enterprises to create and implement innovative products is determined.

Thus, it should be noted that the essence of innovative development is an innovative focus of creative ideas, goals and ways to achieve them, mechanisms of state regulation of the economy and market self-organization, due to the predominant focus of all sectors of the economy on the production of innovative products and services. areas, increasing the number of implemented developments, increasing the economic return from them, attracting investment in innovation.

Note that the task of enterprise management is not only to rationally develop an innovation plan, but also to choose the right tools for its effective implementation.

Institutions should be understood as a set of general rules that enterprises should use in their behavior. They play two main roles: determine the property rights of economic entities and show the level of transaction costs in the economy.

In general, the tools of innovative activity of the enterprise, which are widely used in different countries, as well as those offered in Ukraine, can be classified in the following areas (Table 1).

Another of the most important tools is innovation development planning, namely the development of technological development

program (development of technological and innovation structures, awareness of employees about technological change and innovation policy, stimulating innovation in the enterprise, measures to encourage cooperation between all actors of innovation development).

Table 1

General classification of tools for innovative development

№	The name of the instruments	The function of the instruments
1	Instruments of the regulatory and legal support	<ul style="list-style-type: none"> - regulatory framework for the protection of intellectual property - antitrust regulation - organization and support of scientific centers - system legislation in the field of innovation - regulation of the country's financial markets - international trade in new technologies - taxation
2	Financial instruments	<ul style="list-style-type: none"> - tax benefits - tax exemption - tax credits - subsidies - grants - loans - soft loans
3	Instruments of the state development program	<ul style="list-style-type: none"> - mediation - informational - advisory - developer - promoter - production and technological
4	Instruments of the staffing	<ul style="list-style-type: none"> - skilled labor - training for research, management, marketing, financing in the field of innovation - support for the high social status of scientists and all actors in the innovation process - formation of innovative culture
5	Instruments of social interaction in the field of innovation	<ul style="list-style-type: none"> -technological platforms -civil society forums -corporate networks -discussion and communication platforms of citizens and business -business centers

Source: generalized on the basis of [3, p. 74; 2, p. 11; 2 p. 50-51]

Since all these tools are used within a single economic mechanism of the enterprise, they naturally interact with each other, strengthening or weakening the interaction. For example, within the group of institutional instruments, priority areas of innovation are identified, in particular, the provision of non-market advantages to certain types of business and free market rules.

Given the scarcity of financial resources against the background of a deep financial and economic crisis, the state has limited financial capacity to choose the objects of innovation. Obviously, the choice to use certain tools in a limited choice should be purely individual, depending on the structure of the real sector, the level of technological structure, stage of the economic cycle, the depth of the innovation pause.

It should be noted that one of the main tasks of innovation development is to increase the level of innovation activity. It is substantiated that the ways of activation to some extent depend on the structural elements of the national innovation ecosystem and stages of innovation development. The formulated tools for intensifying the innovative development of enterprises will ensure the achievement of strategic goals of both enterprises and the national economy as a whole.

Thus, it was determined that the tools of innovative development are understood as such actions in which the implementation of innovative activities of enterprises. With this in mind, a classification of tools is proposed. After all, the efficiency of economic processes of the country's development will depend on how correctly the tools of innovative development are chosen to stimulate the innovative activity of the enterprise.

This approach will allow developing a general concept of innovation development of Ukraine, which differs from the previously known ones in separating the tools of innovation development from the conditions of innovation activity and establishing their relationship, which will ensure the use of a carefully selected set of innovation policy tools.

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