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РИНОК ІННОВАЦІЙНИХ ТОВАРІВ

Актуальність. Сучасна економіка розвинених світових держав орієнтована на створення умов сприятливого інноваційного типу розвитку, залучення та використання інновацій у господарській діяльності, однією з головних складових регулювання інноваційної активності будь-якої країни є ринок інновацій.

Мета та завдання. Метою статті є дослідження сучасного стану та складових ринку інноваційних товарів в Україні та їх вплив на економіку держави.

Результати. У статті розглянуто основні етапи інноваційного процесу та їх зв'язок з ринковою системою; визначено поняття та складові ринку інноваційних товарів; проаналізовано основні показники інноваційної активності українських підприємств. Запропоновано структуру основних елементів ринку інноваційних товарів та виявлено основні проблеми формування та розвитку ринку інновацій в країні.

Висновки. Формування ринку інновацій – складний, суперечливий процес, так як нерозвинений ринок інновацій руйнівні впливає на конкурентоспроможність інноваційних структур, зниження інноваційної активності й ефективності підприємницької діяльності. Розвиток ринку інновацій, з одного боку, прагне підприємця до інноваційної активності, а з іншого боку – породжує жорстку конкуренцію, технологічне безробіття, не завжди можливість управління рівнем цін на інноваційні товари, нові проблеми екології, ергономіки, безпеки і т.п. Для функціонування та розвитку ринку інноваційних товарів в Україні необхідно формування інфраструктури ринку інновацій, підвищувати попит виробничих підприємств та бізнесу на результати інтелектуальної праці та наукових досліджень і розробок та будувати систему взаємозв'язку між установами освіти, науки, науково-технічної, дослідно-конструкторської діяльності та представниками реального сектору економіки, що в майбутньому підвищить інноваційну активність підприємств України. В країні мало уваги приділяється розвитку та фінансуванню науки; функціонування висококонкурентного розвитку ринку інтелектуальних та інноваційних продуктів потребує взаємозв'язку підприємництва та держави; необхідно створити сприятливе економічне, правове та інформаційне середовище розвитку інноваційного ринку; необхідно підтримувати розвиток інноваційного підприємництва з боку держави; необхідно вдосконалювати систему комерціалізації результатів інтелектуальної діяльності на всіх етапах інноваційного процесу.

Ключові слова: інновація, інноваційний продукт, інноваційний товар, ринок інновацій, інноваційна активність.

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MARKET OF THE INNOVATIVE PRODUCTS

Topicality. *The modern economy of the developed world powers is oriented on creation of conditions of favorable innovative type of development, attraction and use of innovations in economic activity, one of the main components of regulation of innovative activity of any country is the market of innovations.*

Aim and tasks. *The purpose of the article is to study the current state and components of the market for innovative goods in Ukraine and their impact on the economy of the state.*

Research results. *The main stages of the innovation process and their connection with the market system are considered in the article; the concept and components of the market for innovative goods are defined; the main indicators of innovation activity of Ukrainian enterprises are analyzed. The structure of the basic elements of the market of innovative goods is proposed and the main problems of formation and development of the market of innovations in the country are revealed.*

Conclusion. *The formation of an innovation market is a complex, contradictory process, as an underdeveloped innovation market has a devastating effect on the competitiveness of innovation structures, the reduction of innovation activity and the efficiency of entrepreneurial activity. The development of the innovation market, on the one hand, seeks the entrepreneur to innovate, and on the other - creates fierce competition, technological unemployment, not always the ability to control the level of prices for innovative products, new problems of ecology, ergonomics, security, etc. The functioning and development of the market for innovative goods in Ukraine requires the formation of infrastructure of the market of innovations, increase the demand of industrial enterprises and business for the results of intellectual labor and research and development, and build a system of interconnection between educational institutions, science, scientific, technical, experimental and design activities and representatives of the real economy sector, in the future will increase the innovation activity of Ukrainian enterprises. Little attention is paid to the development and financing of science in the country; functioning of highly competitive development of the market of intellectual and innovative products requires interrelation between business and the state; it is necessary to create a favorable economic, legal and information environment for the development of an innovative market; it is necessary to support the development of innovative entrepreneurship by the state; it is necessary to improve the system of commercialization of the results of intellectual activity at all stages of the innovation process.*

Keywords: *innovation, product innovation, innovation market, innovation activity.*

Problem statement and its connection with important scientific and practical tasks. *The modern world economy is oriented on creation of conditions of favorable innovative type of development, characterized by the shift of emphasis on the use of fundamentally new progressive technologies, products, organizational and management decisions in innovation activities at the micro and macro levels of economic development processes.*

One of the key directions of the recovery and development of the economy of the world countries is to attract and use innovations in the economic activity of all highly developed countries of the world. One of the main components of regulation of innovation activity of any country is the market of innovations.

An important problem in the innovative model of economic development of developed countries of the world today is the creation, legal protection and commercialization of innovative products, which significantly affects the competitiveness of national industrial products in the international market and the flow of investment in the economy of the state. In recent years, the market for knowledge, intellectual and innovative products and goods has played a major role, ahead of the development of the market for tangible goods.

Analysis of the current state of industry and development of the country showed that every year the pace of economic and especially innovative development is declining, the current state of the domestic industrial complex does not meet the global requirements for competition, globalization, post-industrial development vector. All this indicates the relevance and necessity of the conducted research on the problems of innovative development and requires the development of effective directions for increasing innovation through the formation of the market for innovative products.

Analysis of recent publications on the problem. Analysis of the latest research and publications of domestic and foreign scientists on the issues of innovation, innovation processes, market of intellectual and innovative products, their creation, implementation, evaluation, commercialization, management and use in the industry of Ukraine devoted a considerable number of works of such scientists as: Alexandrova V. , Ansoff I., Galchinsky A., Goryacheva I., Geets V., Budnikovich I., Ilyashenko S., Inozemtsev V., Karakay Y., Lazareva E., Porter M., Fedulova L., Chukhno A., Schumpeter I., Shchedrina T. et al рассмoтрены Many questions related neobhodymostyu aktyvyzatsyy successful funktsyonyrovanyya market ynnovatsyy, at ynnovatsyonnoy of the effectiveness model of development based on Using the results of intellectual activity.

Allocation of previously unsolved parts of the general problem; As a result of research of scientific works of many specialists on problems of innovative development, formation of the market of innovations and introduction of innovative goods in production and economic activity of the society, it should be noted that many questions remain unresolved, controversial and there is no unequivocal interpretation of innovative concepts, interpretation of the process of development of economic relations between components of the innovation market and the formation of its infrastructure.

Formulation of research objectives (problem statement). The purpose of the article is to study the current state and components of the market for innovative goods in Ukraine and their impact on the economy of the state.

To achieve this goal the following tasks were solved:

- the basic stages of the innovation process and their connection with the market system are considered;
- the concept and components of the market for innovative goods have been defined;
- the basic indicators of innovative activity of the Ukrainian enterprises are analyzed.

An outline of the main results and their justification. The innovation process is the basis of innovation activity of any country, it is a sequence of actions to transform an idea into an innovative product, the commercialization of which and the introduction into economic activity of society turns it into a commodity.

Commercialization is a mutually beneficial action by all participants in the innovation process to transform the results of intellectual activity into a marketable commodity.

An innovative product should become a commodity if it is the realization of an intellectual property object, product development raises the scientific and technical level of the country, in Ukraine this product is produced for the first time or has substantially higher technical and economic indicators in comparison with the similar, that is, the innovative product is the result activities of the inventor, who is able to carry him profit.

The implementation of innovations is one of the important elements of recovery and development of the country's economy, but they require the existence and use of a whole set of conditions that exist in the market and have an impact on the economy and other aspects of society.

The essence of the innovation process only results when the innovative product has found its consumer in the market.

The innovation market, like any other market, is an economic system within which the economic interests between sellers and buyers are coordinated and realized through a market price mechanism. It belongs to one of the specialized types of the market [6].

That is, in our opinion, the innovation market is a basic element of the innovation economy, which defines a number of specific characteristics, due to the peculiarities and diffusion of the innovative product. In the picture, we are offered the main elements of the market for innovative products.

The process of developing and supplying innovative products must first and foremost include an analysis of demand and satisfaction of those needs earlier and better than competitors, so there is a need to constantly study consumers, the market and competitors, and to give victory and leadership in innovation.

The solvent demand in the innovation market in Ukraine remains very low, despite the growth and the emergence of new needs from domestic consumers, which can only be met through innovation. There is a large gap in the country between solvent demand and the need for innovative products. Due to the low solvency of the company, the effective demand for innovation is virtually absent or not oriented towards the acquisition of new goods and services.

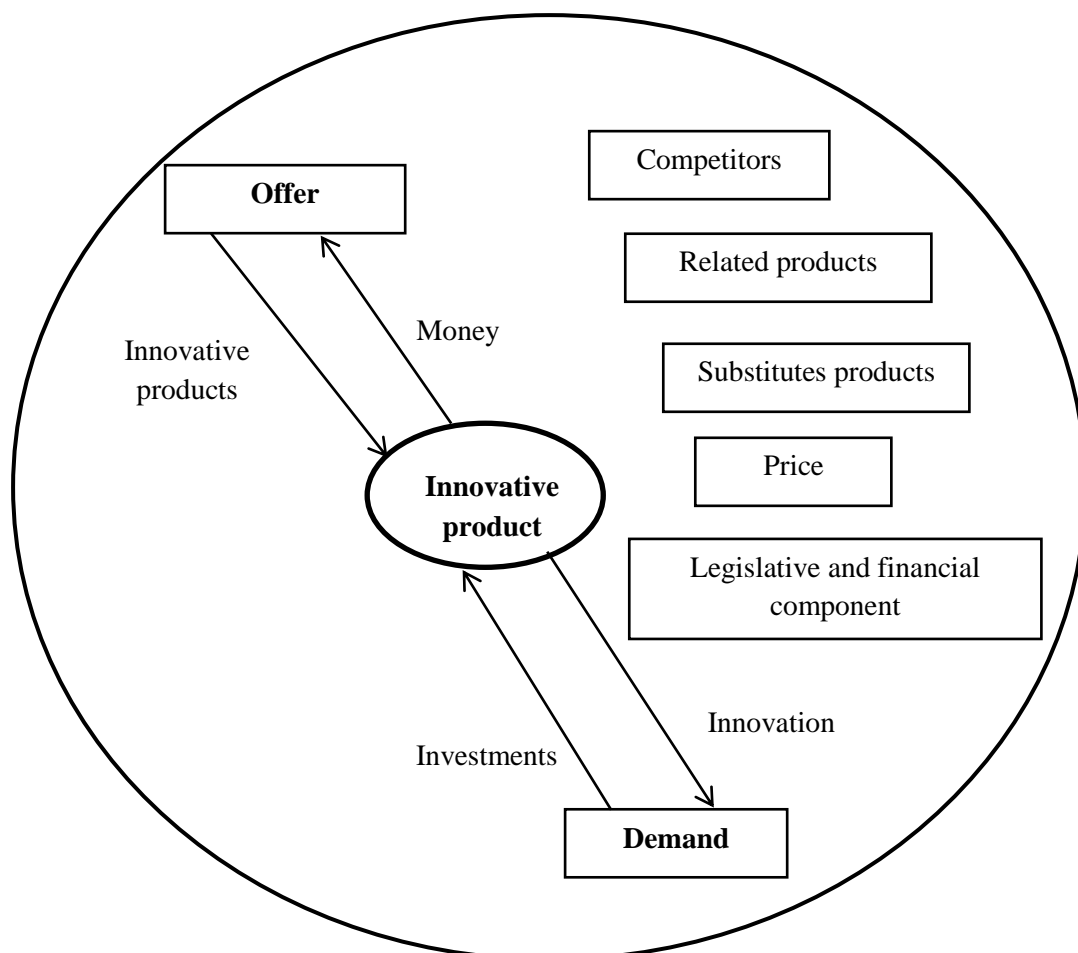


Fig.1. The main elements of the market of the innovative products

The magnitude and dynamics of demand for innovation are influenced by numerous economic, social and technological factors. The real demand for innovation in the country is significantly higher than realized due to the high share of unmet demand for innovations, but due to low solvent demand, the supply of finished effective innovations in the domestic market of the country is reduced and the export of unfinished developments, products and innovations to developed countries continues. demand due to their competitiveness and profitability.

The volume and structure of supply of innovative goods on the market characterizes the economic situation on the part of sellers and manufacturers of innovations and are determined by the sizes and possibilities of production of new goods, as well as that share of innovations, is introduced into the market. In recent years, the supply of ideas for innovations without the implementation of applied developments has increased, as there is a lack of investment and solvent demand.

The volume of supply of innovative goods is significantly influenced by the costs of production and circulation, high prices, low level of productivity and resource saving of technologies, lack of state investments, high taxes, a high degree of monopolization of production of innovations and the market of innovations, the level of inflation in the country, etc.

In Ukraine there is no effective mechanism for the protection of intellectual and industrial property, the conditions for successful and profitable commercialization of innovations, the tax policy does not

stimulate the increase of innovation and investment activity of enterprises, and on the contrary is aimed at replenishing the state budget at the expense of high taxes.

Industrial production of new products is the final stage of the innovation process, this is where knowledge takes material form and research finds its logical conclusion in the form of finished products.

The main means of commercialization of an innovative product in modern conditions are:

- use in the form of innovative goods in own production;
- introduction of valued innovations in the authorized capital of the enterprise;
- realization in the form of innovative projects;
- transfer or sale of rights to use the right protected innovative products.

The market for innovative goods is closely linked to other commodity markets and is an integral part of the global market as a whole. Often, when selling innovative products on a commercial basis, additional services are provided to effectively execute the agreement: technical, commercial, financial, management and other services.

The process of introducing innovation is very important and necessary for the development of domestic enterprises, as it contributes to increasing their potential, but today in Ukraine there are many significant problems associated with the development, implementation and use of innovation in the economy of the state, namely the main ones: There are not enough mechanisms support of the innovation sphere, lack of the necessary financial, credit, tax and depreciation policy, no conditions have been created that would facilitate extrabudgetary investments in the innovative sphere, the customs policy, etc. is not regulated.

The creation and effective promotion of innovative products in the innovation market, in our opinion, involves the interaction of the following elements:

- the process of creating innovative products;
- legal protection and regulation of the circulation of innovative products in the form of intellectual property;
- staffing of innovative sphere;
- evaluation of the cost of innovation;
- support of introduction of innovations in production.

There is a need to change the structure of the domestic economy to increase the share of high-tech, high-tech types of economic activities requires the formation of a competitive market, effectively replicates new knowledge in technologies, products and services that find their customers.

In a market economy, innovative enterprises, for the most part, carry out scientific research on contracts with customers of an innovative product, as both parties are mutually interested in integrating the results of research into production and deriving from their use a commercial effect.

Analysis of information of the State Statistics Service of Ukraine [1] showed that for the period 2016 - 2018, the innovation activity of Ukrainian enterprises decreased, namely: the total amount of costs for innovation activity decreased almost twice from 23229,5 million UAH by 2016 to 12180,1 million UAH in 2018, most of the money is lost on the acquisition of machinery and software, this has happened largely through own funds. thousands

In 2018, research and development in Ukraine was performed by 950 organizations (while in 2017 - 963), 48,1% of which belonged to the public sector of the economy, 37% - entrepreneurship, 14,9% - higher education, number of executors of such works at the end of 2018 amounted to 88,1 thousand people (94,3 thousand people in 2017), of whom 65,4% are researchers, 9,7% are technicians, 24,9% are support staff.

In 2018, the share of R&D performers in the total number of employed population in the country was 0,54%, including researchers – 0,35%. According to Eurostat, in 2016 this share was high in Denmark (3,18% and 2,2%), Finland (3,04% and 2,26%), the United Kingdom (2,29% and 1,68%), and The Netherlands (2,28% and 1,39%); low - in Romania (0,54% and 0,34%), Cyprus (0,87% and 0,62%), Bulgaria (1,09% and 0,71%) and Poland (1,08% and 0) , 83%).

The share of PhDs and PhDs among R&D performers was 29,3%, among researchers – 44,7%.

More than half of the total number of doctors of science and candidates of science, carried out research and development, worked in organizations of the public sector of the economy, 35% - higher education, 5% - business sector.

In 2018, 44,7% of researchers were women, 65,8% in the social sciences, 65,2% in the medical sciences, 60,3% in the humanities and 34,1% in the technical sciences.

In order to maintain the necessary level of scientific and technological potential, the share of GDP that the country should spend on innovation activities is recommended by the European Union within the limits

of 3,3%. At that time in Ukraine it was 0,47%, in Sweden – 3,4%, Austria – 3,16%, Denmark – 3,05%, Germany – 3,02%, Finland – 2,76%, Belgium – 2,58%, France – 2,19%; less in Romania, Latvia, Malta, Cyprus and Bulgaria (from 0,5% to 0,75%).

In 2018, 22,4% of total expenditures were spent on basic scientific research (in 2017 – 21,9%), which was funded by the budget by 91,9%. The share of expenditures for the implementation of applied scientific research was 21,3%, which was 58,1% financed from the budget and by 23,6% - from the organizations of the business sector. 56,3% of the total expenditures were earmarked for the implementation of scientific and technical developments, 36,1% were financed by foreign investments, 32,1% by organizations of the business sector and by 12,5% at the expense of own funds. Almost half of the expenditures on basic scientific research came from the natural sciences, 24,8% from technical, 8,7% from agriculture. 37,8% of the expenditures in the field of technical sciences, 23,2% - natural, 12,9% - medical and agricultural, are spent on the implementation of applied scientific research. The largest part (88,9%) of expenses for the implementation of scientific and technical (experimental) development falls on the branch of technical science.

The share of the number of enterprises that implemented innovations in the total number of industrial enterprises decreased from 16,6% in 2016 to 15,6% in 2018, while the volume of realized innovative products (goods, services) in the total volume of industrial enterprises' products increased from 0,7% in 2017 to 0,8% in 2018, but is steadily declining compared to previous years.

Conclusions conclusions and perspectives of further research. The formation of an innovation market is a complex, contradictory process, as an underdeveloped innovation market has a devastating effect on the competitiveness of innovation structures, the reduction of innovation activity and the efficiency of entrepreneurial activity. The development of the innovation market, on the one hand, seeks the entrepreneur to innovate, and on the other - creates fierce competition, technological unemployment, not always the ability to control the level of prices for innovative products, new problems of ecology, ergonomics, security, etc.

The functioning and development of the market for innovative goods in Ukraine requires the formation of infrastructure of the market of innovations, increase the demand of industrial enterprises and business for the results of intellectual labor and research and development, and build a system of interconnection between educational institutions, science, scientific, technical, experimental and design activities and representatives of the real economy sector, in the future will increase the innovation activity of Ukrainian enterprises.

The full functioning of the innovation market as a mechanism for commercialization of intellectual performance requires the presence of four components of competitiveness as specific characteristics of this market: internal demand, supply and receipt of innovative products, internal competition and factor conditions (information, legal, financial support, organizational and managerial, human and structural resources) and the relationships between them.

Little attention is paid to the development and financing of science in the country; functioning of highly competitive development of the market of intellectual and innovative products requires interrelation between business and the state; it is necessary to create a favorable economic, legal and information environment for the development of an innovative market; it is necessary to support the development of innovative entrepreneurship by the state; it is necessary to improve the system of commercialization of the results of intellectual activity at all stages of the innovation process.

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