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ТЕОРЕТИЧНИЙ ПІДХІД ДО ФОРМУВАННЯ МЕХАНІЗМУ РЕАЛІЗАЦІЇ ДЕРЖАВНОЇ ПОЛІТИКИ РОЗВИТКУ ВНУТРІШНЬОГО РИНКУ ІННОВАЦІЙНИХ ТОВАРІВ В УКРАЇНІ

Актуальність. Актуальність проблеми вдосконалення механізмів реалізації державної політики розвитку внутрішнього ринку інноваційних товарів як основи ефективного використання інноваційного потенціалу технологічного підприємництва в Україні сьогодні зростає через необхідність стимулювання виходу на національний і глобальний ринок вітчизняних технологій і наукоємних продуктів, забезпечення стійкості технологічного підприємництва, який використовує отримані знання, результати і технології для формування нових продуктів і послуг, що позитивно змінюють структуру національної економіки.

Мета та завдання. Метою статті є розробка теоретичного підходу до формування механізму реалізації державної політики розвитку внутрішнього ринку інноваційних товарів в Україні з метою створення сприятливих умов для найбільш повного використання інноваційного потенціалу технологічного підприємництва.

Результати. Обґрунтовано теоретичний підхід до формування механізму реалізації державної політики розвитку внутрішнього ринку інноваційних товарів на основі системного поєднання інформаційного та процесного підходів і як комплексний механізм, який має включати, як механізм управління (як інструмент впливу), так і механізм взаємодії (як інструмент взаємодії всіх суб'єктів ринку). Визначено: мету, методологічні принципи побудови механізму (принцип адаптивності: механізм повинен швидко реагувати на зміни зовнішніх та внутрішніх факторів; принцип цілісності: механізм повинен мати стійкі, довготривалі зв'язки, які можуть витримувати зовнішні та внутрішні навантаження; принцип самоорганізації: забезпечення можливості всім суб'єктам обирати і поєднувати напрями, форми взаємодії, методи вирішення задач; принцип захисту власності: будь-яка власність всіх суб'єктів ринку, особливо інтелектуальна, має бути захищеною; принцип захисту інвестицій: інвестиції у наукові дослідження, технологічне підприємництво, тощо всіх суб'єктів ринку мають бути захищеними; принцип технологічності: елементи механізму та їх взаємозв'язки мають бути побудованими на інноваційно-інформаційних засадах; проектний принцип: декомпозиція цілей і їх досягнення у рамках проектів (в тому числі – національних, регіональних, галузевих тощо); принцип узгодження інтересів: алгоритм дій суб'єктів ринку має передбачати досягнення узгодження і реалізації інтересів; принцип бюджетної ефективності), та власне механізм у вигляді цілісної системи, яка включає: об'єкт, центр, алгоритм, бажані результати, фактори, припущення та елементи, які забезпечують активний зворотний зв'язок суб'єктів і центру.

Висновки. Перспективним прикладним напрямком реалізації запропонованих теоретичних підходів є створення, через реалізацію запропонованого механізму, сприятливих умов для найбільш повного використання інноваційного потенціалу технологічного підприємництва в Україні.

Ключові слова: інноваційний товар, технологічне підприємництво, механізм, управління, взаємодія, інструмент.

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THE THEORETICAL APPROACH TO THE FORMATION OF THE MECHANISM OF IMPLEMENTATION OF THE STATE POLICY FOR THE DEVELOPMENT OF THE INTERNAL MARKET OF INNOVATIVE GOODS IN UKRAINE

Topicality. *The urgency of improving the mechanisms for implementing the state policy for the development of the internal market for innovative goods as a basis for the efficient use of innovative potential of technological entrepreneurship in Ukraine today is increasing due to the need to stimulate the entry into the national and global market of domestic technologies and knowledge-intensive products, ensuring the sustainability of technological entrepreneurship, which uses the knowledge and results obtained technologies for forming new products and services, which is positive change the structure of the national economy.*

Aim and tasks. *The purpose of the article is to develop a theoretical approach to the formation of the mechanism of implementation of the state policy for the development of the internal market for innovative goods in Ukraine in order to create favorable conditions for the fullest use of the innovative potential of technological entrepreneurship.*

Research results. *The theoretical approach to the formation of the mechanism for the implementation of the state policy for the development of the internal market for innovative goods based on the systematic combination of information and process approaches, and as a complex mechanism that must include both the management mechanism (as an instrument of influence) and the interaction mechanism (as a tool for interaction of all sub market). Determined: purpose, methodological principles of mechanism construction (principle of adaptability: mechanism must respond quickly to changes in external and internal factors; principle of integrity: mechanism must have stable, long-lasting relationships that can withstand external and internal loads; principle of self-organization: providing opportunities for all subjects to choose and combine directions, forms of interaction, methods of solving problems, the principle of property protection: any property of all market actors, especially intellectual, must be protected; investment protection principle: investment in research, technological entrepreneurship, etc. of all market entities must be protected; the principle of manufacturability: the elements of the mechanism and their relationships must be built on innovation and information bases; the design principle: the decomposition of goals and their achievement in within the framework of projects (including national, regional, sectoral, etc.); principle of reconciliation of interests; and mechanism itself in the form of a holistic system that includes: object, center, algorithm, desired results, factors, assumptions, and elements that provide active feedback to the subjects and center.*

Conclusion. *A promising application area for the implementation of the proposed theoretical approaches is to create, through the implementation of the proposed mechanism, favorable conditions for the fullest use of the innovative potential of technological entrepreneurship in Ukraine.*

Key words: *innovative product, technological entrepreneurship, mechanism, management, interaction, tool.*

Problem statement and its connection with important scientific and practical task. Important means of implementing the 2030 Agenda for Sustainable Development are, inter alia, technology and innovation, as they are capable of stimulating technological entrepreneurship, which plays a particular role in the development of an innovative economy. One of the key elements of a successful industrialization strategy is also the dynamic technological entrepreneurial structures. Entrepreneurship is, by its very nature, an innovative type of reproduction, and the business sector is the most active part of the country's innovation system.

The rapid pace of economic development in market economies, as well as the cross-border activities of multinational corporations and the further fragmentation of global value chains, will also contribute to a wider distribution of scientific and technological development across the globe. Therefore, for Ukraine it is an urgent need to improve the mechanisms of implementation of the state policy for the development of the internal market for innovative goods.

Analysis of recent publications on the problem. To substantiate the mechanism of implementation of the state policy for the development of the internal market for innovative goods, first of all, it is necessary to analyze the scientific approaches to the definition of its own concept of "mechanism" and to classify the types of mechanisms in the economy, starting with the concept of "economic mechanism" (the results are summarized in Table 1) and types of economic mechanisms (respectively, Fig. 1).

Table 1

Scientific approaches to the definition of "economic mechanism"

Name of scientific approach and main representatives	The essence of the definition
Mechanistic approach Dictionaries [1-4]	The sequence of states, processes that determine any action, the phenomenon; internal system, a system that determines the order of any activity.
Functional approach Smith A., Ricardo D., Marx K., Aiken V., Kulman A., Abalkin L.I. [5-9]	The definition of the economic mechanism is based on taking into account the type of economic relations and forms of organization of labor.
Information approach Hurwitz L., Myerson R., Muskin E. [10-12]	The economic mechanism is a communication system in which the participants exchange messages with each other and the center, which allows to generate economic result.
Process approach [13]	The mechanism is a resource for the process, its material part and includes a set of interconnected elements "tuned" to perform the function of the process; A mechanism is a collection of resources of an economic process and ways of combining them.

Allocation of previously unsolved parts of the general problem. Thus, given the need to reconcile the interests of all entities in the market for innovative goods, which follows from its own definition, it is advisable to choose the creation of a comprehensive mechanism, which will include, as a control mechanism, as an influence tool, and a mechanism of interaction as a tool for interaction of all sub of the market (see Fig. 1).

Therefore, *the purpose of the article* is to develop a theoretical approach to the formation of the mechanism of implementation of the state policy of development of the internal market of innovative goods in Ukraine in order to create favorable conditions for the fullest use of the innovative potential of technological entrepreneurship.

Formulation of research objectives (problem statement). Therefore, the purpose of such a mechanism would be to develop the internal market for innovative goods on the basis of reconciling the interests of its subjects. In other words, the main task is to develop a mechanism that would create the conditions under which the maximum efficiency of the system of interaction of market actors would be achieved. That is, the purpose of the mechanism is to create conditions in which market actors can agree on new conditions that provide coordination and cooperation rather than antagonism.

An outline of the main results and their justification. In view of the above, the methodological

principles of the mechanism construction should be:

- adaptability principle: the mechanism must respond quickly to changes in external and internal factors;
- principle of integrity: the mechanism must have stable, long-lasting connections that can withstand external and internal loads;
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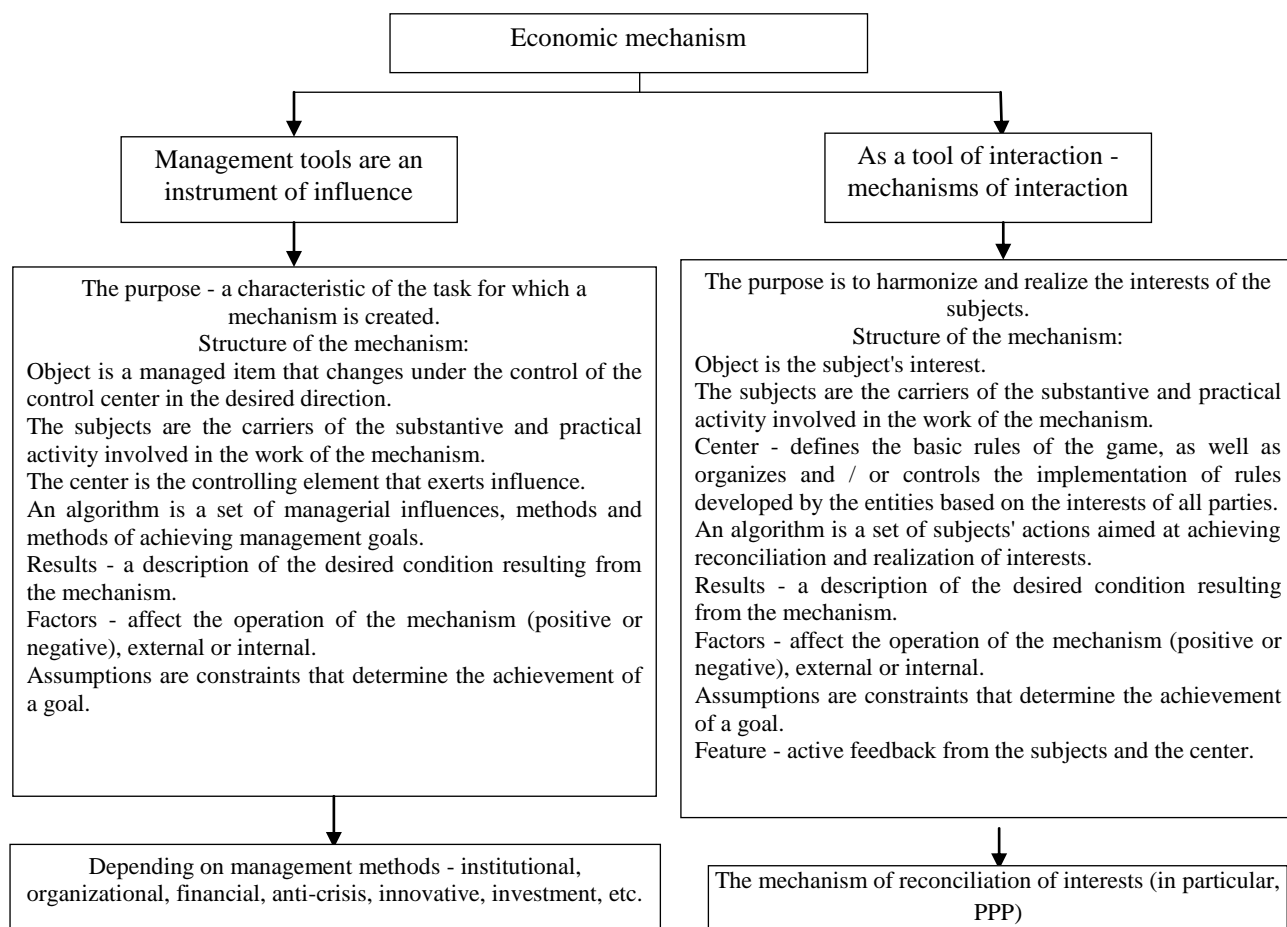


Fig. 1 - Classification of types of economic mechanisms [14]

- the principle of self-organization: ensuring that all subjects can choose and combine directions, forms of interaction, methods of solving problems;
- the principle of property protection: any property of all market entities, especially intellectual property, must be protected;
- the principle of investment protection: investments in research, technological entrepreneurship, etc. of all market entities must be protected;
- the principle of manufacturability: the elements of the mechanism and their interconnections should be built on innovation and information bases;
- project principle: decomposition of goals and their achievement within the framework of projects (including national, regional, sectoral, etc.);
- the principle of reconciliation of interests: the algorithm of actions of market subjects should provide for the achievement of reconciliation and realization of interests;
- principle of budgetary efficiency: it is necessary to avoid low efficiency of budgetary expenditures (that is, the current under-financing of state target and budgetary programs, which makes their budgeting and implementation unpredictable; violation of the principle of priority of financing of budgetary programs due to lobbying of interests of individual ministries and departments; which makes it impossible to determine the criterion of their effectiveness; imitation of performance indicators when the indicators are selected Key indicators that can be easily achieved, but they have no economic substance).

The implementation mechanism can be represented as a coherent system consisting of:

- 1) the object as a sphere of interest of market entities, which is corrected by the center's actions aimed

at reconciling their interests and improving the functioning of the market;

2) a center that defines the basic rules of the game, as well as organizes and / or controls the implementation of rules developed by the entities based on the interests of all parties;

3) algorithm as a set of actions of subjects aimed at achieving reconciliation and realization of interests;

4) the desired results, as a description of the desired state resulting from the mechanism;

5) factors (external or internal) that affect the operation of the mechanism (positive or negative);

6) assumptions, that is, constraints on the resources that determine the achievement of the mechanism's objective;

7) elements that provide active feedback to the subjects and the center.

In our case:

– the object is a market for innovative goods;

– center is a state body that performs the functions of forming and correcting the rules of the game (in our case - to improve the business environment);

– the desired result is the development and efficient functioning of the market for innovative goods;

– the algorithm of actions, factors and elements that will provide active feedback of the subjects and the center - will be specified below.

External factors that affect the operation of the mechanism, it is advisable to define as:

– uncertainty factor related to turbulent processes in the world and Ukrainian economy;

– social environment factor: population size and structure, education and health level;

– the factor of the regulatory environment: legislative regulation of business activity, increasing requirements from government agencies, antitrust, financial and customs policy; government involvement in the production and sale of the product; patent-license policy; social policy; security policy. Sudden changes in the political situation in the country can lead to changes in economic conditions, higher resource costs, loss of profits, etc.;

– economic environment factor: level, dynamics and structure of gross domestic product (GDP); the level, sources and distribution of national income; trends in economic growth (or decline); the level and rate of inflation, trends in the development of individual industries; supply and demand in the markets; counterparty solvency, level and price dynamics; unemployment and fluctuations in the national currency against other countries' currencies, taxation and credit system, etc. The level of economic development of a country determines the conditions of functioning of its markets.

The main internal factor that influences the operation of the mechanism, in our opinion, is the presence (or absence) of scientific and technical infrastructure, which consists of such parts:

– *regulatory*: the legislative and regulatory framework that ensures the functioning of the entire scientific infrastructure in the complex; legislative and regulatory framework that ensures the functioning of the public-private partnership mechanism, legislative and regulatory framework that ensures the protection of intellectual property rights;

– *organizational*: state system of planning and decision making in the field of science and technology; state executive bodies that ensure the implementation of the decisions made in the field of science and coordination of the work of research institutions of different departmental affiliation; organizational structure of public and private research institutions;

– *financial*: the system of state funding of scientific research of fundamental and applied character of all levels through the respective ministries and agencies (basic funding) is legislated; the system of receiving applications for funding research from public funds; system of competitive target financing of creation of new scientific infrastructure facilities; grant system of financial support for young scientists, leading scientists, leading scientific schools and research teams; a system of public incentives for private investment in research;

– *production and technological*: industrial parks on the basis of unprofitable industrial enterprises; technoparks; innovation and technology centers; technology transfer centers;

– *information*: system of state refereed scientific publications; state system of scientific and technical information; international expertise of projects and their progress in basic research; state system of ensuring intellectual property rights for the results of scientific and technical activities; private and state-owned media products to cover the development of technology entrepreneurship in the country and the world;

– *expert consulting*: organizations providing assessment and audit of technological projects (duediligence).

The action algorithm can have the following directions:

- mechanisms for stimulating demand for research and development;
- introduction of new forms of cooperation between science and business, in particular project research and technological consortia - forms of implementation of joint technological projects on a temporary contractual basis, the scale and complexity of which exceeds the resource and technological capabilities of each project participant. The aims of the consortia are to: coordinate research in the targeted research areas with a view to further market introduction; attracting business and the state to develop the industry by creating incentives for participants as well as industry-wide standards; providing infrastructure solutions to optimize the development cycle of innovative projects from the research stage to the scaling stage; development of educational programs in the field with the aim of forming the next generation of researchers and ensuring the principle of continuity of innovation. In the process of achieving the goals, consortia allow you to solve the following tasks: obtaining common patents and licenses; development and implementation of common standards in the industry; creation of an aggregate management infrastructure, presented by the governing body of the consortium, which allows to solve in a consolidated manner the problems arising from the interaction of the consortium members. In the US, as a rule, consortia are created as separate legal entities, in the EU - as partnerships. Multilateral agreements are the documents that substantiate the activities and the design of results, risk sharing and economic profit. The difference between the consortia and the bilateral agreements is the joint investment of the participants in the project, which is possible both in the form of direct financing and the allocation of organizational, logistical and human resources. The state may be one of the investors in any of these forms. Direct economic effects for participants include those arising from research and development activities. Indirect effects are the sharing of competencies, knowledge, speeding up and reducing the launch of new products on the market. Direct economic effects for society as a whole include new competitive or leading market positions in new fields, scaling or diffusion of competencies and technologies between industries, etc.;

- development of a long-term public-private partnership program to promote the development of new promising markets based on high-tech solutions that will determine the development of the world economy in 15-20 years;

- improvement of the state industrial, innovative, tax policy, etc.

The algorithm of formation of the mechanism of realization of development of the market of innovative goods is shown in fig. 2.

Elements that provide active feedback between subjects and the center should be:

1. Distributed interactive scientific and expert platform that, based on the automated coordination of multiple, including conflicting proposals, estimates, approaches and economic theories, will find a corridor of economic parameters and characteristics, as well as relevant organizational and management actions that will ensure the achievement of the goal.

Such a platform allows you to provide:

- a continuous process of reconciling a large number of time-varying economic and management requirements (conditions, constraints) with virtually any time step, starting from one day. In other words, strategic and operational plans can be adjusted and even revised at the rate of receipt of new managerial and economic information, allowing almost unlimited number of development options to be played in real time;

- harmonization within the framework of one mechanism of divergent economic interests of market entities (state, business, population);

- coordination within a single mechanism of a large number of expert proposals, often contradictory in terms of the consequences of their joint implementation and aimed at different problems, levels and objects of the market.

2. Public-private partnership technology, which can serve as one of the financing tools for state-owned projects for the construction and modernization of high-tech industries and infrastructure.

In the first stage it is advisable to study the external and internal factors, in the second - to determine the system of criteria and restrictions. The criteria are necessary and sufficient conditions to be provided for the development of the market for innovative goods. Restrictions are resource (financial, labor, material, etc.) restrictions.

In the next stage, it is necessary to ensure the development and implementation of a technological platform for decision-making based on the harmonization of interests of the subjects of the market of innovative technologies, ie a distributed interactive scientific-expert platform, which, on the basis of automated harmonization of proposals, assessments, approaches, etc., will allow to find a corridor of the

relevant organizational - management actions that will ensure the achievement of the goal.

At the next stage, the criteria for the effectiveness of the obtained decisions should be substantiated, that is, get the maximum result at the lowest cost.

The next stage is the ranking (in order of importance and priority) of the mechanisms and measures for the implementation of the obtained decisions, followed by their implementation, taking into account existing resource constraints.

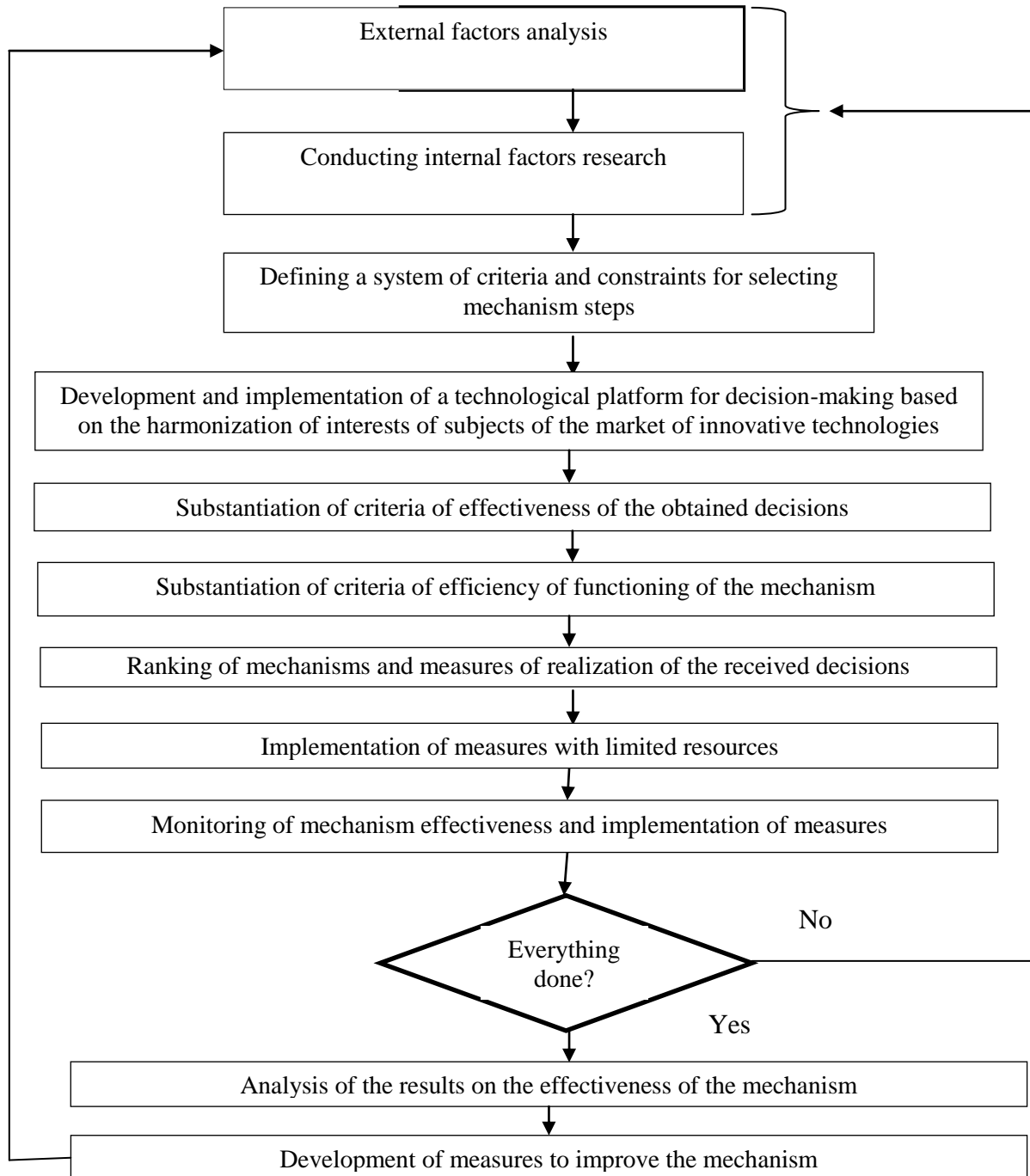


Fig. 2 - The algorithm of formation of the mechanism of realization of development of the market of innovative goods

The next step is to monitor the effectiveness of the selected mechanisms and the implementation of measures. If the planned efficiency is not achieved, we return to the first stage. If achieved - we analyze the results on the effectiveness of the mechanism of realization of the development of the market of innovative

goods in general, and proceed to the last stage - development of measures for its improvement. This is the end of the algorithm cycle. Then you can go to the beginning.

Conclusions and perspectives of further research. Therefore, for the effective implementation of the state policy for the development of the internal market for innovative goods, the theoretical basis for the formation of a mechanism based on reconciling the interests of market actors is proposed. mechanism, favorable conditions for the fullest utilization of innovative potential of technological entrepreneurship in Ukraine them.

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