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DEVELOPMENT OF INNOVATIVE BUSINESS ON PRINCIPLES PUBLIC-PRIVATE PARTNERSHIPS

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Problem setting. In modern conditions of innovative enterprise in the Ukrainian economy hinder the low proportion of entities that carry out an innovative business that is primarily due to the absence of the main factors that affect the development of innovative entrepreneurship in the country: a little consumer demand for innovative products; insufficient financing of scientific and technical capacity of the national economy; the lack of functioning of venture capital firms and investors who finance risky innovative activities.

In the field of small and medium-sized businesses present interest in accelerating the development and use of new technologies, the production of new products, bringing to the stage of industrial design innovations that are transferred on a commercial basis for the use of large enterprises.

The presence of entrepreneurial initiative, sufficient development of small and medium-sized businesses, and the use of effective mechanisms of state incentives can be the basic principles of the implementation of innovative processes. And intensive innovative development of Ukraine is possible by carrying out deep economic reforms aimed at the establishment of competitive small and medium-sized businesses, measures to translate innovative projects through the stimulation of innovative enterprises.

World experience shows that one of the ways to enhance the development of innovative business is a partnership of public and private sectors as a form of public-private partnerships. The use of such a mechanism would allow the expense of mutually beneficial cooperation of the state and private partners to accelerate the technological upgrading of the coal industry and thus improve the quantity and quality of coal products and to accelerate industrial growth at the regional and national level.

Analysis of recent researches and publications. Economic analysis of scientific sources indicates that scholars paid much attention to the problems of development of innovative business in Ukraine. Identify financial, tax, organizational and economic mechanisms of development of innovative business. The proposals on information and organizational support of functioning of small innovative enterprises [1–11].

Despite the wide range of scientific research on the subject, the study of essence of innovative entrepreneurship, implementation of the SWOT-analysis of his status in Ukraine, identification of the main factors hindering intensification of the functioning of small and medium enterprises in innovation, the development of a set of measures to address the identified problems of insufficient development of innovative business does not lose its relevance and determines the choice of the research topic.

The task of this study is to develop proposals for the development of innovative business on the principles of public-private partnerships.

The main material of the study. Under the innovative entrepreneurship refers to a business that applies for profit qualitatively new approaches, materials, ideas and products to meet consumer demand. Innovative business comprises the steps of: searching for innovative ideas, evaluate ideas, business plan development of the innovative project, the search for the necessary resources, management created innovations. To the subjects of innovative business enterprises and organizations are engaged in innovative activities.

Innovation active enterprises in the field of small and medium businesses need to evolve in today's economic conditions, since these structures are characterized by such features:

- The high level of flexibility in competitive new products, where the main factor is the rate of renewal of the products;
- Focus on the search for fundamentally new products and processes associated with high commercial and technical risk – they account for the bulk of the costs of exploration, development and development of scientific and technological innovations;
- Responsiveness to the changing needs of consumers; creating an atmosphere of intense work;
- Organizational separation from significant current production.

To identify strengths and weaknesses, opportunities and threats to the development of innovative business in Ukraine carried out SWOT-analysis, the results of which include:

– *Strengths*: a high level of scientific potential of the state and the training of scientific personnel with innovative potential; developed system of higher education; by elements of innovation management; the formation of innovative infrastructure facilities to meet current economic conditions; having a successful innovation and cooperation between science and business environment; the use of tools of organizational, technical and financial support for the development of public-private partnerships in innovation;

– *Weaknesses*: insufficient investment of innovation development of the State; limited possibilities of external financing (lack of venture capital funds); no methodology for calculating the indicators of innovation; low level of innovation culture of entrepreneurs;

– *Opportunities*: the development of innovative businesses; a high level of research and innovation capacity; innovative business development through access to the various applications of funding; develop a modern regulatory framework of innovation; the development of innovative entrepreneurship in Ukraine by EU funding;

– *Threats*: financial and administrative factors that hinder the development of innovative businesses; insufficient resources for lending most innovative companies; sophisticated selection of qualified specialists for innovative businesses; scientists are not interested in starting their own business.

The analysis of the dynamics of the main indicators of innovation activity in Ukraine leads to the following conclusions:

The share of enterprises engaged in innovation, declined during 2000–2014 by 1.9%. The share of enterprises introducing innovations during this period decreased by 2.7%. During 2000–2014 biennium the proportion of sales of innovative products in the volume of industry decreased by 6.9% [12].

According to the State Statistics Service of Ukraine share of the costs of internal and external research projects in the total cost of innovation has increased over 2000–2014 7.7%, for the purchase of machinery, equipment and software – 5.4%. The share of the costs of acquisition of other external knowledge in the total cost of innovation decreased by 3.5%.

During 2000–2014 biennium the growth rate of total spending on innovation amounted to 11.1%, own funds of enterprises – 11.6% of the state budget – 31.2% of foreign investments – 0.3%, of funds from other sources of funding – 8.4 %.

The share of enterprises' own funds in the total amount of financing of innovative activity has increased over 2000–2014 by 5.3% of the state budget – by 4%. The share of foreign investors in the total volume of funding decreased by 5.8% from other sources – by 3.6% [12].

According to the State Statistics Service of Ukraine the amount of the introduction of new manufacturing processes has increased over 2000–2014 24.2%, or 1403

to 1743. The share of low-waste and resource-saving processes in the total implementation of innovative processes decreased by 5% and amounted in 2014 25.7%. Number of the introduction of innovative products decreased by 76.1%, or 15323 to 3661. The share of new types of equipment in the total amount introduced innovative products increased by 31.8%. During 2000–2014 biennium the number of new types of machinery increased by 2.1 times.

The share of industrial enterprises, which introduce innovative products, accounted for in 2012–2014 10.5% of innovative processes – 11.3%, organizational innovations – 2.3% marketing innovations – 2.9% [13, p. 155].

According to the State Statistics Service of Ukraine innovative processes in 2014 we have implemented 614 enterprises, of which 459 – new or improved methods of processing and production (processes), the number of which was 1743, including low-waste and resource – 447; 123 companies – new or improved methods of logistics, delivery or distribution of products, 190 – new or improved activities to support the processes of logistics services and procurement transactions.

Organizational innovation carried out 125 enterprises, marketing – 157. In 2014 905 companies have implemented innovative products to 25.7 billion UAH, or 2.5% of the total volume of industrial products [14, p. 161].

Innovation in 2014 involved 1595 enterprises (15.9% of the surveyed industries), including: innovative products introduced in 1054 enterprises, of which 257 – a new market and 923 – new only to the enterprise; innovation processes – 1127 companies, of which 926 – new or improved methods of processing and production, 233 – new or improved methods of logistics, delivery or distribution of products and 349 – new or improved activities to support processes, in particular, the system of financial service operations procurement, accounting and estimates. In order to meet the needs of consumers as well as increasing sales of 289 companies have introduced marketing innovations. 232 enterprises increased their efficiency through the introduction of organizational innovations [14, p. 162].

Based on the results of the study revealed the factors that hinder the efficient functioning of small and medium-sized businesses in innovation:

– Insufficient infrastructure to support innovative entrepreneurship;

– Insufficient budgetary funds for scientific and technical sphere;

– The lack of venture capital and the underestimation of the stock and mechanisms;

– Insufficiently stable financial condition of enterprises;

– A weak stimulation of the development of innovative financing of non-state (lack of venture financing);

- Administrative barriers (according to foreign experts, to 8% of revenue spent by entrepreneurs on overcoming administrative barriers);

- Lack of an integrated legal support of innovative entrepreneurship;

- Lack of motivation on the part of entrepreneurs for using the results of scientific research budget in innovation;

- Lack of effective development of innovative entrepreneurial environment;

- Insufficient level of innovation culture;

- Limited access to information innovation environment;

- Lack of support for small innovative businesses at regional level.

With a view to enhancing the development of innovative business in Ukraine, it is expedient to develop a set of proposals:

1. The task of overcoming barriers related to insufficient infrastructure to support innovative entrepreneurship:

The formation of innovative infrastructure objects, which should work as a single mechanism;

Establishment of a regional network of business incubators in all fields of knowledge, including higher education;

Creating a network of strategic centers for innovative development in Ukraine, with the main objective of the development and implementation of innovative projects. Center of strategic development sectors should be focused on the development of the sector or industry clusters;

The formation of innovative clubs for entrepreneurs whose main task is to create conditions for innovative entrepreneurship in innovation;

Databases formation of innovative ideas which should be available to entrepreneurs and other interested categories;

Providing advice on intellectual property protection of innovative entrepreneurs.

2. The objectives to overcome barriers associated with low specific weight high-tech exports in innovation:

Monitoring technologies and forecasting macro and micro levels;

Assessment of technological production in Ukraine.

3. The challenge of overcoming barriers related to low demand for innovation on the part of government and departmental structures:

Training of administrative staff through seminars, trainings, meetings;

Overcoming psychological barriers.

4. In order to overcome barriers related to insufficient budget expenditures on scientific and technical sphere:

Growth of innovative development financing from the state budget and investment resources.

5. The challenge to overcome barriers related to the lack of venture capital and the underestimation of the stock and mechanisms:

Development and implementation of legislation on venture capital funds and innovation funds to support the development of innovative entrepreneurship;

Creation of a national venture capital fund for targeted support to promising projects of innovative character.

6. Challenges to overcome barriers related to the precarious financial state of the enterprises that produce innovative products:

Restructuring of internal management of enterprises to their adaptation to market changes, the establishment of effective relationships with customers innovative products and services;

Training of management staff of enterprises to attract highly qualified professionals to the management.

7. The challenge to overcome the barriers associated with insufficient infrastructure to support service organizations:

The formation of service structures as part of major innovation units.

8. The challenge to overcome barriers related to the lack of training for the innovation economy and a qualified management innovation:

Attracting professionals at all stages of the implementation of innovative projects;

The creation of a unified system of training and professional development for professionals in the field of technological innovation, including distance learning;

Development of a national site «innovative entrepreneurship» to establish new contacts between entrepreneurs, experts and solutions to their common problems in the field of innovation;

Attracting foreign investors at the expense of benefits provided for the production of innovative products.

9. The task to overcome the barriers associated with a weak stimulation of innovation of non-governmental funding of innovation, lack of venture capital investment:

The introduction of tax benefits for taxpayers, which are aimed at improvement of the existing equipment and technologies or the creation of innovative products;

Expand the use of tax holidays;

Expansion of the list of high-tech imported equipment, which is imported free of import duties;

Funding for state guarantees and interest rate subsidies on loans for export contracts;

The creation of venture capital funds and the national innovation fund for entrepreneurship.

10. To overcome administrative barriers:

Development of national strategic innovation development program up to 2030;

The widespread use of technology «single window»;

The use of administrative responsibility for the delay in decision-making on innovation.

11. The challenge to overcome barriers related to the lack of a comprehensive legislative support innovative entrepreneurship:

Develop a set of laws necessary to ensure the actual functioning of innovative entrepreneurship.

12. In order to overcome barriers related to the lack of motivation on the part of entrepreneurs to use the results of budget research on the problems of innovative entrepreneurship:

Introduction of incentives for companies producing innovative products;

Compensation to owners since the first three years of operation of the business incubator (60, 40 and 20%);

Introduction of accounting in the field of marketing.

13. Challenges to overcome barriers related to insufficient effective development of innovative business environment:

Providing free consulting services;

Innovative entrepreneurs to provide a continuous exchange of information through the media, internet resources.

14. In order to overcome the barriers associated with low and limited access to information innovation environment (business available market information, resources, public procurement, regulations, etc.):

Formation and development of a national system of information and consulting support to innovative entrepreneurship and its integration into a single information system consulting.

15. Challenges to overcome barriers related to insufficient innovation culture in the field of innovative entrepreneurship:

The formation of a positive image of the entrepreneur on the basis of an innovative promotion of innovative ideas among the population and increase the social responsibility of business through a mechanism of social accountability and moral incentives.

16. The challenge to overcome barriers related to the lack of support for small innovative businesses at regional and local level:

Providing financial, informational, educational support at the expense of local budgets through the establishment of special funds to support innovative entrepreneurship.

In order to overcome the above barriers to innovative entrepreneurship in Ukraine is necessary to conduct a series of incremental steps:

– Identifying innovative companies in the country, the determination of their share in the total volume of innovative products produced by these enterprises;

– Analysis of the needs, problems, the main reasons hampering the innovative development of innovative companies;

– Development of models and mechanisms that promote cooperation between business structures and scientific organizations;

– The formation of clusters of promising companies operating in key technology sectors with high potential for development.

The results of this research suggest the need to address the major challenges for the development of innovative business in Ukraine in the contemporary economy. Among them:

– Creating an enabling institutional, structural, legal and other condition for the development of innovative entrepreneurship in the industrial sector and the service sector, including through the extensive use of technology «single window»;

– Formation of an effective competitive sector of innovative business based on strategic relations with big business, synergy with governments at the regional and local levels;

– The accelerated growth and sustainability of innovative entrepreneurship by improving the development and support of small and medium-sized enterprises, strengthening the role of innovative entrepreneurship in the gross regional product in terms of intensification of regional development in Ukraine, improving the quality of life in cities and regions.

Conclusions. Innovative entrepreneurship is a dynamic form of public-private partnership, where the processes are carried out intensive restructuring, change of activity, the creation of new and liquidation in the prescribed manner of inefficient enterprises.

To improve the situation in the innovative business in the short term expedient implementation of a number of the following activities:

– Analysis of the actual state of development of innovative business;

– Increase in the number of small enterprises in innovation, as close to the standards of building an innovative economy (60–80%);

– Creating the conditions for small businesses to reduce costs by introducing new products to improve competitiveness;

– Ensure access of small innovative businesses to various sources of funding in order to reduce the costs of the introduction of innovative products;

– Implementation of the selection of projects that require subsidies;

– Formation of a system of training for the innovation sphere, which in the future should be gradually integrated into the international system;

– The creation of the state of scientific and methodological center of a multi-level system of training specialists in the field of innovation;

– Formation of innovative infrastructure objects, for example, a consortium whose main task should be to find and implementation of large innovative projects related, usually with the use of new technologies. Consortium in innovation can be a certain time agreement between banking institutions, innovative enterprises, companies, research centers for high-tech and capital-intensive projects.

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Драчук Ю. З., Трушкіна Н. В. Розвиток інноваційного бізнесу на принципах публічно-приватного партнерства

У статті виконано SWOT-аналіз інноваційного бізнесу в Україні. Проаналізовано основні показники інноваційної діяльності в Україні. Досліджено чинники, які стримують активацію функціонування малих і середніх підприємств в інноваційній сфері, серед яких: недостатній розвиток інфраструктури підтримки інноваційного підприємництва; недостатній обсяг бюджетних коштів на науково-технічну сферу; відсутність венчурного капіталу і недооцінка венчурного і фондового механізмів; недостатньо стійкий фінансовий стан підприємств; слабе стимулювання розвитку інноваційної системи недержавного фінансування (відсутність венчурного фінансування); адміністративні бар'єри (за даними зарубіжних експертів, до 8% виручки підприємств витрачається на подолання адміністративних бар'єрів); відсутність комплексного законодавчого забезпечення інноваційного підприємництва; відсутність мотивації з боку підприємців за використанням результатів бюджетних наукових досліджень в інноваційній сфері; недостатньо ефективний розвиток інноваційного підприємницького середовища; недостатній рівень інноваційної культури; обмежений доступ до інформаційного інноваційного середовища; відсутність системи підтримки малого інноваційного підприємництва на регіональному рівні.

Результати проведеного наукового дослідження свідчать про необхідність вирішення основних завдань для розвитку інноваційного підприємництва в Україні в сучасних умовах господарювання. Серед них: формування сприятливих інституційних, структурних, законодавчих та інших умов для розвитку інноваційного підприємництва у виробничій сфері та сфері послуг, у тому числі шляхом широкого використання технології «єдиного вікна»; формування ефективного конкурентоспроможного сектора інноваційного підприємництва на основі стратегічних взаємовідносин з великим бізнесом, узгодженості дій з органами управління на регіональному та місцевому рівнях; забезпечення прискореного економічного зростання і стійкості інноваційного підприємництва шляхом поліпшення розвитку та підтримки малих і середніх підприємств, посилення ролі інноваційного підприємництва в структурі валового регіонального продукту в умовах інтенсифікації регіонального розвитку України, підвищення якості життя населення в містах і регіонах.

Розроблено пропозиції щодо розвитку інноваційного підприємництва на принципах публічно-приватного партнерства. Для поліпшення ситуації в інноваційному підприємстві в найближчій перспективі доцільне здійснення ряду таких заходів: аналіз реального стану розвитку інноваційного підприємництва; зростання кількості малих підприємств в інноваційній сфері з максимальним наближенням до

стандартів побудови інноваційної економіки; створення умов для скорочення витрат малих підприємств на впровадження нової продукції для підвищення конкурентоспроможності; забезпечення доступу малих інноваційних підприємств до різних джерел фінансування для зниження витрат на впровадження інноваційної продукції; здійснення відбору проектів, які потребують субсидій; формування системи підготовки фахівців для інноваційної сфери, яка в подальшому має бути поступово інтегрована в міжнародну систему; створення державного науково-методичного центру розвитку багаторівневої системи підготовки фахівців у сфері інновацій; формування об'єктів інноваційної інфраструктури, наприклад, консорціуму, основним завданням якого має бути пошук і реалізація великих інноваційних проектів, пов'язаних, як правило, з використанням нових технологій.

Ключові слова: інноваційне підприємництво, малі підприємства, активізація, розвиток, дієва форма, публічно-приватне партнерство, методи аналізу, показники, чинники, джерела фінансування, пропозиції.

Драчук Ю. З., Трушкіна Н. В. Развитие инновационного бизнеса на принципах публично-частного партнерства

В статье выполнен SWOT-анализ инновационного бизнеса в Украине. Проанализированы основные показатели инновационной деятельности в Украине. Исследованы факторы, сдерживающие активацию функционирования малых и средних предприятий в инновационной сфере, среди которых: недостаточное развитие инфраструктуры поддержки инновационного предпринимательства; недостаточный объем бюджетных средств на научно-техническую сферу; отсутствие венчурного капитала и недооценка венчурного и фондового механизмов; недостаточно стабильное финансовое состояние предприятий; слабое стимулирование развития инновационной системы негосударственного финансирования (отсутствие венчурного финансирования); административные барьеры (по данным зарубежных экспертов, до 8% выручки предпринимателей расходуется на преодоление административных барьеров); отсутствие комплексного законодательного обеспечения инновационного предпринимательства; отсутствие мотивации со стороны предпринимателей за использованием результатов бюджетных научных исследований в инновационной сфере; недостаточно эффективное развитие инновационной предпринимательской среды; недостаточный уровень инновационной культуры; ограниченный доступ к информационной инновационной среде; отсутствие системы поддержки малого инновационного предпринимательства на региональном уровне.

Результаты проведенного научного исследования свидетельствуют о необходимости решения основных задач для развития инновационного предпринимательства в Украине в современных условиях хозяйствования. Среди них: формирование благоприятных институциональных, структурных, законодательных и других условий для развития инновационного предпринимательства в производственной сфере и сфере услуг, в том числе путем широкого использования технологии «единого окна»; формирование эффективного конкурентоспособного сектора инновационного предпринимательства на основе стратегических взаимоотношений с крупным бизнесом, согласованности действий с органами управления на региональном и местном уровнях; обеспечение ускоренного экономического роста и устойчивости инновационного предпринимательства путем улучшения развития и поддержки малых и средних предприятий, усиления роли инновационного предпринимательства в структуре валового регионального продукта в условиях интенсификации регионального развития Украины, повышения качества жизни населения в городах и регионах.

Разработаны предложения по развитию инновационного предпринимательства на принципах публично-частного партнерства. Для улучшения ситуации в инновационном предпринимательстве в ближайшей перспективе целесообразно осуществление ряда следующих мероприятий: анализ реального состояния развития инновационного предпринимательства; рост количества малых предприятий в инновационной сфере с максимальным приближением к стандартам построения инновационной экономики; создание условий для сокращения расходов малых предприятий по внедрению новой продукции для повышения конкурентоспособности; обеспечение доступа малых инновационных предприятий к различным источникам финансирования для снижения расходов по внедрению инновационной продукции; осуществление отбора проектов, требующих субсидий; формирование системы подготовки специалистов для инновационной сферы, которая в дальнейшем должна быть постепенно интегрирована в международную систему; создание государственного научно-методического центра развития многоуровневой системы подготовки специалистов в сфере инноваций; формирование объектов инновационной инфраструктуры, например, консорциума, основной задачей которого должен быть поиск и реализация крупных инновационных проектов, связанных, как правило, с использованием новых технологий.

Ключевые слова: инновационное предпринимательство, малые предприятия, активизация, развитие, действенная форма, публично-частное партнерство, методы анализа, показатели, факторы, источники финансирования, предложения.

Drachuk Yu. Z., Trushkina N. V. Development of Innovative Business on Principles Public-Private Partnerships

In the paper performs the SWOT-analysis of innovative business in Ukraine. The major indicators of innovative activity in Ukraine are analyzed. The factors, that inhibit the activation of the functioning of small and medium enterprises in innovation, are investigated, among which: insufficient infrastructure to support innovative entrepreneurship; insufficient budgetary funds for scientific and technical sphere; the lack of venture capital and the underestimation of the stock and mechanisms; insufficiently stable financial condition of enterprises; a weak stimulation of the development of innovative financing of non-state (lack of venture financing); administrative barriers (according to foreign experts, to 8% of revenue spent by entrepreneurs on overcoming administrative barriers); lack of an integrated legal support of innovative entrepreneurship; lack of motivation on the part of entrepreneurs for using the results of scientific research budget in innovation; lack of effective development of innovative entrepreneurial environment; insufficient level of innovation culture; limited access to information innovation environment; lack of support for small innovative businesses at regional level.

The results of this research suggest the need to address the major challenges for the development of innovative business in Ukraine in the contemporary economy. Among them: creating an enabling institutional, structural, legal and other condition for the development of innovative entrepreneurship in the industrial sector and the service sector, including through the extensive

use of technology «single window»; formation of an effective competitive sector of innovative business based on strategic relations with big business, synergy with governments at the regional and local levels; the accelerated growth and sustainability of innovative entrepreneurship by improving the development and support of small and medium-sized enterprises, strengthening the role of innovative entrepreneurship in the gross regional product in terms of intensification of regional development in Ukraine, improving the quality of life in cities and regions.

The proposals to enhance the development of innovative entrepreneurship as the effective form of public-private partnership in Ukraine are developed. To improve the situation in the innovative business in the short term expedient implementation of a number of the following activities: analysis of the actual state of development of innovative business; increase in the number of small enterprises in innovation, as close to the standards of building an innovative economy (60–80%); creating the conditions for small businesses to reduce costs by introducing new products to improve competitiveness; ensure access of small innovative businesses to various sources of funding in order to reduce the costs of the introduction of innovative products; implementation of the selection of projects that require subsidies; formation of a system of training for the innovation sphere, which in the future should be gradually integrated into the international system; the creation of the state of scientific and methodological center of a multi-level system of training specialists in the field of innovation; formation of innovative infrastructure objects, for example, a consortium whose main task should be to find and implementation of large innovative projects related, usually with the use of new technologies.

Keywords: innovative entrepreneurship, small businesses, revitalization, development, effective form, public-private partnership, methods of analysis, indicators, factors, sources of funding, proposals.

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