

## INNOVATION AND INVESTMENT ACTIVITY IN NATIONAL ECONOMY: THE CURRENT STATE

Shifts in innovation and investment activities are systemic issues of macroeconomic development, the solution of which should be decided primarily on the state level. The state participates in innovation-investment process both directly through the state sector of the economy, and indirectly, through its institutions, executive and local self-government [1].

In view of the fact that the economic development of our country needs a transition to an innovative model, we can confidently say that the economy in today's conditions needs significant investments more than ever. These should be attracted and used in the innovation sphere in the most optimal way. With the development of innovation activities are connected with the excretion of the domestic economy from the crisis, increase in production volumes, access to new markets, adaptation of enterprises to the market environment. The results of scientific and technical and innovation activity will largely depend on the renewal of fixed assets, the level of technical equipment of enterprises, state of the national economy and its competitiveness.

Most innovations in conditions of modern market in economic activity are realized by entrepreneurial structures; therefore it is expedient to analyze indicators of innovative development enterprises of Ukraine in dynamics (Table 1).

According to the calculations of the State Statistics Committee, in 2013 the share of industrial enterprises that introduced innovations was only 16.8% of their total, which is 3-6 times less than indicators of innovative countries. For comparison, in the developed economically and technologically countries of the world, the number of innovative-active enterprises ranges from 40 to 80% of their total, and for the European Union countries, the average value of innovation activity of enterprises reaches 40-45% [2].

Table 1

Innovative activity of enterprises in Ukraine						
Years	Share of enterprises engaged in innovations	Total cost	Including:			
			research and development	acquisition of other external knowledge	purchase of machinery, equipment and software	other costs
1	2	3	4	5	6	7
	%	mln UAH				
2000	18,0	1760,1	266,2	72,8	1074,5	182,7
2001	16,5	1979,4	171,4	125,0	1249,4	249,8
2002	18,0	3018,3	270,1	149,7	1865,6	407,7
2003	15,1	3059,8	312,9	95,9	1873,7	250,0
2004	13,7	4534,6	445,3	143,5	2717,5	419,8
2005	11,9	5751,6	612,3	243,4	3149,6	754,6
2006	11,2	6160,0	992,9	159,5	3489,2	563,7
2007	14,2	10850,9	986,5	328,4	7471,1	2064,9
2008	13,0	11994,2	1243,6	421,8	7664,8	2664,0
2009	12,8	7949,9	846,7	115,9	4974,7	2012,6
2010	13,8	8045,5	996,4	141,6	5051,7	1855,8

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2011	16,2	14333,9	1079,9	324,7	10489,1	2440,2
2012	17,4	11480,6	1196,3	47,0	8051,8	2185,5
2013	16,8	9562,6	1638,5	87,0	5546,3	2290,9

Therefore, because of a low proportion of domestic industrial enterprises that implement innovations, we have, respectively, a small amount of implemented innovative products from the total volume of industrial goods.

According to the statistical observation conducted by the State Statistics Committee of Ukraine, it was determined that the shortage and underdevelopment of modern forms of financing and state regulation are the main factors hampering the introduction of the latest technologies and achievements of scientific and technological development [3]. As a result, such tendency weakens the competitive position of domestic enterprises - producers of various goods and services, and, accordingly, reduced occupied shares on international market.

Today, there is a low level of state activity in stimulating innovation processes and support of high-tech industries. This led to extremely negative structural changes in the economy: the decline of high-tech enterprises and the domination of low-tech - raw materials.

Innovation activity in the state is one of the main directions expansion and increase of capital investments, introduction of new technologies at enterprises on the basis of scientific and technological progress, which determines the regulation of economic development, significant increase in its efficiency [4]. Today, the economic conditions induce radical revision of the technical, technological, innovative, financial and enterprise taxation systems, engaged in innovation activities.

The formation of an innovation-investment model of the economy it is impossible without the state to use a set of incentives. This is due to the fact that investment in innovation is associated with additional risk, so the expected profit should compensate for it. Except that, various forms of state support are called to "cheapen" the value of investment in innovation, which becomes an additional incentive for investors in the decision-making process. Insufficient financial support, underdevelopment of the legislative framework, low level of development of innovation infrastructure - these and other factors hinder the innovation and investment development of our state.

#### Література.

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## ОСОБЛИВОСТІ ВИЗНАЧЕННЯ РИНКУ ДЛЯ АГРАРНОГО ВИРОБНИЦТВА

Ринок є складною та динамічною економічною системою, функціонування якої відбувається в певному мікро-, мезо- або макроекономічному середовищі і являє собою систему відносин між

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