

## **THEORETICAL RATIONALE FOR INNOVATIVE POTENTIAL AS A COMPONENT OF AGRARIAN ECONOMIC**

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Consideration of issues related to innovation potential, is of interest to many researchers. However, the conducted analysis of publications shows that in the scientific literature there is no common categorical apparatus that characterizes the innovation potential. So, there are different views on the interpretation of such basic concepts as «potential», «innovation», «innovation potential». It is for these reasons, in our opinion, that the further consideration of the issues of the theoretical justification of the innovation potential, its conceptual apparatus, remains topical.

The term «potential» from the Latin word «potentia», which literally translates into Russian as «power», this term means capabilities, available forces, reserves, means that can be used [1, 466 c.].

In addition, it should be noted that the direct interpretation of the concept of «potential», applied to innovation, can be associated with the possibilities of improving and developing the innovation itself or any other parameter of the system under investigation. The essence of it is as follows. The potential of innovation is considered as an opportunity to further improve it, to obtain other innovations based on it, and to extend this innovation to new areas of social and economic benefit [1, c.80].

The potential can be significant, and from the quantitative point of view it should include logistical, information and labor resources, but at the same time have a low quality level and therefore do not have a significant positive impact on economic development. The potential can be capacious in qualitative terms, but through its small quantitative value will also not have a significant impact on the pace and scale of economic growth in agricultural production. Moreover, considering the innovation process as an objective category of any socio-economic system, one can note its internal contradiction. It is expressed in the fact that in any case, regardless of the level of its quantitative and qualitative parameters, the innovation potential is related to its functioning. Innovative activity, together with a positive

impact on the overall rate of economic growth, also has a negative impact on economic development. Negativity of the action is manifested, first of all, in the reconstruction of the means and resources intended for the implementation of innovative activity without the guarantee of obtaining an adequate positive result.

The main condition for modern development is not the overall creation and increase of the potential as such, but the use of the existing potential and ensuring its growth in those directions that can provide real socio-economic returns. However, in order to ensure the effective use of innovative capacity, it is necessary to know what it includes, that is, to determine its content, magnitude, composition. Does this definition meet the actual parameters of the innovation potential? In the above definition there is a certain flaw associated with the lack of novelty of innovations that are being realized. In fact, if the innovation potential has the ability only to bring the parameters of production or an individual enterprise in line with the world level, then it is not able to ensure the stability of the national economy in the world market, since the latter is only in a position that catches up. In this case, the national economy can not compete in the world market, all other things being equal (only a variant of price competition is possible, which is achieved through cheaper economic resources used in production). It follows from the foregoing that the innovation potential should ensure the emergence of products that exceed the existing world level in terms of their economic parameters. However, the question remains: is the potential only the possibility or ability of the subjects of the national economy to create or perceive innovations? If we proceed from this definition, then the ability to produce already creates potential. In our opinion, this is not entirely true, since such a definition has in mind, firstly, the adequate ability of the national economy to use the developed innovations; secondly, the possibility of producing any innovations, regardless of the real needs of society and, thirdly, the possibility of alienating innovations from society.

In addition, the innovation potential can be interpreted as existing at the enterprise opportunities for the production of innovations. In this case, we are confronted with the notion of potential as opportunities that determine the scope, timing, quantity and quality of the enterprise's innovation activity. It should be noted that in this case we will not have to deal quickly with all the innovative potential, but only with its two elements. The first element predetermines the scale of the future innovation activity, forming the scientific and technical potential. Scientific and technical potential in science and practice is usually understood as a complex

characteristic of the level of development of science, technology, other possibilities and resources that the society has at its disposal for solving scientific and technical problems. The second element is the production of innovations for productive use. This element is included in the innovation potential and essentially determines the scale and pace of horizontal and vertical diversification of innovations.

Summarizing the above, it is possible to formulate the concept of innovative potential, which most fully reveals its essence and maximally appropriate goals, namely, it is a system of interacting and interconnected resources of the enterprise, necessary in the process of innovation activity taking into account their limited nature and possible (positive or negative) influence on the final result of the enterprise. Considering the innovative potential of an enterprise from the standpoint of a systems approach, and not simply as a set of resources, allows a deeper understanding of this complex phenomenon and reveals its main feature, which manifests itself in a synergetic effect due to internal interactions of the potential elements.

Therefore, the innovative potential is a complex dynamic system that requires for its characteristics the elaboration of many theoretical, methodological and methodological issues related to determining its rational size, structure, evaluation of the measure of the mutual influence of the macrosystem on innovation development and innovation activity of the macroeconomic system. And the innovation potential of an enterprise should be understood not only as an opportunity to create innovations, but also the readiness of production to perceive these innovations for effective use and their entry into the market. At the same time, one should always remember not only the quantitative characteristics, but also the qualitative aspect of the size of the innovative potential.

Thus, it can be concluded that the terminological base of the innovation potential is complex and multifaceted. It has various aspects of research and is constantly being improved. Therefore, today, when innovations become a form of existence of the economy, the theoretical justification of innovation potential is an actual component of economic science.

#### **Literature.**

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