

CHAPTER 3. I

INNOVATION AND INSTITUTIONAL PREREQUISITES FOR CLUSTER STRUCTURES' FORMATION AND DEVELOPMENT

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INNOVATION MANAGEMENT: THE THEORETICAL ASPECT

Annotation. Nowadays, innovation plays an important role in the economic prosperity of any enterprise and the country as a whole and is important for the social and economic progress of the whole society. In today's economic environment, innovation has become a driving force for economic, technological, political, environmental and social development. And so innovation needs to be managed, because it is the management of innovation that is a key element, on the effectiveness of which depends on the growth of the welfare of society in general and the activation of efficiency of activity in particular. So the relevance of studying the issues of managing the innovation activity of the enterprise is timely. This study analyzes

the scientific views of different authors to define the concepts of “innovation”, “innovation” and “management of innovation”. On the basis of terminological analysis it is established that in defining the concept of “innovation activity” it is necessary to take into account scientific developments that do not lead to the emergence of an innovative product. The peculiarities in defining the concepts of “innovation activity” and “management of innovation activity” are analyzed. The economic essence of the innovation process is revealed. Prospects for further research may be the analysis of theoretical approaches to assessing the efficiency of innovation activity of the enterprise.

Introduction. The economic growth and technological development of the country depend, first of all, on the activation of innovative activity in all spheres of the national economy. After all, innovative development is the basic condition for stable growth of the country's economy, which requires the scientific development of an effective system of innovation activity management that will meet the set goals and targets of the country's innovation development strategy as a whole.

The high scientific and practical value of this issue for improving the efficiency of innovation activity management determined the choice of the topic of our research, the basis of which was the work of foreign and domestic scientists devoted to the problems of enterprise innovation management.

The questions of the theory of innovation and innovation activity are devoted to the research of foreign and domestic authors, such as: Freeman K. [1], Lundvall B. [4], Hartley J. [2], Kupeshova S., Unerbaeva R. [3], Oliynyk Yu. [23], Nelson R. [5], Martinov A., Chernodubova E. [21], Mikhailenko N. [22], Radeva O. [27] and many others.

Issues of innovation management and innovation management are addressed by such scientists as, Cimshir V., Pitserskaya V. [35], Lotarev A. [20], Petrina M. [25], Zhavoronkova G., Skibitka L., Sivashenko T., Tuz O. [10], Zakharchenko V., Korsikova N., Merkulov M. [15], Silchenko I., Goryacha A. [30], Shevchenko N., Mala Yu. [37].

All this testifies to the unconditional scientific interest of scientists in the issues of enterprise innovation management. However, despite the considerable number of publications on innovation management, this issue needs further scientific study.

Therefore, the importance of this problem, as well as its lack of theoretical and practical development and high scientific and practical value, determined the purpose of our research, which was to elaborate the theoretical provisions for the formation of an effective system of management of innovative activity, which promotes innovative development and enhancement of competitiveness of enterprises.

1. Analysis of approaches to defining the concept of “innovation”

Problems of development of innovative activity are largely determined by the lack of a proper management system, because without an effective system for managing innovation activity in the enterprise it is difficult to organize innovative production. The basis of such a management system is innovation.

The concept of “innovation” originated in the nineteenth century. One of the first to define the concept of “innovation” and put into scientific circulation Australian scientist J. Schumpeter. In his opinion, the production of a new product is possible in the case of:

- making something new, unknown to consumers, or providing new quality;
- use of new production method;
- mastering the new market for realization;
- use of a new source of raw materials;
- carrying out reorganization [38].

The importance of production factors represented by J. Schumpeter lies in the change in new types of goods, technologies, and new means of labor, markets and forms of organization of production.

In order for the implementation of innovative combinations to work effectively, it is necessary to develop an organizational system for managing innovation activities that integrates all the factors listed by J. Schumpeter into a single innovation process. After all, Schumpeter considered innovation in dynamics, that is, innovation processes (manufacturing a new product, not a “new product”; introducing a new method, not a “new method”; developing a new market; obtaining a new source of raw materials; conducting reorganization) [38].

In domestic literature, the term “innovation” began to be used later than abroad. Until 1990, the term “innovation” did not exist. At the same time abroad, this concept emerged in the early XX century and was further developed and analyzed in the 1930s. The most appropriate for

application is the definition of innovation, which takes into account scientific, technical and economic aspects. In addition, this range of issues has been more thoroughly explored than organizational and social aspects of innovation.

Nowadays, in the economic literature there is no unity of views of scientists on the essence of the concept of innovation, so it is necessary to get acquainted with different opinions. The difference between the proposed definitions is due to the peculiarity of the approach to defining innovation. Each definition presented is different and depends on the subject, object and method of study [11].

The definition of the concept of “innovation” at the state level is given by the Law of Ukraine “On innovation activity”, where innovation is considered as newly created (applied) and improved competitive technologies, products or services, as well as organizational and technical solutions – production, administrative, commercial and other significantly improve the structure and quality of production and (or) the social sphere [14].

The said Law states that the objects of innovation are:

- innovative programs and projects;
- new knowledge and intellectual products;
- production equipment and processes;
- production and entrepreneurship infrastructure;
- organizational and technical solutions of industrial, administrative, commercial or other nature, which significantly improve the structure and quality of production and social sphere;
- raw materials, means of their extraction and processing;
- commodity products;
- the mechanism of formation of the consumer market and marketing of commodity products.

In today's economic literature, there are usually two approaches to defining the concept of “innovation” – dynamic and static.

Proponents of a dynamic approach to defining innovations characterize them as a process that encompasses research, design, development, production organization, commercialization and dissemination of new products, technologies, principles instead of existing ones.

So, according to B. Santo, “innovation is a socio-technological and economic process that, through practical application, aims to improve the properties of technology and products and, if it is aimed at economic effect, the basis of its effectiveness is profit” [29].

B. Twiss believes that innovation is “a unique process that links science, economics, technology and management. It is about getting novelty and is going from idea to commercialization, including complex relations, production, exchange, consumption” [31].

Levinson A. characterizes innovation as “the process in which an invention or idea becomes economically meaningful [19].

According to the adherents of the static approach, innovation is characterized as a product and is presented as the result of an innovation process in the form of new technology (products), technology, a new method introduced on the market.

In particular, R.A. Fathutdinov defines innovation as “the end result of an innovation to change the object of management and to obtain an economic, social, scientific, technical or other effect” [33], and B. Shaitan – as “the result of the introduction of new knowledge and research into production and economic activity” [36].

Some scholars have identified a third approach to defining the concept of “innovation” – systemic, considering innovation within a particular system. Thus, J. Schumpeter describes innovation as “change in order to introduce and identify new types of consumer goods, new tools, markets, and forms of organization in industry,” and I. Feklistov as “subject to the process of innovating in a production, economic, social or other system that will guarantee the effect” [34].

Thus, in our view, innovation is a concept characterized by the unity of process and result, as a consequence of the embodiment of a new or improved product, work or service, by means of the achievement of the goals of innovation development. That is, innovation is an innovation that provides an advantage in the development and formation of scientific ideas, research and development work, based on the achievements of science and technology, which is the basis of cost reduction and an important aspect of effective management in ensuring the competitiveness of the economy. The introduction of innovative technologies should always be accompanied by economic benefits in the form of cost reduction, increased profits, inflow of investments, increase of productivity, development of new markets, occupation of leading positions in internal and external markets, and thus increase of efficiency and competitiveness of the economy as a whole. Such interpretation characterizes innovation, in our opinion, most accurately reflects its essence in economic activity.

2. Classification of innovations

The variety of approaches to defining innovation necessitates the classification of innovations by specific characteristics.

The division of innovations by features is of great importance, as it enables to identify the features of innovations, successfully manage innovation activities, to see available reserves, to select the most rational management decisions, to identify strengths and weaknesses.

Innovations are classified according to a number of features. By the degree of radicality, their importance in the economic development of innovation are divided into basic, improving and innovative.

The focus of innovation results is divided into innovation as a scientific toolbox, process innovation and product innovation.

The classification of innovations by degree of novelty is the division of a set of innovations into homogeneous groups of novelties in order to assess their significance. The concept of innovation novelty may refer to a product or process as a whole in the case of its absolute novelty or only some of its elements, which changes the functions and characteristics of an existing product or process. From these positions stand out the types of innovation by the first attribute of the classification:

- basic innovations related to fundamentally new products;
- improving innovations related to significant improvement of existing products;
- innovations related to the introduction of new or substantially improved production methods [7; 13].

The classification of innovations according to the degree of novelty is carried out both by technological parameters and from market positions. In terms of technological parameters, innovation is divided into:

a) product – the use of new materials and semi-finished products, as well as components, obtaining fundamentally new functions (fundamentally new products);

b) process – new production technology, higher level of automation, new methods of production organization (in relation to new technologies).

In terms of scale, innovations are divided into:

- new in the enterprise;
- new in the country;
- new in the world.

By type of novelty for the market in the innovation component are: new products for the industry, new products for the enterprise.

Innovation in science, education, material production, services, social sphere, etc. is distinguished by the field of innovation implementation [6].

By industry, there are innovations: innovations for internal application in the enterprise, innovations for accumulation in the enterprise, innovations intended for sale.

P.A. Fathutdinov offers this classification of innovations. By the level of development and distribution: new worldwide, new in the country, industry, for the enterprise. By frequency of application – one-time and repetitive.

By branch of introduction into the national economy: in the field of science, education, social sphere and material production.

Depending on the form of innovation underlying the innovation: discoveries, inventions, patents; rationalization proposals; know-how; trademarks, trademarks, logos; new documents describing technological, production, management processes, structures, structures, methods and other forms;

By type of effect resulting from implementation, innovations: scientific and technical, social, environmental, economic (commercial) and integrated types of effects [33].

The most complete classification of innovations was offered by A.I. Prigogine:

1. By prevalence: solitary; diffuse.

Diffusion is the proliferation of innovations that have already been mastered under new conditions or at new objects of introduction. It makes the transition from a single innovation-wide innovation to an economy-wide innovation.

2. By place in the production cycle: raw materials; binders; grocery.

3. By reach: local; systemic; strategic.

4. By innovative potential and degree of novelty: radical; combinatorial; improving.

Areas of classification that take into account the scale and novelty of innovation to the greatest extent express the quantitative and qualitative characteristics of innovation and are relevant for the economic evaluation of their effects and the rationale for management decisions [26].

Having carried out a comparative analysis of approaches to the classification of innovations, there are two main classes: innovations that relate to the material sphere and which relate to the intangible sphere. The former include all technological and technological innovations and have a direct impact on the innovation process; and the second, social in the broad sense

of the word and affect it indirectly. Despite the diversity of approaches to classification of innovations, it is worth noting that the main criterion for classification division is the scope of innovation. It is by this criterion that innovation is differentiated into conceptual, scientific, technological, economic, organizational, managerial, informational, and social.

This classification covers the most important aspects of innovation.

3. The theory of innovation as an object of management

With the purpose of creation, production and dissemination of innovations the enterprise carries out innovative activity. At present, there are quite a number of definitions of the concept of innovation in the economic literature, which reflects a large number of approaches to this definition. Basically, they all have similar content and depend on the intended purpose of the study.

By definition, T.P. Blyznyuk “Innovative activity is a complex dynamic system of measures on the use of the results of completed scientific and technological researches, organizational and economic developments or other scientific and technological achievements, which functions under the influence of environmental factors of all levels (external and internal) in order to meet the changing individual demand and the needs of society as a whole in competitive products (goods, works, services)” [8].

P.A. Fathutdinov defines innovation as “the process of strategic marketing, research and development, organizational and technological preparation of production, production and design of innovations, their introduction (or transformation into innovation) and distribution to other spheres (diffusion)” [33].

According to Faychuk O., “Innovative activity is an activity aimed at updating an existing, creating and using a new competitive product (product, technology of production method) in order to better meet social needs (increase of labor productivity, product quality, decrease of its cost price, etc.)” [32].

P.M. Koyuda, I.A. Sheikh consider that “enterprise innovation activity is an activity aimed at development, use and commercialization of scientific and technological (technological) results (innovations) of the innovation process for production of products, expansion of nomenclature (range), introduction of the latest technology (organization of management or improvement, etc.) and the sale of competitive goods (works, services) in order to obtain economic efficiency” [18].

Yes, Kovalenko O. views innovation as “a process aimed at implementing the results of completed research and development or other scientific and technological developments into a new or improved product marketed, into a new or improved process used in practice, and related to additional research and development” [16].

Koyuda V., Lysenko L. consider that “innovation activity is a system activity aimed at research, development (or involvement), implementation and commercialization of innovations in order to obtain economic and (or) other effect, increase competitiveness of the enterprise and ensuring its development” [17].

According to Oliynyk Yu. “is a feature of the modern stage of innovative activity – education in the largest organizations of scientific and technical complexes that combine theoretical development and production process. This implies a close relationship between all stages of the science-production-market cycle. Creation of integral research and production systems objectively natural, due to scientific and technological progress and market orientation” [23].

Meanwhile, in defining innovation, the scientific approach of B. Santo, who associates innovation with intellectual activity, is noteworthy [29].

In general, the analysis of literary sources of foreign and domestic researchers shows that the majority of scientists tend to use “process” and “production” approaches to the interpretation of innovative activity.

In general, the management of innovation becomes a necessary element of economic development of the country [12], that allows differentiation and advance detection of utility or hopelessness of innovations, eliminating contradictions between innovations and existing old technologies, equipment, products, etc., as well as taking into account the state policy in the field of innovation and scientific and technological progress. Therefore, issues related to innovation management are of paramount importance.

At the end of the last century economically developed countries, identified a new direction in management – “innovation management” or innovation management. They viewed the management of innovation as an activity aimed, on the one hand, at creating innovations of different types, on the other – at the rapid and effective commercialization of them and obtaining financial results in the context of associated risks [27].

Innovation management should be considered as an independent area of science and professional activity aimed at innovating through the wise use of material, labor and financial resources. This is due to the fact that the

management of the company as a whole stands out one of the main tasks of management – its ability to successfully solve problems of its development. The special desire of the organization for regeneration of innovations is bought in the conditions of competition. Increasing competition was one of the reasons for the emergence and emergence of factors affecting the innovation management system [28].

Undoubtedly, innovation in terms of specificity and scale is not realized by itself. This requires certain conditions in the external and internal environment, the organization of effective management of innovation at the company level, as well as the application of specific forms and methods of managerial influence, aimed at obtaining concrete results.

It is advisable to study the problems of enterprise innovation management from the standpoint of a systematic approach, which will allow the purposeful management of innovative elements in the study of economic systems in space and time in such a way that their visibility is quite high.

At the same time, according to some authors, it is the study of the enterprise innovation management system that provides the necessary level of detail of scientific knowledge, which allows to take into account the specifics and peculiarities of innovative development of an individual enterprise, and thus – helps to create objective prerequisites for more efficient management of the system in general [9; 22; 24].

Effective enterprise management poses special requirements for the development of an innovation management system. Such a system should be based on a rational and balanced approach to innovation decision-making. If the principle of achieving long-term goals is at the heart of strategic management, then the systematic principle is at the heart of systemic management. Therefore, effective innovation management should be based on a system-strategic approach. Hence, the process of managing an enterprise's innovation activity is a management activity that is purposefully aimed at achieving the strategic goals of its innovation development by means of certain ways, methods and instruments of influence on the managed system.

Given the strategic approach to innovation management, the innovation management system can be characterized as a set of structural elements and processes that affect the development, diffusion and use of innovations, as well as mechanisms for their interaction, ensuring the implementation of strategic indicators of innovation development, improving economic efficiency and competitive efficiency enterprises.

Thus, for the development of the domestic economy, the first is the need to develop an effective system of innovation management, which will ensure the adaptation of enterprises to the constant changes in the external and internal environment of the global market. In order to develop the tools for managing the innovation activity of the company, it is advisable to study the current trends in the development and implementation of innovations in the national economy, taking into account foreign experience.

Conclusions. The process of managing the innovation activity of the enterprise is a fairly new and not well understood concept in the national economy. It is quite complex because any innovation carries some risk. Each innovation, interfering with the operational production activity of the enterprise, introduces changes that affect the value of economic indicators – profit, cost, labor productivity, gross output.

The results of the conducted research showed that today in Ukraine in order to activate innovative activity it is necessary to first solve a number of terminological problems. In particular, it requires harmonization of understanding of the concepts of “innovation”, “innovation activity”, “management of innovation activity”. In addition, the Ukrainian economy needs structural and innovative changes, which are the process of improving the economy, by updating the elements of the system and the links between them, which causes the emergence of new properties and quality of functioning of the system, moving it to the next stage of development. The state should play an active role in this process. After all, sustainable long-term economic development of Ukraine, enhancing its competitiveness is impossible without transforming knowledge into the productive force of economic development by mobilizing resources in promising areas of scientific and technological development, attracting effective mechanisms for strengthening and developing partnerships in science, ensuring knowledge transfer, materialization in technology and technology, introduction to direct production.

Effective management of innovation activity, in our opinion, involves identifying the most risky areas of activity of the enterprise; use of various sources of innovative ideas; defining quantitative goals for innovation; defining the main stages of innovation work and so on.

Therefore, it can be argued that the innovative activity of the enterprise is the key to its effective functioning. However, innovation, like any other, requires systematic management through a mechanism that should be part of the overall enterprise management mechanism.

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