

can contribute to innovation by providing research and development capabilities, while businesses can offer the resources and expertise needed to bring new ideas to market.

In conclusion, Ukraine has great potential for innovation and entrepreneurship, but it faces significant challenges. By addressing these challenges and implementing policies to promote innovation, Ukraine can become a leader in the region and beyond. It is essential for the government, academia, and industry to work together to create an environment that encourages and supports innovation, ultimately driving economic growth and improving the standard of living for all Ukrainians.

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Вікторія Гмиря

*к.е.н., доцент кафедри економіки, підприємництва та маркетингу
Черкаський державний бізнес-коледж*

Viktoriia Hmyria

*Associate Professor, PhD in Economics,
department of economics, entrepreneurship and marketing
Cherkassy State Business College
viktoryagmirya@ukr.net*

Сергій Полях

*к.е.н., доцент кафедри економіки, підприємництва та маркетингу
Черкаський державний бізнес-коледж*

Sergii Poliakh

*PhD in Economics,
department of economics, entrepreneurship and marketing
Cherkassy State Business College
poljashonok@ukr.net*

ІННОВАЦІЙНЕ ПІДПРИЄМНИЦТВО ЯК СКЛАДОВА ЕКОНОМІЧНОГО РОЗВИТКУ УКРАЇНИ

INNOVATIVE ENTREPRENEURSHIP AS AN INTEGRAL PART OF UKRAINE'S ECONOMIC DEVELOPMENT

Анотація. Тенденції розвитку національної економіки залежать від рівня впливу інноваційної діяльності на інтенсивність економічного розвитку

Ключові слова: інноваційна діяльність, підприємство, підприємництво, економіка, національне господарство

Annotation. Trends in the development of the national economy depend on the level of influence of innovation on the intensity of economic development

Keywords: innovation activity, enterprise, entrepreneurship, economy, national economy

Entrepreneurship is an integral part of the national economy, and thus its competitiveness. Therefore, it is necessary to continuously improve this area of economic life. The topic of innovations in Ukrainian business is extremely relevant, as Ukraine is on the verge of qualitative changes and reaching a new level of development. The innovative orientation of entrepreneurial activity provides business entities with competitive advantages, serves to strengthen their market positions, and thus contributes to the economic growth of those countries that support the development of innovative entrepreneurship in their country. Modern development is primarily determined by the model of innovative development and the increase in the competitiveness of the national economic system.

The mechanism of an innovative enterprise is a way of organizing innovations, a set of incentives, economic forms and methods of managing the system of innovations that develops under the influence of market conditions and government regulation. In turn, innovative entrepreneurship, in the broadest sense, means the process of creating and using technical and technological innovations for commercial purposes. Basically, innovative entrepreneurial activity is based on innovations in the field of products, works and services that allow to form a qualitatively different market, to contribute to the satisfaction of new, even extraordinary, social needs. In this case, innovations serve as a specific business tool. It is worth noting that it is not innovations as such that are an entrepreneurial tool, but rather a focused, organized search for innovations and the constant focus of entrepreneurial structures on them.

Innovative activity can be safely called an instrument of entrepreneurship that has accompanied this activity since its inception, because to one degree or another, elements of novelty have always been present in the activities of an entrepreneur. But today, the active formation of the entrepreneurial environment, which is developing in a rapidly changing economic environment, requires the development of the latest architecture of the innovative space of entrepreneurial activity.

The basic components in the formation of innovation policy are: determination of the goals of innovative development of an enterprise in accordance with the key competencies of its innovation activity; application of specific methods that take into account the impact of environmental factors and parameters of innovation activity; the need to balance relations with the subjects of the innovation process, assessment of the impact of its implementation on the efficiency of functioning and financial stability in the medium term and the possibility of bridging the gaps between the goals of the innovation policy and the objectives of the enterprise. This necessitates the formation of an innovation policy for each enterprise, taking into account the specifics of its activities and available resources.

Given the long process of economic transformation and the difficulties of transition to an innovative model of development model, it is necessary to strengthen government support for innovation processes in industries. In order to solve existing problems and ensure successful implementation of innovations at enterprises, it is necessary to streamline and improve the legislation governing the activities of innovative entrepreneurship and adaptation of the regulatory framework for innovation to the principles and norms of the European Union; formation and development of the system of production and technological support, certification and promotion of developments; promoting the restoration of patent departments at state-owned enterprises; establishing intellectual property protection units in central executive bodies; improving and simplifying the procedure for examination and registration of innovative structures and their projects; intensifying investment activity for the development of innovative infrastructure.

Innovative entrepreneurship as a form of manifestation of the innovative model of economic development of Ukraine should become a decisive factor in building a «new» Ukrainian society in the context of globalization. Today, the main emphasis is shifting to the task of accelerated innovation development and transition to a knowledge economy strategy. It is based on intellectual resources, intellectual capital, science, and the processes of transferring the results of creative activity into the production of material and spiritual goods. The state of innovation processes in Ukraine's industry is

in crisis and does not meet the level of industrialized countries. The volume of innovative products sold by the industry is insufficient, and its percentage is decreasing from year to year. The key problems of sustainable innovative development of the Ukrainian economy are: a decrease in the level of knowledge intensity of the gross domestic product; low level of development and consumption of innovative products based on the relevant targeted programs of industrial development of Ukraine; lack of effective state programs for import substitution; lack of a model of state support and promotion of industries with high added value; low level of use of the mechanism of public-private partnership in the implementation of infrastructure development. The main source of funding for innovation in Ukraine remains the enterprises' own funds. Lack of access to capital, lack of state support, in particular at the initial stages of innovation, which is characterized by a high degree of risk, as well as a number of internal political challenges and regulatory shortcomings make it virtually impossible to attract credit funds for innovation and research.

In order to solve the existing problems and form sustainable trends in the development of innovative entrepreneurship in Ukraine, it is necessary to: ensure mandatory state support for the development of innovative entrepreneurship through direct participation in the formation of innovative structures; support and stimulate the formation of innovation clusters; ensure the activation and promotion of interaction between state authorities, regional authorities, business, higher education institutions and research organizations through network structures to overcome both national and international challenges. In addition, it is necessary to use the results of the analysis of various global indicators as a basis for developing an innovation development strategy.

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Olga Gonchar,
professor of the Department of Economic Theory, Entrepreneurship and Trade,
doctor of economic sciences, professor,
Lesia Muravska,
student,
Khmelnitskyi National University,
Khmelnitsky, Ukraine
o.i.gonchar@i.ua

IMPROVEMENT OF MOTIVATIONAL MECHANISM OF POTENTIAL MANAGEMENT OF THE ENTERPRISE

УДОСКОНАЛЕННЯ МОТИВАЦІЙНОГО МЕХАНІЗМУ УПРАВЛІННЯ ПОТЕНЦІАЛОМ ПІДПРИЄМСТВА

Abstract: The theoretical and methodological aspects of the formation of the company's personnel policy and the justification of measures to improve the company's management potential based on the optimization of motivational determinants are revealed.