

Anna Kornyliuk,
*PhD, associate professor, Corporate finance and controlling department,
 SHEE "Kyiv national Economic University named after Vadym Hetman",
 anna.kornyliuk@kneu.edu.ua*

SMART SPECIALISATION STRATEGIES IN EUROPE

СТРАТЕГІЇ SMART-СПЕЦІАЛІЗАЦІЙ У ЄВРОПІ

СТРАТЕГИИ SMART-СПЕЦИАЛИЗАЦИЙ В ЕВРОПЕ

Abstract. The study defines the main characteristics of the SMART-Specialization Strategy (S3), including its official definition and implementation steps proposed by the European Commission. Additional attention is paid to the analysis of the ecosystem participants and their role in its functioning.

Анотація. У дослідженні наведено основні характеристики стратегії SMART-спеціалізації регіонів (S3), включаючи її офіційне визначення та етапи впровадження, що пропонуються Європейською комісією. Додаткову увагу приділено аналізу учасників екосистеми та їх ролі у її функціонуванні.

Аннотация. В исследовании приведены основные характеристики стратегии SMART-специализации регионов (S3), включая ее официальное определение и этапы внедрения, предлагаемых Европейской комиссией. Особое внимание уделено анализу участников экосистемы и их роли в ее функционировании.

The development of SMEs of the particular region depends on the ability to find and apply unique features and competitive advantages.

That is why the concept of Smart specialization of the regions becomes very important. It should be emphasized that the S3 does not foresee the rigid formation of a new strategy, instead, the emphasis is on finding the already existing strengths of the region and its business.

European Parliament defines «Smart specialisation strategy» (S3) as national and/or regional innovation policy with number of actions with the aim of boosting existing advantages by developing and adapting R&D to companies needs in order to address already existing and future opportunities. It should be noted, that S3 can be a part of a national and/or regional R&I policy framework [2].

The Guide to Research and Innovation Strategies for Smart Specialisations [1] sets a number of actions for implementing S3:

1. the identification of the national and/or regional conditions and opportunities for adopting innovations,
2. construction of appropriate governance structure,
3. produce a common vision about the country's and/or region's future,
4. set strategic priorities for national and/or regional development.

With the aim of strengthen regional capabilities of design and implementation S3, Smart Specialisation Platform was created [3]. Data shows that 18 EU countries and 7 non-EU countries, 180 EU regions and 18 non-EU regions have been registered on this platform, including Cherkasy, Chernihiv, Kharkiv and Transcarpathia in Ukraine.

The key factor in creating regional smart specialization in sustainable ecosystem. We distinguished main actors for S3 ecosystem:

1. Government bodies (including local government) support regional sustainable development, often act as mediator between other actors of ecosystem. For Espoo innovation ecosystem (EIE) [4], such authorities are Uusimaa Regional Council and Espoo City.
2. Knowledge providers, such as universities, research centres and think tanks. Their main aim is to provide R&D activities. In EIE, they are VTT Technical Research Centre of Finland and Aalto University, a private funded University established in 2010.
3. Business incubators and accelerators – various platforms that help newly established companies and start-ups with workplace and other services (including educational programmes, consulting, etc.). EIE has number of such initiatives, including Aalto Entrepreneurship Society, Start-

up Sauna, Aalto Start-Up Centre (the largest business incubator in the country), and Small Business Centre.

4. Numerous funding organizations, whose aim is to provide financial resources for R&D activities and entrepreneurship. The main sources of funding are public financing, venture capital, so-called angel investments. Following companies operate in EIE: Tekes, (Finnish Funding Agency for Innovation, the Finnish Industry Investment Ltd. (government is the main shareholder), Sitra (innovation and investment fund, a part of the Bank of Finland).

5. Multinational High Tech Companies that provide funding and cooperate with knowledge centres in developing innovations. Nokia and Microsoft are such main actors in Espoo ecosystem.

6. Local community, including students and entrepreneurs as main knowledge and funding recipients.

Literature

1. Guide to Research and Innovation Strategies for Smart Specialisations. Available at: https://www.researchitaly.it/uploads/4713/RIS3_GUIDE_FINAL.pdf?v=176d16a
2. Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 Available at: <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32013R1303>
3. Smart Specialisation Platform Web Site. Available at: <http://s3platform.jrc.ec.europa.eu/>
4. Place-Based Innovation Ecosystems. Available at: http://s3platform.jrc.ec.europa.eu/documents/20182/198909/aalto_innovation_ecosystem_case_study_formatted_online_version.pdf/5a6a8441-cfc4-47ae-afd7-9506de540073

УДК 334.012.64

Світлана Коробка,
*к.е.н., доцент кафедри менеджменту, Львівського національного університету
ветеринарної медицини та біотехнологій імені С.З. Гжицького,
korobkas@ukr.net.*

СУЧАСНІ ТЕНДЕНЦІЇ РОЗВИТКУ МАЛОГО ПІДПРИЄМНИЦТВА НА СІЛЬСЬКИХ ТЕРИТОРІЯХ

MODERN TRENDS OF DEVELOPMENT OF SMALL ENTERPRISE ON AGRICULTURAL TERRITORIES

СОВРЕМЕННЫЕ ТЕНДЕНЦИИ РАЗВИТИЯ МАЛОГО ПРЕДПРИНИМАТЕЛЬСТВА НА СЕЛЬСКИХ ТЕРРИТОРИЯХ

Анотація. У тезах досліджуються сучасні тенденції розвитку малого підприємництва на сільських територіях в Україні. У процесі дослідження виявлено особливості розвитку сільських територій, зазначено перспективи розвитку малого підприємництва. На основі аналізу статистичних даних наведено, що сучасний стан суб'єктів малого підприємництва є нестабільним і нестійким. Економіка малого підприємництва на сільських територіях має великий потенціал економічного зростання, для активізації даного потенціалу важливо, щоб ресурси, ризики та ініціатива були тісно пов'язані між собою. Обґрунтовано пропозиції щодо підвищення ефективності підтримки розвитку малого підприємництва на сільських територіях, та визначено стратегічні напрями їх розвитку.

Abstract. The theses investigate the current trends of small business development in rural areas in Ukraine. In the course of the research, features of the development of rural areas were identified; prospects of small business development were outlined. Based on the analysis of statistical data, it is shown that the current state of small business entities is unstable and unstable. The economy of small-scale entrepreneurship in rural areas has a great potential for economic growth, it is important for the activation of this potential that resources, risks and initiatives are closely interconnected. The suggestions on increasing the efficiency of supporting small business development in rural areas are substantiated, and strategic directions of their development are defined.