

INTENSITY OF INNOVATIVE ACTIVITY OF THE ENTERPRISE AS A FACTOR OF ECONOMIC GROWTH

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Abstract

Among the prerequisites for economic growth, innovation has a special place. The domestic economy needs considerable attention to the processes of improving the efficiency of the production structure, and thus the development of the domestic market and export-oriented activities.

With the reduction of the probability of using traditional production resources, innovation processes are defined as the most important condition for economic growth. However, to date there is no single view on determining the intensity of innovation development, although published scientific papers on this topic pay considerable attention to increasing the pace of innovation, accelerating the introduction of innovations.

Keywords:

Innovative, activity, enterprise, factor, economic, growth.

Introduction

The intensity of the introduction of scientific and technical achievements can be defined as the rate of emergence of certain innovations in the field of practical use. The introduction of each innovation should change the technical level of production, constantly increasing it. However, this usually does not happen. Therefore, the rate of emergence of individual innovations can not be used to determine the intensity of innovation. In addition, the emergence of individual

innovations, even in large numbers, can not be fully attributed to a greater or lesser intensity of innovation.

Often the intensity of innovation is understood as a rapid replacement of tangible and intangible assets in the economic process. This approach to the interpretation of the intensity of innovation is more in line with its correct understanding.

In general, the problem of intensifying the innovative activity of industrial enterprises is the subject of research by many scientists, in particular, these issues are covered in the works of Varnaliya ZM, Ilyashenko SM, Lozovogo IM etc.

The purpose of writing this article is to characterize the level of development of innovative activities of industrial enterprises and determine the impact of the dynamics of innovation processes on economic growth.

The use of scientific and technical innovations characterizes the pace of practical implementation of scientific and technical products. Theoretically, this definition of the intensity of innovation activity most closely corresponds to the semantic concept of innovation, because it allows to establish the scale of innovation in the system under study.

However, it is difficult to observe the dynamics of changes in the scale of the use of innovations in the system due to the lack of necessary statistical information. In addition, on the one hand, the expansion of the scope of innovation can be defined as horizontal diversification, ie the use of enterprises in one industry. On the other hand, this concept can be applied to vertical diversification, ie the spread of innovation among enterprises in different industries. The expansion of the scope of innovations in both cases can occur through the creation of new enterprises, which will also change the overall level of innovation in the industry as a macrosystem [1, 21].

Analysis of existing ideas about innovative development shows a one-sided approach to the problems of innovative development, which is manifested in the following:

- 1) scientific and technological progress is the only and inexhaustible source of economic development;
- 2) there are no real arguments proving the need to comprehensively increase the pace of innovation development;

3) approaches to determining the adequacy of the scale of innovation required to ensure economic development have not been developed;

4) the scale and objectives of innovative development of the macrosystem as a whole and its individual elements necessary for sustainable economic growth do not differ.

In addition, attempts to confuse the concepts of technological and economic development have led to the fact that scientific and technological progress has come to be interpreted as a source of economic growth, while it should be understood as a means that under certain conditions can ensure such growth, and in others - slow down or even stop it.

At the same time, as rightly noted by S. Ilyashenko, practice shows that innovation can be successful if the market potential is consistent as the ability to perceive innovations of a particular type and innovation potential as the ability to implement scientific and technological achievements in specific products that meet consumer demand [3, 216].

Thus, a sufficient level of innovation potential of the enterprise is one of the most important indicators that characterize its economic development, due to the following main reasons. First, the production function changes as a result of the general change in the size of capital used in the production of products by increasing the size of fixed assets that have more science and associated large capital intensity. Secondly, the production function changes as a result of the introduction of new technologies, materials, types of products, which allow to increase the size of production without a significant increase in the cost of basic resources [2, 32]. Thus, the growth of labor productivity in the form of obtaining large volumes of production with relative savings in living labor increases the mass of consumer value.

This approach is the need to identify innovative sufficient recovery as development, for which need more resources, which makes returns on the above position is not economical. Therefore, it is necessary to identify the feasibility of innovative development.

Experts today recognize the need to take into account the factors and scales of economic development that determine the adaptation of enterprises to the introduction of advanced technology and its production:

development of competitive efficiency both at the level of basic self-supporting units and the macroeconomic system in general; the ability of the market to coordinate the activities of market participants operating in different parts of the economic space [1, 23].

Of course, in addition to these factors, the pace and scale of economic development are influenced by others, but most of them are interpretations of the above indicators.

These provisions are extremely important for determining the innovation of the economic system, which means the ratio of profits of the enterprise received from the production of products through innovation and traditional methods. The enterprise, increasing the scale of innovative development, provides faster horizontal and vertical diversification of its material and technical base and on this basis causes an increase in its production.

Each subsequent cycle of innovation development requires more resources than the previous one, because the production capacity is larger in size. And in conditions of lack of economic resources, the number of areas of innovative development is limited.

At the same time, it can be considered that at a certain stage of enterprise development a variant of mainly innovative development is possible. In this case, the number of innovations used in production constantly exceeds the number of traditional types of technical and technological means used. However, under certain conditions, the company will have to choose options for investing funds, because to maintain the same level of innovation of all parts and subsystems of the company will lack funds.

Thus, to maintain a certain level of innovation of the enterprise requires constant growth of resource potential. Its size should be such as to ensure the economic growth of the socio-economic system. One of the most important elements of resource potential is innovation potential, which raises the problem of determining its size. In the characterization of economic development, potential should be considered not only as a category that describes the static situation, but also as a system of specific factors that allow to obtain a certain result under certain conditions of their use. If the potential factors are used properly, the system of any level of complexity will be in a state of growth, in the opposite situation, its

dynamics will decline. That is why the set of factors identified for assessing innovation potential

Thus, the economic development of industrial production, from the modern scientific point of view, is an innovative process associated with the introduction into the sphere of its operation of various innovations. This process can be measured. At the same time, the innovative development of the production system is associated with strengthening its resilience to external influences. In addition, today we have methodological tools that allow us to determine the nature of economic development.

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