

## PRODUCTIVE FORCES DEVELOPMENT AND REGIONAL ECONOMY

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## INNOVATIVE ACTIVITY STRATEGY OF REGIONAL ECONOMIC SYSTEMS

***Abstract.** Modern regional economic systems require a radical change in the strategy of innovative development, which, among other strategies, acquires a special meaning and needs to identify its features and priorities in the implementation of the directions of development of regional systems. The innovation activity strategy should be decisive among other strategies and should be designed to change the technical and technological base of regions, to influence information resources of a certain type of economic development and not only to technological upgrading, but also to a fundamental change in the entire resource base of the region in which priority will be provided with the latest developments in the high-tech field. Identify the peculiarities of the strategy of innovation activity of regional economic systems, indicate the purpose of such strategy, its means and tools for practical implementation and outline the possible expected results in the near future.*

***Keywords:** innovation strategy, regional economic systems, active reaction to innovation.*

Ukraine's economy needs radical structural changes that would help to achieve optimal proportions of its structure and ensure its socio-economic efficiency. The most powerful source of economic development of the country, its economic potential is scientific and technological progress, which is based on the intellectual resources of the country, the state of its research sphere, the technical structure of production. The accumulation of the scientific component, which is reflected at all levels of production, in all its components, becomes a leading factor for its rapid and dynamic growth, highly raising the competitiveness of Ukrainian products in world markets.

Ukraine's national interests require immediate and effective measures aimed at maintaining its scientific and technological potential, ensuring effective use of innovative management to overcome crisis in economic and social development.

Today, in Ukraine, the starting scientific and technical potential that it received in the descendants of the Soviet Union is gradually disappearing. According to

domestic scientists, such as Denisyuk V., Gerasymchuk Z.V., Strykha M.V. and Yaremenko L., [1,2,3,4] the main cause of the gradual damping of economic transformations, the decline in the growth rate of the gross domestic product is not only the global economic crisis affecting the economies of all countries of the world, but first of all, scientific and technological stagnation in productive spheres of economy, reduction of production volumes, reduction of the number of jobs, mass emigration of the population, and as a result, the loss of Ukraine a worthy place among the countries that are moving along the path of market reforms and are leading in the volume of scientific and technical development. One, according to Strykha M.V. in his work "Strategy of innovative development of Ukraine for 2010-2020 in the context of globalization challenges", the main reasons are the lack of modern innovation management, which in the context of increasing the integration role of regional economies, strengthening the levers of regional self-development, should be aimed at increasing innovation in key areas of production. And in the work of Rud N.T. "Factors of post-industrial development of the regional economy" [5, p.21-28] proposes a schematic model of the organization of regional innovation system, which should function in the conditions of decentralization of regional structures of the economy of the country and strengthening their independence.

An important direction of structural changes, especially in the Ukrainian manufacturing sphere, is structural restructuring, a significant transition to the growth of intellectual, knowledge-intensive industries, resource-saving and energy-efficient modern technologies, the use of scientific and technological achievements. For this purpose it is necessary to put the organizational structure of innovative management in accordance with those processes that take place in the production spheres, to achieve the identity and synchronicity of actions of all structural elements of the socio-economic system of the country.

Management of innovation development should be carried out by influencing certain factors of structural schemes, ie on the properties and elements of the object of control in general, the properties of all constituent elements of the system, their relations with other elements of this system, as well as the connection of the object of control with the environment. The very process of influencing these or other

management factors relates to complex instruments - management methods and management resources.

At the same time, the ability of regional innovation structures to reproduce, accumulate and effectively use their resources is a category that can be attributed to management factors. Since the object of innovation management has the qualities of integrity, the change in the state of one or another factor under the influence of a management action, which leads to a change in the state of the object of management - innovation, as a whole, and its individual components. In order to simplify the decision-making process in the innovation management process, it is necessary to separate the management object into its structural components, but without breaking the internal dialectical relations between its components.

Each regional scientific and technological production system can be represented as a complex set of elements that can dissolve into several less complex objects:

- the scientific and technical level of the production process, the improvement of which is the purpose of management, which is achieved through the introduction of scientific and technological innovations;

- processes of scientific and technological development that realize the development goals act as a set of interconnected innovation fields that are integrated into the regional space;

- the production system of a region whose state is changing as a result of scientific and technological development is a highly dynamic and integral structure;

- structural elements or subsystems of a lower-order managed entity are subcontracted to higher-order structures.

Since the object of management is a complex set of socio-economic and scientific-technical relations that create a coherent system, to form the same coherent mechanism for managing such a system, it is necessary not to identify individual factors of influence, but the whole system of system management factors, different in their origin and composition of the instruments. The composition and structure of the management system is determined on the basis of the following principles:

- the system set of management factors is the image of the management object and its external environment;

- the system of governance factors has external, internal and hierarchical structures: the external structure reflects the interrelation of internal and external factors, the internal structure reflects the interrelation of internal factors with each other, hierarchical structure - the subordination of all factors;

- the importance of management factors is determined by management goals: there are a number of priority factors to achieve a specific goal. This approach allows to use for the detection of the composition and structure of the system of factors the apparatus of logical structural analysis of systems, rules for its construction and illumination of sources of active influence on systems [2, p.56-78].

The need for active integration of the factors of innovation management into a complex system and active forms of their management is confirmed by research and accumulated experience of world management. Many worlds, first of all, American companies did not receive a high return on the number of innovative developments that were invested in equipping, updating and automation of innovation processes for a long time in the development of innovative systems, entering the markets of innovative products. This state of affairs was explained by the low interest of employees in the results of their work, poor productivity, which did not grow for a long time, and the workers performed traditional technological processes on the new equipment. It has been suggested to raise productivity through its new organization, new forms of management, such as the Taylor system, which has had better effects in the coming times. There are several points that explain this situation:

The first is to channel innovation into production systems with low efficiency: when the production organization is low, the quality of production is low, the staff does not have a sufficiently high level of qualification and is not responsible for the work performed, even the most modern equipment will ensure productivity growth and its effectiveness.

Secondly, innovations aimed at poorly organized production do not produce the expected results due to the creation of decomposite conditions for their

coexistence and comparison. Only after the rationalization of operations within the system itself can we expect their compositional interconnection.

Third, innovation tends to be directed towards the implementation of labor and resource-saving technologies, while reducing labor costs, while material and stock-saving technologies, with an efficient computer-based management system, are more important.

Fourth, sophisticated and flexible production equipment is used for the most part not for its intended purpose, and sometimes where less expensive and valuable equipment can be used [3, p.121-135].

These arguments confirm the need for the formation of a system of factors for managing the scientific and technological development of production and the formation of a number of better, more predictable factors that will be consistent with the defined management goals, that is, along with innovation, to form rational forms of innovative management.

We propose to deploy at the regional level the process of innovation transformation by a schematic model, which should be presented as a sequence of interrelated steps of creating a coherent regional innovation system [5, p.21-30].

At the first stage of creation of the regional innovation system, the nucleus of the innovation system of the region is formed, which will be created at the expense of the existing in the system of a set of research and development institutes, research laboratories, higher educational establishments and other state and non-state research structures, which actively engaged in exploration and innovation.

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