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# The priorities of improving the innovative potential of Ukraine's regions

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## Abstract

In the paper organizational and legal basis to improve the system of management of regional innovative potential development were defined. Analytical approaches to the planning of the regional innovative potential development as an instrument for implementing the strategy of innovative development were improved. The conceptual basis for working out a regional strategy of innovative potential development taking into account specific, trends and challenges of socioeconomic development of regions Ukraine were grounded.

*Keywords:* strategic planning, innovative regional development, regional strategies, regional innovation potential

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## 1 Introduction

The study of organizational and legal basis of the system of management of regional innovative potential development has allowed determining what factors braking activation of innovative processes and the development of IPR (innovative potential of the region). It's a failure to comply with current standards to stimulate science, technology and innovation, the lack of a systematic approach to state regulation of these areas. This requires clearly outline management system as science, technology and innovation, and innovation potential, in particular at national and regional levels.

## 2 Analytical planning the development of innovative potential of the region

Development of regional innovative potential requires the use of analytical planning. Which provides for the definition of a state in which it's possible to plan the IPR with the initial limitation of the environment. And the future state of the IPR, achieved through the implementation of appropriate measures. Selection of the optimal development scenario IPR provides the calculation the integral evaluation of the generalized scenario. For determining the overall goal of planning, identifying structural changes. This approach allows predicting the future state of the implementation of the strategic priorities of the innovative potential of the region. Also allows for efficient use of hidden features and eliminate the existing limitations of the innovation potential of the region in the future.

Analytical planning has revealed the critical factors of development and increases the innovative potential of the

region. This is to attract investment in innovative activities (35.7%), the introduction of preferential taxation, subsidization of businesses innovative activities, preferential treatment of depreciation and investment credit (17.21%). Accordingly, the key obstacles in the development of regional innovative potential have a negative impact of shadow capital and corruption schemes in innovation and investment area (7.48%), low level of innovation financing (5.67%) and a decrease the number of highly qualified researchers (4.79%).

Possible scenarios for the group of regions with a sufficient level of innovation potential based on the results the choice of the strategic priorities its development, the interests and needs of the subjects of innovation were studied. Calculations show that under a scenario of growth IPR will most likely be an increase in GRP (3.84%), increasing local revenues (by 3.83%) and the development of knowledge-based industries (3.79%), which will improve the competitiveness of the region (3.36%) and the level of employment in the region (3.35%). The limited positive changes caused by long-term negative impact of general economic problems, the prevalence in the economy of both the state and the regions of low-tech industries, market reforms without taking into account scientific and technological factors, the inefficiency of the state and regional systems of innovation stimulation, which is mainly declarative, regulatory unsettled issues of commercialization and commissioning of research results, taking into account the optimal combination of the interests of their owners, business and government were determined.

Application of analytic planning as a tool for strategic management of innovative activity in the region allows analysing the strategic priorities of IPR. And also

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consider the development management of the regional innovative potential as a multiobjective problem. The solution to this problem requires the involvement and use of adequate and effective tools, implementation interests coordination of all subjects of management decision-making development of regional innovative potential. This allows improving quality of innovation process planning in the region. Investigating ways of applying the method allow considering it as an effective tool for strategic management of innovation potential. It's based on a comprehensive analysis of the system and the introduction of a planning system factors-barriers and factors-stimulants. And also based on the goals and policies of all actors that influence the management process, considering alternatives and possible scenarios for the development of the innovative potential of the region.

The principles for working out a regional strategy for the regional innovative potential development as a complex system were conceptually defined. That by implementing its tasks laid down on the formation of management strategy of regional innovative potential development, harmonize its main directions with the existing innovation potential and also on the principles of the system, dynamic, planned, integrated design of the organizational structure and information system, effectively implements the functions assigned to it management IPR. As a result of intensive use laid down

mechanisms are expected to increase innovative activity, compensation deficit innovative resources and growth rates of development of regional innovative potential.

Based on the analysis of strategic priorities for the development of the innovative potential of Ukraine's regions determined that the innovation strategy of the region shall consist of five priority areas. On the basis of which are realized the planning specific activities to implement the development strategy of the regional innovative potential. Priorities are considered in the relationship and focus on the mission and objectives of innovation strategy.

### 3 Conclusions

Thereby the process of managing the development of innovative potential is a complicated system task. The solution of it requires the development and implementation of the strategy of regional innovative development and the use of mechanisms for planning, financing, implementation of regional innovative programs and projects. And also needs the formation of the target markets and the use of the innovative potential of the region. This will ensure the effective implementation of the management functions of subjects of innovation.

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