

MANAGING THE DEVELOPMENT OF REGIONAL INNOVATION POTENTIAL

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Abstract

In the paper considered the basic goals and objects of the managing the development of regional innovation potential. Key activating factors of the region innovation development, which would increase the competitiveness and innovation capacity of the region were identified.

[Key words: innovation, management system, innovative regional development, regional innovation potential].

General

Processes of managing the development of regional innovation potential are based on a system of goals, providing its effectiveness. The strategic aim of managing the development of innovation potential is the advantageous creation of innovation environment. Which will provides transformation of scientific ideas and developments in the competitive products of international level, these product introductions in the most important sectors of the regional economy and the social sphere. Achieving the goals of managing the development of innovation potential should base on a system of principles, which ensures compliance with stable growth and equal development of all Ukrainian regions.

The leading role in this process belongs to the government, which should purposefully to organize the development of new innovative economy. However, the government needs determine the its own strategy to support innovation. Scientists identify three types of such a strategy: active intervention when the government determines the direction of scientific and technical progress and ensure their implementation; decentralized regulation, when the government creates the necessary legal, economic and other conditions for the successful implementation of innovation, improves their innovation activity stimulates the growth of demand for innovative products; mixed strategy, where the government has a policy of active intervention in regard to public enterprises and organizations and decentralized regulation to others. It is a mixed strategy, from our perspective, should adhere to Ukraine, as this strategy would better take into account peculiarities of the domestic economy.

System of management development of innovative potential includes the control object – the innovative potential of the region and the subject of management – authorities, which include those provided adoption of innovative solutions. The basis of the system of management development of innovative potential is to provide interaction between subject and object management that achieves the highest system efficiency innovations. Formation of local strategies within the system of innovation strategy provides by management solutions. Thus managing the development of regional innovation potential appropriate to consider as a set of tools and methods of regulation and economic activities. Which aims – increasing innovative potential and preparation platform to drive innovation in the region.

Effectively managing the development of regional innovation potential provides for the application scheme, implementation of which will significantly improve the competitiveness of the region and transform the region's strengths in effective competitive advantage.

Managing the development of regional innovation potential accomplish three main tasks:

- 1) Forming of innovative potential – planning and acquisition of resources needed to achieve the goals of innovation;
- 2) Capacity of innovative potential – quantitative and qualitative improving the of innovative potential in the region;

3) Implementation of innovative potential – the process of converting of innovative potential components into the final product - innovation [1].

In general, the management tasks development of regional innovation potential is the transfer potential of region from one state to another, higher, sufficient to achieve the goal.

Development of regional innovative potential is characterized by optimal results of the new or improved products and innovative processes. It should solve the problems concerning the assessment of the degree of innovation novelty and the differences in their level – there is a new innovative product for the industry, region, country, world market, in turn, reflects:

- the share of innovative products in the total output of the company's products;
- the impact of innovation on the final technical-economic results of financial-economic activity in the region;
- the impact of innovation on the efficient use of regional productive resources.

Managing the development of regional innovative potential is based on solution of multi-management problem: how using available resources provide the maximum economic advancement and improvement of the most significant quality of life indicators in the region. Now the choice of management tools development of the innovative potential of the region enjoys a buyout both government and regional authorities, is extremely narrow. In general it consists of a control type instrument that are left over from the previous economic system. And as sooner the authorities will use other tools (levers indirect effects), as few obstacles will arise on the path of reform. These tools will be more applicable because the region has certain independence [2].

For effective implementation of the system of management development of regional innovation potential, it should agree with the volume of real resources, have an adequate selection of regulatory action for each situation; monitor the execution of the intended actions. In this regard, the system of management development of regional innovative potential should include the generating unit, the resource block, the block implementation, the monitoring block.

Conclusions

Thus, the stability of Ukraine's economy in the future will depend on whether introduced in the country and region system of management development of regional innovative potential. Which is a detailed system-logical construction, built on regional characteristics using interrelated qualitative and quantitative parameters, motivation and efficiency of the innovative dynamism in the regions, considering the existing innovative potential. The advantage of this system is that it's complex and takes into account the existing structure of the regional economic system, the criteria of the present and the future considering the available alternatives.

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