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КЛИМЕНЧУКОВА Н.С.
ЛЕВЧЕНКО В.В.

Інституціональне забезпечення інноваційного розвитку підприємництва в економіці знань

Актуальність теми дослідження. *Проблематика інституціонального забезпечення інноваційного розвитку підприємництва в економіці знань постає ключовою умовою формування національної економіки в умовах глобалізаційних процесів. Інституціональна матриця постійно змінюється та трансформується, саме тому питання удосконалення інституціонального забезпечення інноваційного розвитку підприємництва в економіці знань потребує постійного перегляду в контексті сьогодення.*

Постановка проблеми. *Важливим заходом формування оновленого інституціонального забезпечення інноваційного розвитку підприємництва в економіці знань є формування інструментів підтримки основних стейкхолдерів ринку в контексті інституціонального сегментування.*

Постановка мети і завдань дослідження *– дослідити проблематику інституціонального забезпечення інноваційного розвитку підприємництва в економіці знань та з'ясувати перспективи подальшого удосконалення основних інституцій держави.*

Метод або методологія дослідження. *В статті використано методи аналогій, порівнянь, систематизації, аналізу, синтезу й монографічного обстеження.*

Презентація основного матеріалу (результати дослідження). *З'ясовано, що інституціональне забезпечення потребує комплексу заходів державного регулювання підприємницького сектору, яке можливо за умов повного реформування управлінського апарату.*

Галузь застосування результатів. *Результати дослідження можуть бути використані в практичній діяльності органів виконавчої влади для підвищення рівня інституціонального забезпечення інноваційного розвитку підприємництва в економіці знань.*

Висновки за статтею. *Обґрунтовано ключові аспекти інституціонального забезпечення інноваційного розвитку підприємництва в економіці знань. Визначено, що знання в інноваційній економіці, що засвоюються підприємцем постають як специфічний вид блага з притаманними йому характеристиками, які потребують розширення комунікаційних каналів їх розповсюдження за допомогою виваженої політики держави.*

Ключові слова: *інноваційна економіка, підприємництво, інфраструктура, комерціалізація, інтелектуальна власність.*

КЛИМЕНЧУКОВА Н.С.
ЛЕВЧЕНКО В.В.

Институциональное обеспечение инновационного развития предпринимательства в экономике знаний

Актуальность темы исследования. *Проблематика институционального обеспечения инновационного развития предпринимательства в экономике знаний является ключевым условием формирования национальной экономики в условиях глобализационных процессов. Институциональная матрица постоянно меняется и трансформируется, поэтому вопрос усовершенствования институционального обеспечения инновационного развития предпринимательства в экономике знаний требует постоянного пересмотра в контексте настоящего.*

Постановка проблемы. *Важной мерой формирования обновленного институционального обеспечения инновационного развития предпринимательства в экономике знаний является формирование инструментов поддержки основных стейкхолдеров рынка в контексте институционального сегментирования.*

Постановка целей и задач исследования *– исследовать проблематику институционального обеспечения инновационного развития предпринимательства в экономике знаний и выяснить перспективы дальнейшего усовершенствования основных институций государства.*

Метод или методология исследования. *В статье использованы методы аналогий, сравнений, систематизации, анализа, синтеза и монографического обследования.*

Презентация основного материала (результаты исследования). *Выяснено, что институциональное обеспечение нуждается в комплексе мер государственного регулирования предпринимательского сектора, которое возможно в условиях полного реформирования управленческого аппарата.*

Область применения результатов. *Результаты исследования могут использоваться в практической деятельности органов исполнительной власти для повышения уровня институционального обеспечения инновационного развития предпринимательства в экономике знаний.*

Выводы по статье. *Обоснованы ключевые аспекты институционального обеспечения инновационного развития предпринимательства в экономике знаний. Определено, что знания в инновационной экономике, усваиваемые предпринимателем, предстают как специфический вид блага с присущими ему характеристиками, требующими расширения коммуникационных каналов их распространения с помощью взвешенной политики государства.*

Ключевые слова: *инновационная экономика, предпринимательство, инфраструктура, коммерциализация, интеллектуальная собственность.*

KLYMENCHUKOVA N.S.
LEVCHENKO V.V.

Institutional support for new business development in the knowledge economy

Relevance of the research topic. *The issue of institutional support for the innovative development*

of entrepreneurship in the knowledge economy is a key condition for the formation of the national economy in the context of globalization processes. The institutional matrix is constantly changing and transforming, therefore, the issue of improving the institutional support for the innovative development of entrepreneurship in the knowledge economy requires constant revision in the context of the present.

Formulation of the problem. *An important measure for the formation of an updated institutional support for the innovative development of entrepreneurship in the knowledge economy is the formation of tools to support the main market stakeholders in the context of institutional segmentation.*

Setting the purpose and objectives of the study *– to investigate the problems of institutional support for innovative development of entrepreneurship in the knowledge economy and to find out the prospects for further improvement of the main institutions of the state.*

Research method or methodology. *The article uses the methods of analogies, comparisons, systematization, analysis, synthesis and monographic survey.*

Presentation of the main material (research results). *It was found that institutional support requires a set of measures of state regulation of the business sector, which is possible in the context of a complete reform of the management apparatus.*

Field of application of results. *The research results can be used in the practical activities of executive authorities to increase the level of institutional support for innovative development of entrepreneurship in the knowledge economy.*

Conclusions on the article. *The key aspects of the institutional support for the innovative development of entrepreneurship in the knowledge economy have been substantiated. It has been determined that knowledge in an innovative economy, assimilated by an entrepreneur, appears as a specific type of good with its inherent characteristics that require the expansion of communication channels for their dissemination with the help of a balanced state policy.*

Keywords: *institutional support, entrepreneurship, knowledge economy, innovative economy, technology, production.*

Problem statement in general and its connection with important scientific or practical tasks. The modern world economy uses the term «knowledge–based economy» or knowledge economy. Such an economy characterizes countries that set an innovative trend of world development on the basis of high–tech production, dissemination and use of knowledge and information. The concept of knowledge economy development requires, first of all, a resource of knowledge, which is crucial for the formation of a high level of innovation and competitiveness of the country.

Analysis of the latest research and publications, which initiated the solution of this problem and on which the author relies, highlighting previously unsolved parts of the general problem, which is the subject of this article. The pace of introduction of new knowledge affects the depth of scientific and technological progress in the economy. Scientific and technological progress should be equated with resource conservation in industry and the production process, manufactured product primarily due to in–depth research and development. Scientific and technological progress means quantitative, structural and qualitative changes in the national economy involving the use of new management methods, alternative energy sources, innovative tools for adapting enterprises to the environment, resulting in the emergence of updated products, technologies and methods of production. In the works [1–9] the channels and peculiarities of knowledge dissemination are defined in detail, at the same time they need to be improved under the current conditions.

Formulation of the goals of the article (task setting) – to study the problems of institutional support of innovative development of entrepreneurship in the knowledge economy and to find out the prospects for further improvement of the main institutions of the state.

Presentation of the main research material with full justification of the obtained scientific results. Effective business can also be considered a source of technological change and the key to ensuring the competitiveness of the national economy. At the same time, such activities should be based

on the philosophy of «kaizen», ie focus on continuous product improvement, production technology, marketing tools and labor organization, which in the long run should lead to profit and satisfaction of the general population. An important role in ensuring the effective development of knowledge–based entrepreneurship is played by the ability to adapt and diversify production, taking into account available resources, especially knowledge. In this case, access to new knowledge through the use of the process of mastering existing technologies through both market and non–market channels is not as labor–intensive and capital–intensive process as generating knowledge as a result of personal research and development by the entrepreneur personally. This is based on the fact that the research activities of entrepreneurs are associated with a high level of risk, which can lead to bankruptcy.

The emergence of innovations in entrepreneurship and their dissemination is based on technology transfer and only together (innovation and technology) form a set of phenomena characteristic of scientific and technological progress in the innovation economy.

Knowledge in the innovative economy, acquired by the entrepreneur – is a specific type of good with its inherent characteristics. On the one hand, it is a public good available in the form of research, articles, reports, and on the other hand, it can be traded on the market. In this case, knowledge in the innovation economy is considered by the entrepreneur as information or goods that need protection under intellectual property rights. Knowledge in the innovation economy covers almost everything that surrounds a person.

According to P. Drucker, knowledge is a resource that, along with capital, labor and land, contributes to profit. Productivity and diffusion of knowledge is a determining factor in achieving a competitive position of a country, industry or enterprise. In the process of increasing the scale and efficiency of production is the transformation of technical knowledge, where their productivity grows into quality technology. Technology in entrepreneurship stimulates long–term growth of production, forms a link between the individual elements of physical capital, improves the organization of the production process, being the appropriate structural and functional system of human capital. In the definition of the author of the technology, consist of information necessary for the implementation of production in the enterprise. In a narrower sense, technology can also be equated with technical information possessed by the entrepreneur (patents, inventions, utility models) contained in knowledge. Thus, the technology is the result of an innovative process in which research, development, testing, which are characterized as a production and technical function of the enterprise [10–14].

In the innovation economy there are two types of knowledge – explicit and implicit. Explicit knowledge is knowledge, the source of which is research, materials, products, which are set out in books, textbooks. Such knowledge is easy to translate and use to make new decisions, both in everyday life and in business. Hidden knowledge is difficult to codify, it is a resource acquired by a person and reflects primarily the skills acquired as a result of entrepreneurial experience. It is a person's subjective opinion, beliefs, private judgments, entrepreneurial intuition. According to this knowledge can be codified and uncodified, real and intangible.

Under such conditions, a distinction should be made between traditional types of technology (codified or explicit) and specific (hidden or non–codified) technologies. Of particular importance for entrepreneurship in the innovative economy are specific technologies (unique knowledge possessed by the company in the person of its owner).

In the conditions of innovative economy it is expedient to allocate stages of transfer of technologies in the enterprise. The first stage is the export of technology or products between countries, distribution or diffusion. The second stage is production «design» or introduction of technologies into entrepreneurship. The third stage is the commercialization of the result of technology implementation. The fourth stage is the exchange of technologies between enterprises and their dissemination, if necessary, in the market. The main source of new knowledge is research and experimental work of the entrepreneur or a creative search for such management decisions that are necessary for the effective operation of the enterprise. Such activities should be carried out systematically in order to increase profitability and minimize transaction costs.

Basic research or experimental activities are carried out by enterprises in order to introduce new knowledge into practical use and to commercialize it in the best way.

The variety of types and degrees of codification of knowledge and technology influences the choice of their transmission channel. The degree of codification of technologies and knowledge determines the choice of method of their diffusion in business.

Diffusion of technologies and knowledge is purely technical in nature, as it does not guarantee its effective assimilation by enterprises. Fundamental in this process is the presence of skills of the entrepreneur to learn technologies, create new ones, as well as modification and adaptation of technological capabilities or industrial facilities to the use of capital goods. Effective technology transfer and assimilation should include an extensive range of resources from entrepreneurs, not only technical but also organizational skills, experience in marketing, management or finance.

Effective transfer of technological solutions between market stakeholders, especially in different countries, requires the simultaneous flow of knowledge using multiple channels. In addition to the transfer of codified technologies and knowledge embodied by entrepreneurs in production and reflected in the documentation, there is a flow of non–codified knowledge. As an example, through the provision of support for staff training, assistance in the migration of skilled workers (due to outsourcing), which is necessary for the proper assimilation and subsequent transfer through the channels of market technologies in the enterprise.

So, given that technology is the art of learning, every entrepreneur must have skills that will help him adapt knowledge to their own production. This is especially important because the progress of knowledge is accelerating and, accordingly, innovation also requires constant improvement. Therefore, the process of knowledge diffusion is crucial in the process of forming an innovative economy.

Dissemination and assimilation of new knowledge by entrepreneurs affects the national economy, including to increase productivity, socio–economic growth and macroeconomic indicators. Economic development, on the other hand, affects the quality of human capital, which is a generator of new knowledge.

Knowledge in business is the producer of innovators and inventors. In this sense, the acquisition of knowledge appears as a purely economic motivation.

The process of learning by an entrepreneur is a nonlinear process. It combines the theory of «technological impetus», in which special importance is played by science and technology, which generate discoveries and inventions in business and are almost independent of the current market situation. As well as the model of «situational technologies», ie innovations required by the modern market. Under these models, the staff of the marketing department is of great importance, which determines the needs of consumers in today's market conditions. The model of «situational technologies» is quite common in modern Ukraine. It synthesizes the relationship between supply and demand for innovations in demand. In this case, entrepreneurial activity means a logically consistent, but not necessarily continuous process, which can be divided into consistently functionally separate, but interconnected and interdependent phases. The «technology push» model is the process by which knowledge is created and systematically accumulated according to available resources. Such a model has a cumulative nature of knowledge development and plays an important role in the process of its dissemination worldwide.

Analysis of modern business processes in the innovation economy indicates the importance of effective interaction between actors involved in the diffusion of innovation. These interactions are international, state, sectoral in nature. In such interactions occurs:

1) acquisition of technology from abroad

2) improvement of technologies used in the country

3) development of endogenous technologies as a result of research and development work or production processes

The progressive model of dissemination of technical progress in entrepreneurship consists of passing through three main stages, starting from the acquisition of technology, their adaptation and dissemination and ending with the development of the enterprise based on the assimilation or creation of innovations. This model shows the key importance of technology transfer in the process of building an innovative economy. The progressive process of globalization of world economies and the development of information and telecommunications technologies and the Internet have significantly reduced the communication distance, which leads to increased rates of transfer and dissemination of knowledge internationally. Increasing the level of innovation of national entrepreneurship, implementing advanced technologies outside

Ukraine is the result of cumulative knowledge and testifies to the high level of skills acquired by domestic entrepreneurs in relation to the specifics of doing business and spreading innovations.

In today's conditions, the development of entrepreneurship in the innovative knowledge economy is characterized by the problem of measuring it. Which follows from the difficulty of assessing the specifics of the dissemination and assimilation of knowledge by entrepreneurs. Such development can be partially assessed on the basis of a study of the cost of innovation, the results of the introduction of innovations in production, the amount of know–how, utility models or inventions, the number of employees in the research sector and more. Of the above indicators, the most common in this analysis is to determine the amount of costs, in particular for R & D. The share of total R&D expenditures in the country's GDP has a significant impact on the patent activities of business entities.

Many factors are important for the institutional development of entrepreneurship in the innovative knowledge economy, which in particular are key to the formation of effective entrepreneurship. However, only after their combination and accumulation is it possible to obtain positive synergetic results for the whole economy. Such factors include:

• interaction of key market stakeholders – universities, business institutions, social institutions, venture companies, enterprises, social groups that create entrepreneurial capital and promote business activation. Open and hidden network connections cause the diffusion of knowledge, form the norms of public life (national mentality), determine the standards of behavior of subjects, stimulate the creation of highly competitive human capital, and cause the flow of knowledge and innovation;

• the presence of a high level of science in the region, which leads to the accumulation of a critical mass of scientists and researchers able to stimulate entrepreneurship;

• managerial competence of local authorities, which is expressed in the creation of a proper level of institutional environment for business entities, which aims to develop modern industries and respect for private property.

The building of managerial competence should be based on public–private partnership, responsible for stimulating entrepreneurship and creating tools for financial, marketing, advisory and organizational support of business. The responsibility of local authorities to create conditions for business by building technical infrastructure, proper regulatory support, creating a positive investment climate, reducing bureaucracy, tax pressure, forming a positive image of domestic producers – is the basis of a strong foundation of institutional business support.

Conclusions from this study and prospects for further exploration in this direction. Thus, a strong institutional foundation for the development of entrepreneurship in the innovative knowledge economy is considered by us as one of the concepts of competitive national and regional economy. The knowledge–based economy is forcing the innovativeness of entrepreneurship and deepening the cooperation of local actors in the direction of creating innovative technologies and their further commercialization in the markets. The knowledge–based economy is based on many important aspects – science, entrepreneurship, innovation, efficiency, resource conservation and fair competition. Thus, local authorities are not directly involved in the creation of technology, but play a very important role in creating conditions for the formation of the institutional foundation for entrepreneurship in the innovative economy, which creates additional channels for technology transfer from science to business.

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