

Секция «Инновационная экономика и эконометрика»

**Оценка конкурентоспособности технологических инноваций на мировом
рынке высоких технологий**

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**Competitiveness assessment process innovation
world market high technology**

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A key indicator of the welfare state and its main engine to improve macroeconomic performance are indicators of its innovation and economic development based on innovative community-oriented model. For the country to develop an ascending path of innovative development, it is necessary initially to identify priority areas of development and definition of methodological tools based on which will be governed by performance indicators identified by the state strategy of innovative development. One of the key regulators of the innovation strategy of the state serves the competitiveness of innovation systems in the global competition in the high-tech market [1]. According to the ranking of global competitiveness 2012-2013 (The Global Competitiveness Index 2012-2013), published 05/09/2012, the analytical group of the World Economic Forum (WEF) [2] Ukraine and Russia have such assessments and move into the space .

Western economists believe, the above figures allow an assessment of the innovation potential in countries that follow the dynamics of change of innovative activity, to analyze the strengths and weaknesses of individual countries and conclude the extent of the gap between them, and use the results to improve innovation policy [1, 4].

In Ukraine there is no development of innovation infrastructure, which facilitates the transfer of research products in the field of material production (which is very profitable TNCs), so the integration is based on the powerful people. Scientists are forced to become «implementing», which requires a higher social status. Competitiveness of the country characterized by the extent to which the reporting entity uses existing innovative potential, as well as how developed an innovative system in which it functions [7], since the presence or absence of innovation infrastructure directly affects the ability of innovation and the efficiency of the innovation process as a whole. The very competitive technological innovation depends on

internal factors (the organization developer, the internal environment of the national market of scientific and technical products), as well as external factors. [4] Thus, among the internal factors of competitiveness of technological innovation, primarily include the following:

- 1) The ratio (interest) owners to innovate;
- 2) The ratio (interest) of consumers to innovate;
- 3) The availability and quality of innovation management (management of innovative products based on their specific properties as good);
- 4) The use of innovative marketing (generating properties of the innovative product as a commodity in the design phase) and having a plan of distribution policy (search for business partners, investors and direct independent search marketing areas);
- 5) The ratio of the state.

Application and use of technological innovation competitiveness indicators for evaluating innovation infrastructure allows you to:

- to assess the situation of individual countries, regions, sectors and enterprises in comparison with domestic and foreign counterparts in the field of innovation in general and in particular in certain areas;
- Identify strengths and weaknesses in the innovation development and the development of individual areas directly affecting the intensification of innovation, on the formation of regional and national innovation systems;
- identify the factors that have the greatest impact on the development of innovative environment and enhance the innovation process;
- develop strategies for areas of structural reforms in the context of economic modernization and innovation, both at the enterprise developer, and at the state level. Construction of a working system of quality research, competitive high-tech products - the main task of modernizing the science sector. Only in the case of creation of such a system we can hope for a more efficient distribution of the allocated funding and to identify and address support research teams really viable and promising researchers.

The current practice of scientific expertise at different opacity, lack of competition, and most importantly - a built-in conflict of interest. In recent years, attempts have been made to solve the problem through the use of formal performance measures, but these attempts were half-hearted and should be recognized not entirely successful. Existing rules today for the most part involves the assessment in quantitative terms, but there is no mechanism that would allow to assess the scientific significance of manufactured articles, reports and books, their demand for science. As a result, the system is moving towards increasing the volume of bureaucratic accountability, which is a serious impediment to effective working scientists, but does not prevent the misuse of funds.

On a practical level, the priorities to build a workable system of scientific expertise are: creation of an independent «expert scientific advice» (a network of expert advice in specific subject areas) to participate in its work are invited to be selected by a transparent and clear principle scientists (the presence of the last 3-5 years of scientific papers published in leading international journals with impact factor is not below the set), including Ukrainian scientists working abroad, and foreign scientists; a scientific audit of organizations that claim to perform basic research (building on the mechanisms of independent scientific expertise).

Audit is conducted at the unit level (laboratories, centers, departments), the evaluation criteria - the presence in the last 3-5 years of scientific papers published in leading international

journals with impact factor is not specified below; transfer to create an institute independent scientific expertise to assess the functions of applications the most important in the allocation of grants for basic research, in particular to ensure their assessment of research funded by government programs, and the adequacy of this funding allocation from the point of view of the scientific significance of selected competitive commissions applications. To ensure the competitiveness of its innovative product, at the enterprise level, there should be regular monitoring of the results of which provide a comparative analysis of the production and sales of its products with performance of its competitors in the domestic and international markets, a similar product, if there are such analogs.

And at the state level in order to enhance innovation competitiveness, it is necessary to develop and implement a strategy, which would be aimed at facilitating the transformation of the innovation policy of high technology products and contributed to its promotion in the international market of high technologies. As an indicator for measuring the level of formation of the external and internal conditions of innovative activity and is characterized by the direction of the structural changes in the conditions of economic modernization, it is proposed to use the competitive technological innovation.

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