

СЕКЦІЯ 2. ІНТЕГРАЦІЯ АГРАРНОЇ ОСВІТИ, НАУКИ І ВИРОБНИЦТВА – ІННОВАЦІЙНА МОДЕЛЬ РОЗВИТКУ АГРАРНОГО СЕКТОРА

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INNOVATIVE POTENTIAL OF THE RURAL AREAS STRATEGIC DEVELOPMENT

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Relatively stable rules, methods and technologies that have succeeded in the past are no longer adequate for current development conditions. This requires finding solutions aimed at achieving long-term goals in conditions of uncertainty, unpredictability and instability of the market environment. Schumpeter argues that innovation is the basis of economic growth, insists that entrepreneurship itself contributes to the development of the economic history [1]. Therefore, solving the problems of strategic development of rural areas of Ukraine requires a strengthening of the innovative entrepreneurship' potential and its active involvement.

In the approved by the Cabinet of Ministers of Ukraine on July 10, 2019 Strategy of the innovation activity sphere development for the period up to 2030 [2] is stated that in Ukraine there is a gradual degradation of innovation potential. To remedy the situation, it is declared to promote the development of high-intensity activities, ie the transition from low-tech resource to high-tech innovation economy, the focus of public policy shall be on creating favorable conditions, especially for the development of intellectual products, including their commercialization in Ukraine and the rest of the world.

Accordingly, the strategic directions for the development of the regions of Ukraine should be in strengthening the knowledge intensity of those types of economic activity that form the V-VII technological systems [3].

In 2020 Ukraine in the Global Innovation Index was ranks as 45th, entering the TOP-2 countries of the economic group with lower average income (lower-middle income) [4]. Unfortunately, we are inferior to neighboring countries in terms of innovation, ranking 30th among 39 European countries [5]. The lag between the national economy and European states is growing.

The main indicators of the innovation potential of the regions correspond to the trends shown by Ukraine's rating according to the global innovation index. As we understand that individuals form the innovative potential of the region, we see a distressing tendency to decrease in the number of PhD students and doctoral studies, training of the highly qualified researchers, for example, only in the Mykolaiv region decreased by 61 people during the last three years [6].

According to the State Enterprise "Ukrainian Institute of Intellectual Property" (Ukrpatent), which is an institution of the state system of legal protection of intellectual property in Ukraine, in 2019 filed from the Mykolaiv region only 24 applications (1, 1%) [7].

According to the American sociologist and economist R. Florida, "Natural resources and even large corporations are no longer drivers of the economic progress, but the ability of cities to unite and concentrate talented people, create opportunities for them to combine and redistribute ideas and efforts, significantly enhances our innovation and productivity" [8].

Therefore, according to the experience of the most competitive regions of the world, it is important for Ukraine to form and develop entrepreneurial regional innovation systems, the feature of which is mobility and the ability to respond quickly and adequately to changes in external operating conditions. In such systems, new knowledge is transferred between research centers and business structures through both formal and informal channels, by involving scientists in the implementation of innovative projects funded by venture capital [9].

For example, for rural areas of the Mykolaiv region introduction of models of the closed cycle economy has positive perspective. In addition to the direct benefits that such models can give directly to businesses, there is also a positive impact on the nature, environment and the culture of consumption. So far, at the enterprises of the Mykolaiv region such model didn't become widespread. In foreign companies, closed-cycle economy models are much more common. The relatively low interest of the local entrepreneurs is due to both psychological factors and low awareness of the benefits of such models. It is necessary to accelerate innovation and attract companies for which sustainable development is a priority. It is important to develop opportunities for information exchange within supply chains and introduce new transport services that will bring infrastructure closer to the needs of the circular economy, further research requires the use of digital technologies in distribution chains. It is also necessary to raise awareness of the benefits of the circular economy, public awareness of the problems of nature and the negative consequences of the weak waste management on the environment.

The scientific base for researches, development of necessary for the real life technologies and preparation of modern experts is the Mykolaiv National Agrarian University and it's definitely causes development of the innovative activity of the enterprises of rural areas.

Dynamization of innovation activity is today one of the priorities of regional development. The current stage of the regional development of Ukraine should be a transformational step to the model of innovative economy. This goal requires a strengthening and effective implementation of innovation potential, based on the formation of effective regional innovation systems, namely: the presence of a developed mechanism for the transfer of the technology, effective innovation infrastructure, institutional structure, and the establishment of informal partnerships.

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