

The analysis shows that, together with consumers it is advisable to carry out the following activities:

- Medium and long term forecasting of emerging trends and technological progress;
- Definition of the main technical characteristics of future products and their components (setting minimum and maximum costs associated with the development and release of products, terms of manufacturing and supplying of components indicating their technical and operational characteristics);
- Analysis of possible changes of the costs, effectiveness and terms of creating innovations, alternative courses of action and possible risk;
- Preparation of detailed lists of requirements in materials and semi-finished products from aside;
- Creation of joint teams of specialists.

Thus, the author has proved that in the process of innovation changes the enterprise the enterprise, from a fairly closed, transformed into an open system ready to accept external changes and rapid contact with other similar systems and subsystems, that must be provided in the state industrial policy.

On the whole, the implementation of investigation of target marketing for industrial innovations requires researches and practical operations having an effect on market formation. The logic of development of modern enterprise leads to transferring the centre of gravity from new model of management with active usage of the main marketing elements. Further researches of this area require the implementation of the complex of specific marketing efforts with taking into consideration the distinctive features of innovation as commodity without regular bodily form of commodity.

## **INNOVATIVE TRENDS OF REGIONAL DEVELOPMENT**

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Theoretical understanding of the nature, factors, the ways of regional development is constantly expanding and become more various. Generally, economists consider the foundation of the regional economy theories and models that originate from various pioneering ideas of the founders of the theory of productive forces, such as W.Isard, A.Weber, W.Christaller, C.W.F.Launhardt, A.Lösch, A.Marshall, B.Ohlin, J.H.Th□nen and etc.

In the process of regional development considerable attention is given to regional competitiveness. Country or region can provide improvement of economic and social well-being and quality of life only if they be capable of sell more products and better quality services to other entities. We see the reasons that prevent some regions sell more products or services or sell products and services of the highest quality. At first glance it may seem that the lack of investment and entrepreneurs who have capital and are willing to invest in the development of existing or creation of new enterprises. But why the lack of investment and why they are not investors? Why are some factors to attract or retain provide more investments than others?

Such factors and reasons can be many: a bad geographical position on markets, low competitiveness of factors, shortage of skilled and educated workforce, shortage in the region of companies capable of supplying components or materials and too complex regulatory environment. One of the most obvious ways to attract investment is to increase the attractiveness of the region - improving access by increasing the workforce, improving access to information, development of transport networks.

Sometimes the problem can be solved by expanding the existing production and development enterprise. It can be provision of financial resources on acceptable terms, encouraging collaboration between research institutions and businesses to support innovation. It is through such steps could increase the competitiveness of regions and businesses.

Entrepreneurship development, especially the development of manufacturing companies that sell their products outside the region, is a key factor in ensuring the competitiveness of regions. This allows you to direct the flow of prosperity in the region and to increase revenue, improve public services. However, development of entrepreneurship alone is not enough in ensuring the competitiveness of regions. First, because of regional competitiveness involves the transformation of the region into a place where people want to live, work, invest or which they want to attend. We have to solve a wide range of not only economic but also social and environmental problems. People do not want to live in a region where no basic amenities. They leave at the first possibility, if they happen ability to improve their quality of life elsewhere.

Second, the need to ensure balanced distribution of resources between economic and social measures. Alone measures in the social sphere will not make the region competitive. Moreover, their effects will not be sustainable if the economic field will not be created resources necessary for their financing. Investment directions dictated by many factors, and decisions can be many, and they have to take into account all the realities of the region, taken together.

The first wave of industrialization, which was almost entirely associated with raw materials, therefore the regions that had coal, steel and other valuable raw materials were competitive. Labor resources and investment resources flowed here. However, in the twenty-first century investment flows and labor is influenced by other factors. Speaking more, the investment flow where available high-quality human resources, created favorable conditions for business and businessmen have access to suppliers etc. Consequently, regional preferences are increasingly dependent not on what «is in the land» but the quality of cooperation between people, the effectiveness of their work, as well as the general accessibility and convenience of the region.

Good planning, pleasant environment, high quality of life, good health care and education, stability, rule of law, transparency of public bodies – all these factors determine the competitiveness of the region, its ability for attracting new investments or holding investments already made.

A large number of regional development tools, developed by public authorities, can be used in different ways. Each of them has different embodiments in life. There is no single approach to the implementation of regional development. Some approaches may be wrong, but the right way is always a few. Firstly, regional development itself is not associated with an automatic necessity of reforming the state or its political or administrative institutions. Many countries have introduced ways of regional development that fundamentally do not require substantial modification of public or state authorities, or review of their powers. That is usually, but not always, the situation in smaller countries – Ireland, Norway, Sweden, Finland, the Netherlands – everywhere there are forms of intervention at the regional level (either directly from the government or through local institutions), but none of them required a large-scale reform of state institutions.

The processes of regional development are functional, unlike the political and administrative. Functional regional development aims mainly economic development and may not be accompanied by broader political processes like decentralization or regionalization of state. In fact, those countries that in the context of EU regional development policy have developed some ways of functional regional development generally not performed any fundamental reforms of state institutions.

However, in practice there were cases when the broader decentralization or regionalizations of state (usually for political or other non-economic reasons) were carried out simultaneously with the creation of regional structures or within the framework of such structures. In such cases, often the revision of the configuration of public investment (and occasionally tax authority), which is formed as a result of certain regional policy or even regionalization occurs. It happened in West Germany

after the war, Spain in 1981, Italy (in increasingly greater extent after 1970), Belgium (after 1980), the UK (after 1997), Poland in 1999, and, to some extent, in France after 1982 some of these countries have pursued a policy of functional regional development in one form or another, usually based on a different logic, but in-depth reform of the state led to the decentralization and regionalization.

Nevertheless, the implementation of regional development in purely economic or functional framework is quite possible. That is, in general terms, is the situation in Ukraine.

## **СУСПІЛЬНЕ ВІДТВОРЕННЯ ІННОВАЦІЙНОГО ПОТЕНЦІАЛУ РЕГІОНІВ УКРАЇНИ**

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Сучасний етап розвитку України актуалізує питання пошуку нових ефективних шляхів підвищення конкурентоспроможності як вітчизняної економіки загалом, так і безпосередньо її регіонів. Одним з ефективних напрямків досягнення визначеної мети є інноваційний регіональний розвиток, який потребує більш детального вивчення і завжди передбачає зміни у політиці його регіональної адміністрації, оскільки будь-який розвиток припускає зміни як соціального, так і економічного характеру.

Дослідженням проблематики займалися, В.П. Александрова, В.В. Важинська, Б.М. Данилишин, О.І. Дацій, С.М.Ілляшенко М.Х. Корецький, В.І. Захарченко, М.І. Крупка, В.В. Максимов та інші.

Метою роботи є визначення необхідності суспільного відтворення інноваційного потенціалу як складової розвитку економічного потенціалу регіону.

Інновація (нововведення) у регіональній економіці розглядається, по-перше, як процес – вкладання коштів в економіку регіону (міста), що забезпечує зміну поколінь техніки і технології; по-друге, як об'єкт – нова техніка, технологія, що є результатом науково-технічного прогресу [1].

Отже, інноваційний потенціал є складовим структурним елементом економічного потенціалу і представляє сукупну здатність науково-технічних знань та практичного досвіду, які має суспільство на даному етапі його розвитку для того, щоб забезпечити найбільш повне використання ресурсів економічного потенціалу. Безумовно, інноваційний потенціал сьогодні слід визначати як базовий ресурс інтенсивного розвитку вітчизняної економіки, оскільки він дозволить ефективно використовувати всі інші ресурси