

FORMATION OF STRATEGY OF INNOVATIVE DEVELOPMENT OF COMMUNITIES UNDER CONDITIONS OF DECENTRALIZATION

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Summary. The article highlights the importance of innovation as a factor in ensuring the competitiveness of united territorial communities in Ukraine. The peculiarities of the formation of the content of the strategy of innovative development of communities at the regional level and their fundamental difference from other hierarchical levels of the economic system of society are outlined. The formation of the strategy of innovative development of the united territorial communities under the influence of the existing factors is investigated and the ways of increase of efficiency of its realization are defined.

Key words: decentralization, innovative development, competitiveness, united territorial community (UTG), strategy.

Formulation of the problem. One of the main factors in the transformation of various economic entities at the municipal level is innovation, which is defined and coordinated by the relevant local government, acting as a catalyst in adapting to the ever-changing conditions of global development.

Changing the technological system, strengthening knowledge intensive production by improving the innovation climate will form the effective operation of enterprises and institutions of communities, as well as accelerate the growth of social and economic development of the region.

In geopolitical conditions and under the influence of decentralization changes that have taken place today, the issues of developing a regional strategy for innovative community development and creating effective forms of organizing the development and implementation of scientific and technological progress in regional practice are insufficiently studied.

Analysis of recent research and publications. Many works of foreign and Ukrainian scientists are devoted to the prospects of implementing the results of scientific and technical process and ensuring further innovative development: J. Schumpeter, B. Twiss, J. Keynes, P. Drucker, M. Tugan-Baranovsky, V. Geets, L. Fedulova, M. Chumachenko.

Identification of previously unsettled parts of the general problem. However, the process of decentralization has affected the economic development primarily of the regions, which in turn has influenced the formation of strategies for innovative development of communities under the influence of new factors, which currently requires research.

The purpose of the article. Research of the importance, provisions and features of the formation of the strategy of innovative development of the united territorial communities under the influence of existing factors and identification of ways to increase the effectiveness of its implementation.

Presenting main material. The main problem of forming the competitive potential of any community is the lack of innovative modernization of existing industries, which is impossible without combining financial, economic, logistical, labor resources. Therefore, innovations in the formation and strengthening of market relations are necessary to achieve high social and economic results.

The problem of development and implementation of the strategy of innovative regional development has its own fundamental features. Such features are determined primarily by the specifics of regional economies in comparison with the features of the state economy as a whole or sectoral features.

The strategy of innovative development of communities, as you know, is a complex set of interrelated goals and measures to achieve them. Such strategies include organizational and economic, technological, technical, social, environmental and other measures. When formulating a strategy for innovative development of communities, it is necessary to take into account the influence of various factors, which may include natural, economic, organizational, scientific and technical, legal, political and others.

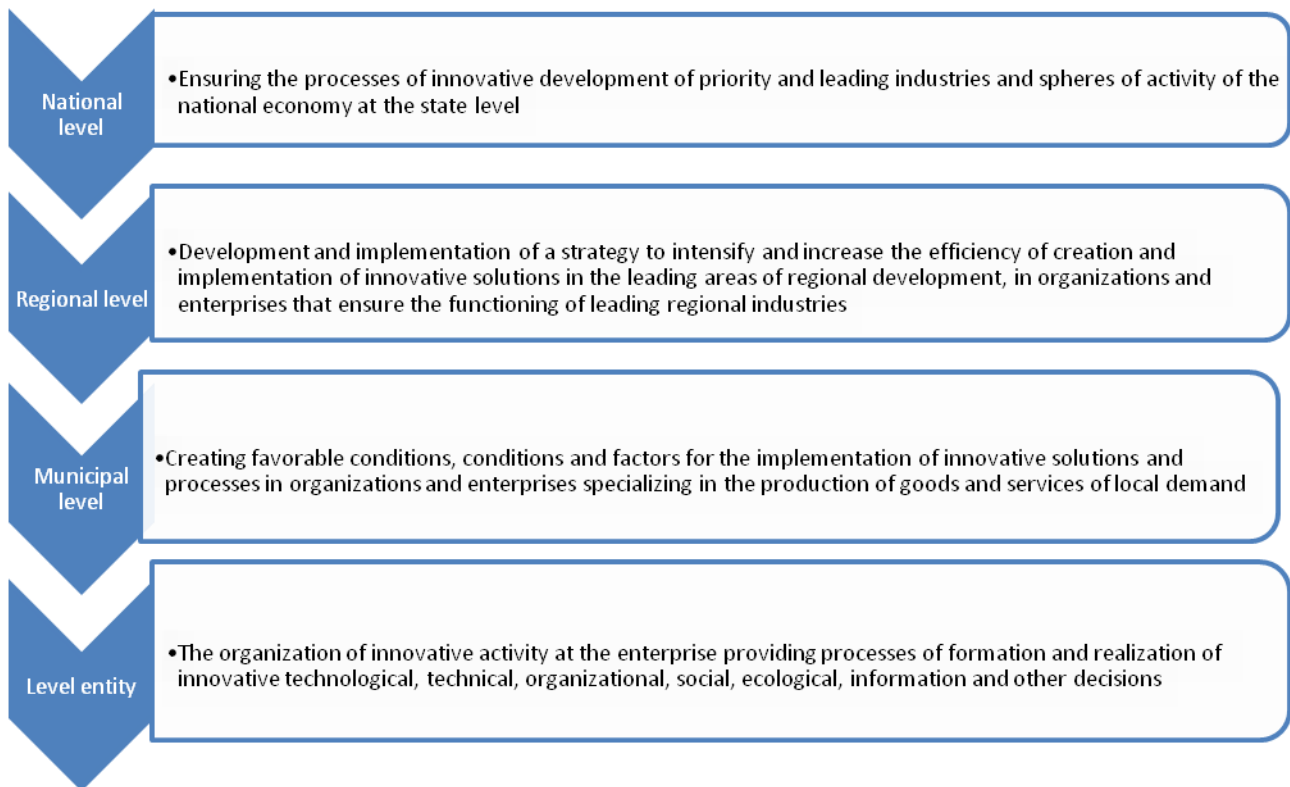


Fig.1. Hierarchical levels of innovative development of the economic system

Features of the goals and objectives of the content of the strategy of innovative development of communities at the regional level and their fundamental difference from other hierarchical levels of the economic system of society are presented in fig.1.

The main problem of development and implementation of the strategy of innovative development of communities is financial support, which can be solved at the expense of own financing by the enterprises and the organizations; financing on the basis of equity participation of enterprises and organizations involved in the process of innovative development; budget financing; international grants and programs. Therefore, one of the key tasks facing communities to implement development ideas is to expand opportunities to attract various sources of funding, including alternative. Today they are represented by: fundraising; common cost (crowdfunding platforms); donor programs and opportunities in the context of decentralization reform (grants from the European Union, grants from the United States Agency for International Development (USAID), financial assistance from international projects, etc.). [1, p.9].

Moreover, all these forms of financing the innovative development of communities in the context of decentralization should be used comprehensively.

A promising direction today is the development of endowments - trust funds intended for non-commercial purposes, which are filled through charitable contributions. Such a mechanism for financing the needs of local socio-economic development is widely used in economically developed countries. Often it is even a whole system of funds, each of which has its own strategic goal for the use of funds generated by endowments [2].

The development of a strategy for innovative development of communities should be aimed primarily at creating competitive advantages of the territory in the following areas:

- activation of economic potential of communities;

- transition to an innovative type of economic development, which provides a continuous innovation process in all areas of community activities and especially in the economy, production of new competitive products;

- ensuring interregional cooperation between local authorities in the scientific, technical and innovation spheres; The development of a strategy for innovative development of communities should be aimed primarily at creating competitive advantages of the territory in the following areas:

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- transition to an innovative type of economic development, which provides a continuous innovation process in all areas of community activities and especially in the economy, production of new competitive products;

- ensuring interregional cooperation between local authorities in the scientific, technical and innovation spheres;

- ensuring high investment attractiveness of innovative projects of the municipal economy for investors on the principles of mutually beneficial cooperation, transparency, equal accessibility for all stakeholders and organizations;

- creation of support of the innovative infrastructure of development of the enterprises of communities for maintenance of activation of innovative activity of the enterprises of small and average business.

Development in the field of innovation can be ensured not only by investing funds, but also by the opportunities of local governments and the formation of a new system of economic interaction between the subjects of the innovation process of communities.

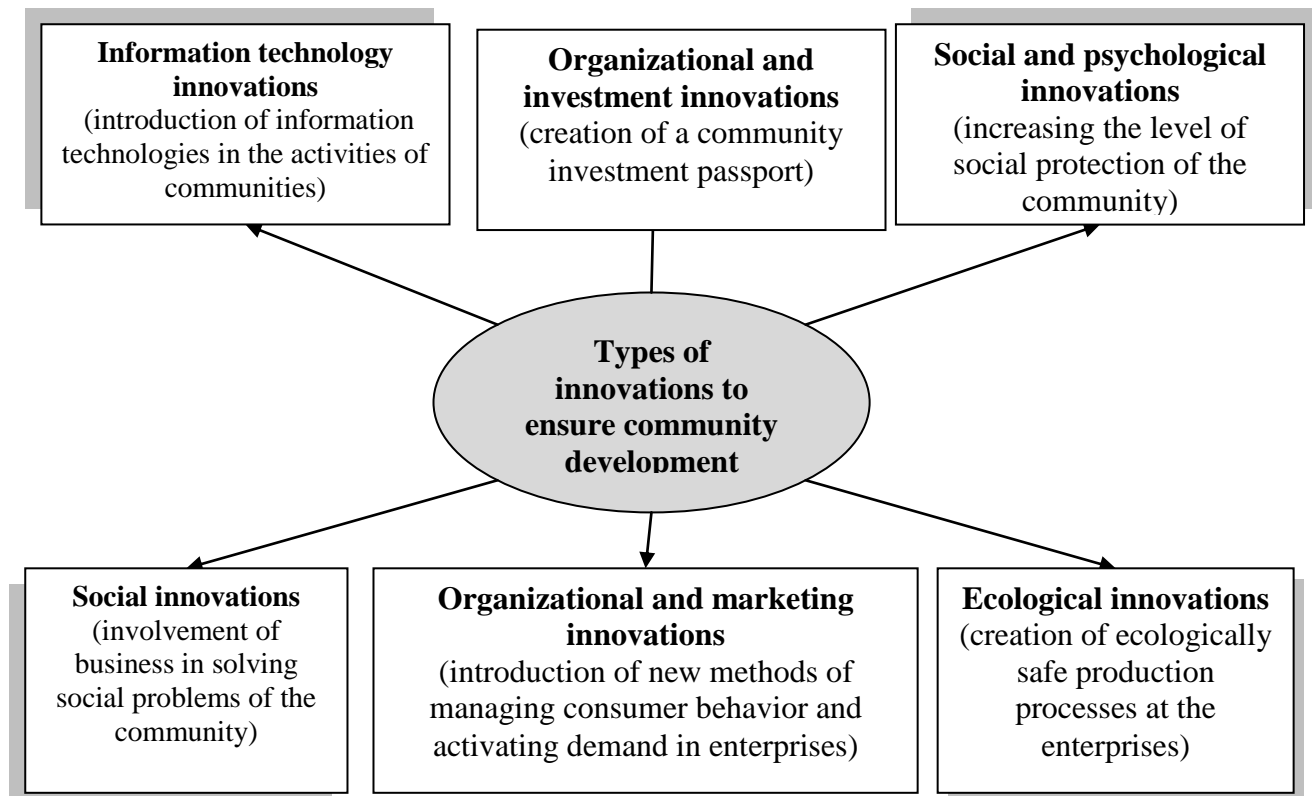


Fig.2. Types of innovations to ensure community development

The process of implementing innovations at the level of OTG can have different levels of intensity, which is manifested in the cost, effectiveness of development and implementation of scientific and technological progress in the economy depending on the characteristics and specifics of natural, economic and other conditions.

Peculiarities of innovative development at the regional level are: development and implementation of a strategy to intensify and increase the efficiency of creating and implementing innovative solutions in the leading areas of regional community development, organizations and enterprises producing high-tech basic necessities; organization of renewal, dissemination of innovations in the community.

The strategy of innovative development of communities should be built with a comprehensive overcoming of existing barriers, which in the future will allow to obtain a positive dynamics of economic processes and the effectiveness of innovation at the regional level. Therefore, important priorities in this process are: solving administrative and financial problems of business entities; reduction of tax pressure at the local level; application of preferential crediting and tax holidays for business entities that implement innovations; introduction of preferential rent; reduction of tariffs for connection to utility networks; increase budget subsidies to small businesses; increase funding for the development of local transport infrastructure; stimulating innovation and restructuring the real sector of the community economy; assistance in the implementation of programs for technological renewal of existing production; creating favorable conditions for economic recovery by removing unreasonable barriers to entrepreneurship.

Conclusions and suggestions. Innovative development of communities is a process of dynamic improvement of the model of regional economy on the basis of introduction of achievements of scientific and technical progress, constant implementation of development and introduction of advanced technologies, equipment and products. A feature of the process of innovative development of the region is the development and implementation of a strategy to intensify and increase the efficiency of creation and implementation of innovative solutions in the leading areas of OTG development, in particular in organizations and enterprises producing high-tech products; organization of renewal, dissemination and consumption of innovative solutions in the region, which will contribute to the social and economic development of communities, the region and the state as a whole.

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