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KEY OBSTACLES TO THE INNOVATIVE DEVELOPMENT OF CLUSTER-JOINED ENTERPRISES

As part of the economic policy in the regions of Ukraine, the development of clusters is becoming one of the priority directions. The development of cluster enterprises as a factor of increasing parish competitiveness is a characteristic feature of the modern innovative economy.

Clusters represent a peculiar combination of scientific, industrial and commercial structures, which, based on the use of the advantages of interaction, contribute to the formation and effective use of real competitive advantages of individual enterprises, territories, industries, and national economies in the context of the integration of world economic processes and strengthening of global competitive resistance [2].

Innovations, or innovations, act as a catalyst not only for macroeconomic development and economic growth of a cluster enterprise, but play a major role in achieving the financial goals of a commercial organization, which is a micro level relative to the regional and national economy.

Until recently, there was no comprehensive approach to the development and implementation of innovation. At the same time, the study of the implementation of innovations in the development of cluster-united enterprises should be of a comprehensive nature, implement the common goals of the enterprise's economic system, taking into account the interrelationship of all elements.

implementation of innovations.

Obstacles to the innovative development of cluster-united enterprises are divided into external and internal. External obstacles depend on the state's economic development strategy, the political and social situation, the level of competition, globalization, and the economic development of the world's leading countries. The second – with the imperfection of strategic management of business entities, lack of innovative strategies, shortcomings of operational and investment management [1].

Objective obstacles are associated with cyclical needs for investment funds, with new designs and technologies, as well as with adverse effects of the external environment; subjective factors reflect short-sightedness, mistakes and voluntarism in management. Obstacles to the innovative development of cluster-united enterprises can also be of a natural nature, reflecting climate phenomena, natural disasters (earthquakes, floods, etc.), that is, characterizing changes in the surrounding environment. And they can also be man-made, i.e. related to human activity [3].

Factors are events that are encouraging when they promote innovative development, or alarming when they increase the influence of obstacles.

Causes are phenomena or events, as a result of which obstacles and factors appear that strengthen or weaken the innovation process. The reasons are different. The objective reasons are mostly related to the cyclical needs for modernization and restructuring of business entities, as well as the need to survive in the market, when the produced products become uncompetitive. Subjective reasons reflect leadership tendencies, understanding of public needs.

Obstacles to innovative development, like innovations themselves, can be predictable (regular) and unexpected (random).

The entire continuum of possible obstacles can be divided into such types as long-term and short-term. The time factor plays an important role during the action of obstacles to the

innovative development of cluster-united enterprises. The protracted effect of obstacles is mostly complex and is often the result of inability to manage innovation processes, misunderstanding of the nature and nature of obstacles, their causes and possible consequences. The typology of obstacles to innovative development is of great importance in their recognition and overcoming, and therefore in the successful strategic management of innovative development, activities and the formation of an effective innovation strategy.

Conclusions. In my opinion, the priorities for the development of the innovative potential of cluster-united enterprises at the state level for the future should be subject to certain adjustments in accordance with the dynamic changes in the environmental conditions and the peculiarities of the functioning of business entities in it, and in the conditions of organizational crises, revolutionary internal changes may take place that lead it to a new development level.

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DEVELOPMENT OF ENTREPRENEURSHIP IN THE INNOVATIVE ECONOMY

Strategically important tasks of the national economy of modern Ukraine are the development of domestic science-intensive production, development, implementation, assimilation of innovative and informational techniques and technologies aimed at the production of competitive products. The mentioned will allow to satisfy the economic interests of production and broad sections of the population due to the implementation and multiplication of the scientific and technical potential of the country [1; 2]. Under modern business conditions, it becomes obvious that dependence on raw materials does not allow to increase the national security of Ukraine. All-encompassing technical and technological backwardness of business entities, narrowed production cycle, lack of partnership between science and business, raw material dependence on imports create significant threats to the socio-economic security of the state and make its innovative path of development impossible [3–5].

Trends in the development of the national economy testify to the increased influence of innovative activity on the intensity of economic development. In the world market, the products of intellectual labor have a higher value compared to other spheres of economic activity. Market requirements dictate the need to create conditions for broad stimulation of innovations, strengthening of innovative activity. The world experience of innovative development shows that innovations are the optimal way of scientific and technical rearmament, enrichment of the population and gradual diversification of production [4; 5]. Therefore, an "explosion" of innovative activity, which is able to implement effectively functioning entrepreneurship, becomes necessary. It is entrepreneurship that can provide an innovative economy of the future,