



DEVELOPMENT OF INNOVATIVE ACTIVITY IN AGRICULTURAL PRODUCTION OF UKRAINE

 **TEADMUS**
INNOVATION FOR SCIENTISTS

2022

**DEVELOPMENT OF INNOVATIVE ACTIVITY
IN AGRICULTURAL PRODUCTION OF UKRAINE**

Monograph

Tallinn

Teadmus

2022

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Development of innovative activity in agricultural production of Ukraine / Talavirya M.P., Zbarsky V.K., Bakun Y.O., Aleksandrov D.E., Polyukhovych V.S., Yarema L.V. Monograph. Tallinn: Teadmus OÜ, 2022. 184 p.

ISBN 978-9916-9813-0-6

The monograph examines the scientific and methodological principles of innovation in agro-industrial production. The state and the organizational and economic mechanism of innovation activity are determined. Further directions of innovative development of Ukraine are substantiated. An innovative strategy for the development of agro-industrial enterprises has been developed. The assessment of the economic efficiency of the innovation strategy with the use of quasi-rent has been improved. The efficiency of innovations in industrial poultry farming is determined. The innovative development of oil production is studied. An assessment of the effectiveness and risks of innovative projects in priority development areas. The directions of state support for the development of innovative entrepreneurship in agro-industrial production are substantiated. The mechanism of organization of information support for the development of agro-industrial enterprises has been improved. For scientists, teachers of higher educational institutions, specialists in the field and economic profile.

INTRODUCTION

The modern system of dissemination of market and scientific and technical information, introduction of scientific developments and advanced technologies does not correspond to new production relations. This problem was especially acute during the land and economic reforms. There was a large number of newly created formations of the market type, a significant amount of production is produced in the personal farms of peasants. They have to provide themselves with equipment, seeds and other resources, to master the secrets of agricultural technology, production organization, and other components of land management. However, they do not receive thorough assistance in matters of qualified management and, as a result, the level of management is declining. Therefore, it is necessary to restructure agricultural science in accordance with the needs of today, to find ways of active and direct participation in the production process. We need a state system of consulting services, promotion and implementation of scientific and technological progress in agro-industrial production.

The effective process of innovation development is hampered by the following reasons: poor adaptation and low innovation activity of agro-industrial enterprises; unsystematic implementation of innovations; lack of complexity of innovation development; imperfection of the economic mechanism for managing innovation processes; lack of highly qualified innovation managers with experience in promoting innovation in agro-industrial production (API).

Given the importance of direct public funding and management of innovation in market conditions, it is necessary to use internal mechanisms, when the interaction of levers and incentives of economic activity between the participants in the process is based on competition.

Under such conditions, the development of scientific principles of an effective system of innovation in APV becomes especially relevant. This problem has attracted the attention of domestic and foreign researchers. Thorough research of various aspects of innovation development and efficiency of innovations was carried out in the works of foreign scientists: Z. Rumyantseva, B. Santo, A.

Strickland, B. Twiss, A. Thompson, E. Utkin, R. Fatkhutdinov, J. Schumpeter, Yu. Yakovets, domestic scientists: VM Geets, MV Gladiy, VI Zakharchenko, OV Crystal., П Лукинов, С.М. Рокропівну, Р.Т. Sabluk, L.I. Федулова, М.Г. Chumachenko and others. M.Ya. paid attention to the problems of state regulation, material, financial, information support of innovation activity and development of innovative entrepreneurship in agro-industrial production. Demyanenko, MI Kisil, M.Yu. Kodenska, M.Kh. Koretsky, M.F. Kropyvko, MI Krupka, M.J. Malik, G.M. Podlisetsky, MA Sadykov and others.

But these researchers did not consider innovation as an independent socio-economic subsystem at the level of commodity-money circulation with a specific commercial type of economic relations within the innovation process. Therefore, the problems of developing the main directions of increasing the efficiency of innovation were insufficiently developed, practically not considered in the complex, which led to the lack of long-term concept of innovation market and innovation development APV and innovation policy strategy.

This monograph is devoted to solving current problems of innovative development of APV.

SECTION 1

SCIENTIFIC AND METHODOLOGICAL FUNDAMENTALS OF INNOVATION IN AGRICULTURAL PRODUCTION

1.1. Economic meaning of the concept of "innovation" and classification of innovations

In highly developed commodity-money relations, innovation is seen as a basis for increasing the competitiveness of agro-industrial production, strengthening market positions, developing new areas of application, ie as an active means of agribusiness. Therefore, any successfully functioning agro-industrial enterprise that seeks to maintain a monopoly position in the market should pay special attention to the development and implementation of an effective innovation strategy.

The study of innovation as an organic part of the strategy of agro-industrial enterprise development should begin with clarifying its scientific, technical and economic essence through the content of such concepts as "innovation" (innovation), "innovation process", "innovation life cycle". It is also worth classifying innovations.

There are many definitions of "innovation" in the scientific literature, which often differ from each other. Thus, the analysis of the economic literature shows that, based on the goals and specifics of the object under study, there are at least two approaches to determining the essence of innovation. Some scholars and experts argue [68, 178, 198] that innovation is an idea, practice or product that is perceived by the individual as new, and, according to A. Thompson and others [275, 277, 302], innovation is generating, adoption and implementation of new ideas, processes, products and services. That is, in one case, innovation is the result of a creative process in the form of new products (techniques), technology, method, etc., in another - the process of introducing new products, elements, approaches, principles instead of existing ones.

The first classical definition of innovation was proposed by J. Schumpeter, who introduced into scientific circulation the concept of "implementation of new combinations". According to J. Schumpeter [300, p.159], new combinations are a change in production and market in the following cases:

- making a new, ie still unknown to consumers, good or creating a new quality;

- introduction of a new, ie for this branch of agro-industrial production still practically unknown, method (method) of production, which is not necessarily based on a new scientific discovery and which may also consist in a new way of commercial use of the product;

- development of a new market, ie a market in which this branch of agro-industrial production of this country has not yet been represented, regardless of whether this market once existed or not;

- obtaining a new source of raw materials or semi-finished products, regardless of whether the source once existed or was simply not taken into account, considered inaccessible, or planned to be created;

- carrying out appropriate reorganization, for example, ensuring the monopoly position or weakening the monopoly position of another enterprise.

From this definition follows the technical, economic and organizational nature of innovation. According to J. Schumpeter, the subject of innovation can be a product, production process and organizational processes. The most characteristic feature of innovation is the implementation of change. In this case, J. Schumpeter uses the expression "new" and emphasizes that we deal with innovation only when new products are introduced, new technology and so on.

The effectiveness of the interpretation of the term "innovation" leads to a shift in concepts, which complicates the process of achieving a certain goal. This, in turn, leads to different approaches and understandings of the effectiveness of innovation.

The supporter of the first approach to the definition of innovation is RA Fatkhutdinov, who understands it as "the end result of the introduction of

innovations to change the object of management and obtain economic, social, environmental, scientific, technical or other effect" [285, p.17]. According to G.D. Kovaleva, innovation is "the end result of innovation, in the process of which innovations are created (purchased) and used" [187, p.33].

Many researchers believe that innovation should be seen as a process of changing the state of an object (system). In particular, Academician F. Valenta defines the concept of "innovation" as "a change in the original structure of the production organism, ie as the transition of its internal structure to a new state" [47, p.21]. Unlike many experts, F. Valenta considers innovation to be a change with both positive and negative socio-economic consequences. The authors L. Vodachek and O. Vodachkova consider innovation as a "target change in the functioning of the enterprise as a system" [47, p.21]. Yu.V. Yakovets argues that innovation is a "qualitative change in production" [306, p.95]. A.I. Prigogine defines innovation as a "purposeful change that introduces new relatively stable elements into the implementation environment (organization, settlement, society, etc.). Innovation is ... a process, ie the transition of some system from one state to another "[259, p.29].

According to the definition of VN Lapina, innovation or innovation is a complex process of creating, disseminating and using a new practical tool (innovation) for a new (or to better meet an already known) social need, at the same time it is a process associated with this innovation in the social and material sphere. which is its life cycle "[204, p.23].

The disadvantage of the above definitions is, in our opinion, that they identify innovations, firstly, with the results of their practical use in the reproduction process, and secondly, with the actual innovation process.

Interpretation of the term "innovation" as a process determines the understanding of the effectiveness of innovation as the presence of innovation processes in the agro-industrial enterprise, ie the process and result are identified.

Some authors see innovation as a new application of scientific and technical knowledge that ensures success in the market. This approach is also shared by a

TABLE OF CONTENTS

Introduction	3
Section 1. Scientific and methodological principles of innovation in agro-industrial production	5
1.1 . Economic meaning of the concept of "innovation" and classification of innovations .	5
1.2. Analysis of the innovation process and innovation life cycle	17
1.3. The essence and organizational and economic mechanism of innovation	25
Section 2. Improving the economic mechanism of the mechanism management innovative activity in agro-industrial production	37
2.1. Methods of forming an economic mechanism for managing innovation	37
2.2. Optimization of the economic mechanism of management of innovation processes	53
Section 3. Innovative development strategy agro-industrial enterprises	70
3.1. Concepts and typology of innovation strategies	70
3.2. Quasi-client as a criterion for the effectiveness of the innovation strategy of agro-industrial enterprises	80
3.3. Methodological aspects of improving the process of forming an innovation strategy	75
Section 4. Development of a mechanism for optimizing the innovation strategy of agro-industrial enterprises	86
4.1. Reserves for improving the effectiveness of innovation strategy	97
4.2. Redistribution of quasi-rent as a factor in optimizing innovation strategy	98
4.3. Improving the assessment of the economic efficiency of the innovation strategy using the quasi-rent	109
Section 5. State support for the development of innovation in Ukraine	123
5.1. State support for the development of innovative entrepreneurship	123
5.2. Information support of agro-industrial production	129
5.3. Improving the mechanisms of state regulation of the development of new technologies and high-tech agro-industrial production	143
Conclusions	158
List of used sources	163

Scientific Edition

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Publisher

Teadmus OÜ

Tallinn, Estonia

teadmus.org