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INNOVATION AS A FACTOR OF ECONOMIC DEVELOPMENT

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The relevance of the article is determined by the need to develop theoretical provisions to increase the sustainability and efficiency of industrial development based on innovation, that is, on the knowledge economy. This is especially important in conditions of limited economic resources and insufficient use of scientific and technological achievements.

***Keywords**: sustainability and efficiency of innovation, industrial development, economic resources, extensive factors, world economy.*

ИННОВАЦИИ КАК ФАКТОР ЭКОНОМИЧЕСКОГО РАЗВИТИЯ

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Актуальность статьи определяется необходимостью разработки теоретических положений для повышения устойчивости и эффективности промышленного развития, основанного на инновациях, то есть на экономике знаний. Это особенно важно в условиях ограниченных экономических ресурсов и недостаточного использования научно–технических достижений.

Ключевые слова: *устойчивость и эффективность инноваций, промышленное развитие, экономические ресурсы, экстенсивные факторы, мировая экономика.*

Today, the extensive factors of development are almost exhausted, and it is necessary to increase the efficiency of the national economy on the basis of qualitative improvement of factors of production, that is, on the basis of comprehensive use of scientific and scientific achievements, technological development. The country's competitiveness and its role in the world economy depend on the successful implementation of innovation policy.

The purpose of the article is to develop theoretical rules and recommendations to ensure sustainable development of the industry based on the transition to an innovative path of development.

To achieve this goal, the following tasks were set:

– generalization and systematization of the basic theoretical principles related to the sustainable development of industry and the country's economy as a whole;

– consideration of ways of state regulation of effective economic growth in industry;

– demonstration of the need and main directions for the formation of a national innovation system;

An analysis of local and foreign literature has shown that the level and dynamics of development of the innovation industry is a key factor in economic growth for most countries. Consequently, today the country's place in the world arena is determined not by the abundance of labor and natural resources, but by the quality of human capital, the level of education, the practical application of knowledge and innovative activities, national economy.

In the modem economic dictionary, "innovation is innovation in the field of technology, technology, labor organization and management, based on the use of scientific advances and best practices, as well as the use of these innovations in various fields and industries." J. Shumpeter means new products, new technologies, new forms of organization of industrial production, opening of new markets through innovations.

In our view, innovation is an innovation that is introduced into production and acts as a factor of intensive economic growth to achieve economic, social, environmental, scientific and technical or other types of effects.

News in economic analysis is fundamental, decisive, viz. those that radically change the nature of the production process or allow the release of a product previously unknown in the market, and only small products that change the shape of the product or any process.

Thus, innovative activity consists of two stages: the first involves the acquisition (or creation) of innovation, and the second – its implementation. Therefore, such activity of an industrial enterprise (and society as a whole) can only be called innovative, involving the implementation of these two stages and causing economic and other types of impacts.

The total resources (labor, material, financial, scientific and technical) used for innovation in industry constitute the innovative potential of the industry. Innovative activity is not a goal, but a means of expanded reproduction of the country's economy and increase its efficiency.

The study of theoretical approaches to understanding innovation allows for a comprehensive classification.

The “Level of Innovation Utilization” classification feature indicates opportunities to use the latter. For example, the development of a new system of remuneration of public sector workers, which is closely linked to the final results of labor, is a novelty at the national economic level, and new progressive forms of labor organization in industry are innovations in the industry.

The “Criticality Level” classification criteria suggest that innovations should be categorized according to their use of scientific knowledge and their impact on economic development. For example, radical innovations are associated with fundamental discoveries, the results of which are applied in various areas of social activity. In turn, systemic innovations are also based on scientific research, but the scope is limited. As for modifying innovations, here we are only talking about improving technology, technology and work organization.

The classification feature "Area of Innovative Activity" describes the implementation of innovations in the economic, technological, technical, production and marketing spheres.

The classification feature "Impact of Innovation" reflects the impact of the introduction of innovations on the performance of enterprises, industry and the country's economy as a whole. The effect of innovation can be technological, financial, scientific, technical, social, environmental, marketing or integral.

The following main types of innovations in the industry can be distinguished:

– innovation of products (works, services);

– innovation of technological processes or technological innovation;

– organizational innovation;

– social innovations.

1. Product (service) innovation is the creation of a new product or service that increases the competitiveness of the enterprise and society as a whole.

2. Technological process innovation or technological innovation is a process of renewing the production capacity of an innovation entity aimed at increasing efficiency and saving resources, which in turn leads to increased profits, improved safety measures, environmental protection measures and introduction of new information technologies.

The issues of managing the innovative development of the economy are complex and controversial, as they affect the interaction of several parties – the state, venture capital firms, scientists and inventors, and universities. In order to prioritize the knowledge economy as the main driving force of modern society, it is necessary to create an integral, complete and at the same time mobile and evolving strategic system and mechanisms for the commercialization of new technologies for the innovative development of the country.

Today, most industrialized countries hope for long–term sustainable economic growth with the transition to an innovative way of development, the latest achievements of industry, the economy in general, science and technology – information technology, biotechnology, new materials, resources and is characterized by a wider use of nature–saving technologies. Therefore, increasing the innovation sensitivity of enterprises and the economy as a whole is one of the main tasks of a modern industrialized state.

Due to the limited resources available to society, each level of technology achieved is characterized by a specific curve of production capacity. Any attempt to meet one social need in an efficient production environment leads to a decrease in the ability to meet another need.

One must sacrifice one thing for the other, that each point on the curve corresponds to a certain degree of satisfaction of existing social needs with the fullest possible use of all the resources and scientific and technical achievements at the disposal of society. Any point in the coordinate plane of the curve indicates that the production efficiency is insufficient. It is impossible to reach the top without additional resources or new, advanced technologies. Is it still possible to break the production capacity curve and how? Obviously, this will require finding new resources or increasing the efficiency of the resources currently involved in production.

The first method seems very problematic today. Wars to rebuild the world, I hope, will never be repeated. The era of great geographical discoveries, unfortunately, is already over – there are almost no gaps left on the map of our planet. The chances of finding new large deposits of minerals are also small – almost everything possible has already been discovered, but of course there are reserves to increase the efficiency of mining. But this, in turn, requires a large amount of additional investment. We can only hope for the second way – the path of intensive technological development that humanity has advanced in the last three centuries. From the second half of the 18th century. there is a clear link between the state of the economy and the emergence of new industrial technologies.

According to many scholars, including N.D. Kondratyev, D.S. Lvov, S.Y. Glazyev argues that any change in the parameters of the technological order leads to certain changes in economic indicators, dealing with the problems of interrelation of technological order change and design change, this together changes the whole structure of industry sector of the economy.

Technological structure as an economic category is a set of technologies used at a certain level of production development and at a certain stage of economic development. The change in these structures reflects the laws of the cyclical nature of economic development.

In the works of S.Y.Glazyev and the technological structure of D.S. Lviv is presented in the form of "serial replacement of large complexes of technologically interconnected industries". The period of intensive development of the technological paradigm is about 40–60 years, the whole life cycle is a century, and the degree of change of the paradigm depends on scientific and technological progress.

To date, there are many studies that consider cyclicality as a universal law of economic and social development. As part of the macroeconomic structure, the structure of the industrial sector of the economy also develops under the influence of cyclical fluctuations, in the works of S.Y. Glazyev, A. Toynbee, D. Taylor.

Soviet economist long wave theory created by N.D. Kondratyev has been interpreted by various economists in terms of value, labor, overall social and innovative and technological aspects. The latter approach is most appropriate for the study of structural changes in the current stage of economic development, as it allows to identify internal and external factors of changes in industrial structure, as it is cyclical in the economy of the industrial sector under the decisive influence of innovation and technological factor scope of dynamic processes.

The date of the beginning of the cycle is often associated with the growth of economic activity, economic recovery, which are associated with the development of new technologies and the emergence of new industries in the structure. For some economists, the origin of cycles is related to the effect of their shortening.

For example, V.L. Baburin predicts that with the growth of scientific and technological progress, the process of compressing the waves will intensify, and they will last for a period of 40 years. Differences in the authors 'assumptions about the duration of cycles are often related to the indicators used for analysis, as well as to the countries in which the calculations were performed.

Scientific and technological progress, which is a changing process in itself, as a key factor in changing the technological order, contributes to the emergence of crises in certain economic and technological conditions. The emergence of the crisis will not only lead to the drying up of old industries and types of production, but also the formation of new ones, which will serve as a carrier of scientific and technological progress.

Scientific and technological progress can be considered as a factor in changing the structure of the economy, including the configuration of industrial structure and technological order. Kondratyev considered NTP to be an internal element of the cycle, not an external one. That is, the change in the cycle is determined not by the discoveries themselves, but by their relevance, but it occurs at a time when these technologies are obsolete and investments in them are useless.

Another well–known researcher, A.A. Bogdanov sees the crisis as the basis for the change of economic cycles, which is seen as a factor that disrupts continuity and leads to the transition of the system to a new state or its extinction. According to his theory, a boundary layer is formed at the cracks of the two systems, which then occupy adjacent layers during the diffusion process.

The main factor that led to the emergence of a new technological order is scientific and technological progress, which is inextricably linked with such a category as innovation, we consider the latter as the starting point for the formation of a new technological order.

The wave of innovations emerging in space is changing the structure of the industrial sector through changes in technological and network components. Thus, under the influence of the innovative component, an increase or decrease in production is observed in the industrial sector of the economy.

The curves of the technological structures intersect at a certain point, which is due to the smoothness of the process of transition from the old structure to the new, and the boundaries of the structures are blurred. This confirms S.Y. Glazyev's words. "there may be multiple technology orders at the same time over a period of time." Fifth, with the emergence of a new sixth within the framework of the activities of the structure that has not yet disappeared, the current rules confirm this.

The technological order that exists today began to become an integral reproductive system in the 1980s. XX century. The upward wave of the fifth Kondratieff cycle ended in 2005 and today the world economy is in a phase of depression expected to end in 2017. The basis of this

technological paradigm is the production of software, computers and information processing technologies, microelectronics, automation and communication equipment. According to the predictions of some scientists in the second decade of the XXI century. developed countries move to the formation of the sixth technological order. By this time, a reproductive system will be formed for the new technological order that is currently being installed.

According to experts, the formation of a new technological order will lead to a further intellectualization of production in the economy, the transition to a continuous innovation process in most industries, as well as the process of continuous education. "The final process will be the transition from a 'consumer society' to an 'intellectual society', in which the requirements for quality of life and the well–being of the living environment are crucial."

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STRATEGIC PLANNING IN THE DIGITAL ECONOMY

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The relevance of this article is determined by the need for innovations in the field of strategic planning, the introduction of digital technologies to improve efficiency in the field of economics In the planning process, it is necessary to take into account not only the current activities and opportunities to increase the potential of the enterprise, but also the cyclicity associated with economic, technological, product and organizational stages of production. enterprise development.

Keywords: *nature of strategies, type of structures, planning and control procedures, management system, efficient use of resources, strategic planning, digital economy*

СТРАТЕГИЧЕСКОЕ ПЛАНИРОВАНИЕ В ОБЛАСТИ ЦИФРОВОЙ ЭКОНОМИКИ

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Актуальность данной статьи определяется потребностью в инновациях в области стратегического планирования, внедрении цифровых технологий для повышения эффективности в сфере экономики. В рыночных условиях каждое предприятие (фирма, корпорация, товарищество, комбинат, фабрика) представляет собой открытую производственно–техническую систему, связанную определенными отношениями с внешней средой.