

СЕКЦІЯ 3. ТРЕНДИ ІННОВАЦІЙНОГО ВЕКТОРУ РОЗВИТКУ РЕГІОНІВ. ІННОВАЦІЙНЕ ПІДҐРУНТЯ ІНТЕГРАЦІЇ УКРАЇНСЬКОЇ ЕКОНОМІКИ У ЄВРОПЕЙСЬКЕ СПІВТОВАРИСТВО

CHARACTERISTICS OF INDUSTRIAL INNOVATIONS IN THE REGION

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During the implementation of innovation and appearing of it on market, it is necessary to be clear in positioning it. Segmentation – a process of dividing consumers on certain groups that differ in consumer preferences. You can select the following principles of segmentation the market of scientific and technical products:

- Regional;
- Product-sectoral;
- Functional;
- Disciplinary;
- Problematic.

We consider that Regional principle involves dividing the market into separate regions of differing requirements for scientific and technical products. Regional division is quite important for the market of innovations, since regional consumers of innovations in many industries, and especially in industry of final products, are distinguished by their customer requirements. With this principle of segmentation both domestic and international aspect should be taken into consideration. In addition to it, for scientific and technical products, it is important to take into consideration the geographical location of direct consumers, results of scientific research and development activities itself and products made from them.

If we talk about the scientific research and development activities than in this aspect our opinion is important to consider:

- Overall scientific and technological level of the region, the level of qualification of engineering and technical personnel of the enterprises in the region;
- Competition from the scientific and technical organizations located in the region;
- Competitive technologies of other countries in the region.

Product-sectoral principle is especially important for multi-STO, working for different sectors, as well as the STO producing scientific and technical production of multi-purpose. In general the following sectors can be highlighted: fuel energy,

machinery, chemical industry, metallurgy and other branches of the production sector, health care and other non-production sectors. Within each of these groups, there are many subsectors, set of which is specific for each STO.

The *functional* principle is that consumers of science and technical products can be grouped by the functions they perform. The concept of function is broader than the concept of product or technology. For example, automobile factory, factories for the production of commuter trains and electric forklifts, subway cars and trolleys are producing a variety of products, which refer to the different sectors and subsectors. They all share one feature - moving of cargoes. STO can work on specific projects, such as electrical equipment for subway cars or can cover a variety of projects united by a common function.

Disciplinary principle suggests that consumers of innovations can demand the research in specific disciplines. For example, such as mathematics, physics, chemistry, biology and others. Consumers of the same disciplinary research will produce a variety of projects, perform dissimilar functions. Common for them will be interest in particular disciplines.

The essence of the *problematic* principle is that the scientific problems are usually interdisciplinary. The same scientific problems may be interesting for various customers. For example, the problem of superconductivity, artificial intelligence and others have cross-sectoral cross-functional application.

Marketing of contract researches involves figuring out the influence on the market, primarily of two factors - technological progress and the needs of end users. Customers of contract researches are enterprises of different industries, but the largest part of them is high-tech production: biotechnology, chemistry, electronics, etc. The need for contract research for the client appears from the fact that their conducting will allow them to:

- Expand their knowledge about the technology and its capabilities by bringing intellectual potential of the author and with the help of this to get high quality product;
- Provide cost reduction by eliminating the costs arising from the transfer of technology, in case of purchasing the license;
- Obtain new opportunities of sales due to assistance of the contractor from the use of his links and information;
- Reduce the level of competition by attracting a competitor as a contractor (the division of segments of the market, development of industrial cooperation, etc.);
- Take into consideration features of the enterprise, features of the region and the industry to which they belong.

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.