The influence of globalization processes on formation of innovative environmental policy of the enterprise.

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ABSTRACT

The current state of the industrial complex and the construction industry is characterized by the lack of innovative opportunities to produce products conforming to market conditions, and a low proportion of financial resources makes it impossible to carry out scientific research and new developments that significantly reduces the investment activity of investors. In the article the theoretical and methodical principles are developed and substantiated and practical recommendations for creation of investment opportunities and development of domestic enterprises with ensuring their competitiveness are given.
1. Introduction.

After two and a half decades of unsuccessful economic restructuring and modernization of the economy, it is quite easy to proclaim the need for innovative changes in production and economic systems. Currently, most economists see this as a necessity and inevitability, however, rather slowly domestic enterprises adapt to the needs of rationalism, globalization and integration into the world community.

Proceeding from the experience of economically developed countries, one can safely note that the implementation of the achievements of scientific thought in the sphere of practical use is carried out by diversified efforts of a significant number of enterprises of various forms of ownership and different fields of production. The role of an industrial enterprise in the implementation of innovation processes depends on the size of business structures, the available resource potential of different nature and its ability and readiness for change and innovation.

The consequences of the imbalance between the stages of the innovation process during the implementation of innovation activities, as well as the imbalance of those or other works at each stage, are significant, and at best, manifested in the inefficient use of resources of different nature and different types. The most optimal will be the relationship between the production and economic systems that are actively engaged in the implementation of their own research and development, and the results of scientific and technological progress with the use of them in the enterprise, when the number of developed inventions, technical solutions, ideas will meet both the capabilities of the enterprise and their readiness. Considering the possibility of introducing innovations using the internal and external sources of investment, it is advisable to implement them with a cost-effective condition for the enterprise. The analysis of reserves for improving the effective operation of industrial-industrial systems and the question of using the reserves of innovation in enterprises of the industrial-construction complex and its ability to innovate should become one of the prerogatives of the effectiveness of the national economy and the global development of society as a whole.

2. The main part.

It should be noted that, against the backdrop of modern globalization processes and the transnationalization of production, the economic and technological development of production-economic systems makes it necessary to carry out innovative changes and increase their competitiveness. Enterprises of the industrial complex are chronically lagging behind a significant number of macroeconomic indicators from most countries of the world, which causes extremely slow economic
development of the latter and their level of competitiveness, as opposed to the developed countries of the world, widely used as innovative potential and innovative capabilities of enterprises forming a highly industrialized society. Therefore, when forming an effective innovation strategy, national enterprises are faced with a significant number of destructive factors and obstacles to its implementation.

One of the main destructive factors of innovation implementation is the low level of readiness of industrial-production systems, lack of financial resources, investment resources, low level of motivation mechanism and the dominance of low-tech industrial production. However, this rather pessimistic picture overlaps with the example of the existence of a number of enterprises, which not only managed to survive in the face of constant threats and unstable financial and economic fields and adapt to new economic conditions, but also became one of the leading in Ukraine. It can also be argued that domestic enterprises, depending on the form of ownership and formations, are capable of succeeding in understanding their own business environment skillfully using their internal potential both for national competitive advantages and for global competition.

Therefore, it can be argued that in Ukraine, "the activation of the transformational institutional and innovation-investment activity of industry with a positive influence on its volume and structure of production, acceleration of the integration of the industrial complex into world production" has not been carried out in Ukraine today [124]. At the state level, measures have been developed to implement structural policies, and the effective formation of industrial products, in accordance with the needs of the market, the balancing of production capacities, which would ensure the rapid development of science-intensive industries; formation of new activities; expanding the range of low-cost environmental and economic products for industrial and construction purposes and creating new productions of science-intensive innovative products.

Due attention should also be paid to monitoring and researching the choice of types of groups that are most effective, enduring, less vulnerable, adapted to a changing environment and destructive factors that significantly disturb the balance of the latter.

If the analysis shows the availability of reserves, then the stage of realization of the revealed reserves becomes logical, and the whole-oriented work of the search and implementation of the integrated use of reserves will increase the efficiency of the innovation activity of the production-economic system, and the innovation process itself may vary significantly in content and factors that can directly affect the volatility innovations and their resulting effect.
In the conditions of an innovative solution and the readiness of the production-economic system to innovate, the following equality must be fulfilled for the analysis:

\[ \Pi_{\text{ID}} = \Pi_{\text{IBP}} + \Pi_{\text{PB}} + \Pi_{\text{PEE}} + \Pi_{\text{PC}} \]  

1

\[ \Pi_{\text{IBP}} = I_{D} + P_{PK} + I_{\text{PPP}} \]  

2

The share of real use of the results of innovation activity can be determined by the ratio:

\[ I_{D} / \Pi_{\text{IBP}} \]  

3

The share of industry innovation should have the following form:

\[ I_{D} / (I_{D} + P_{PK}) \]  

4

If the analysis revealed a presence in the production-economic system of reserves, then the latter has all the possibilities to introduce innovation changes.

Currently, in order to have a clear idea of the readiness of the system to innovate, it is expedient to allocate reserves related to economic efficiency in order to provide innovative opportunities and make radical changes. That is, it is necessary to conduct not only a predictive assessment of the economic effect of the proposed innovation, but to compare it with actual effectiveness after receiving innovations.

As the experience of making managerial decisions for the creation of any kind of formations, associations is evidenced by the urgent issue of solving the scientific and practical and organizational and economic task of the expediency of incorporation of the production-economic system and the identification of the conditions for the consequences of the implementation of the integrational choice of the state with adaptation to the world community and obtaining appropriate competitive advantages. At the same time, it is necessary to weigh the expediency of the implementation of this policy, taking into account the resulting consequences and risks of threats to national economic interests using the technology of evaluation - forecasting the existing system (grouping) with adaptability to the innovative type of production.
Fig. 2. Integration of the goals of innovative development of construction enterprises into strategic programs of socio-economic development of Ukraine
We propose to visualize the interdependence and influence of the goals of innovative development of enterprises of the industrial and construction industry to the strategic programs of socio-economic development of Ukraine (Fig. 2).

Any business education is formed in order to obtain the desired effect for both own business and the economy as a whole, and therefore we can recognize that only under such conditions one can speak of the achievement of the dynamic balance of a complex system in the conditions of the European choice of the state. In addition, we will certify that the internal organization of the group itself must adhere to certain rules or conditions that restrict the opportunistic behavior of the subsystems and employees. Therefore, it is believed that when creating any business structures, both transformation costs and transaction costs are saved, and if the economic effect is achieved, one can state that the strategy of the production-economic system that is being transformed in accordance with the state's development strategy is rightly chosen.

We can state the following: the general principle of effect assessment can be expressed in the difference of the estimated value of the company before the transaction and after the changes. In our opinion, the most effective changes in the conduct of business can be both absorption and a combination of forces and capabilities that are functionally complementary given the current state of production and economic systems in terms of their status of fixed assets, financial capabilities, innovative capabilities and readiness to various kinds of changes.

Also, the positive effect of synergy for which a corresponding group is created is desirable, this effect needs to be identified, calculated and managed using the technology of management of the business portfolio of the created group, as it directly affects the value of the business. As for practical research, it is usually not possible to calculate the effect of the current activity, and the result may be negative and the system will suffer losses and the business will lose its value.

In order for a functional education to be stable, the decision on integration should be optimal, meaningful for this education, that is, a positive economic effect should be achieved, but if not for a positive effect, we can have a systemic risk source and eventually a partial or complete loss of business.

According to the statistics of international organizations, Ukraine ranks second to last in terms of the share of research and development expenditures in GDP, which is directly characterized by low innovation activity of enterprises of almost the whole sector of the economy, and the industrial complex is not an exception. The lack of funding for innovative activities makes it impossible for modern enterprises of the industrial complex to produce competitive products in accordance with the needs of world markets, which directly affects the financial sustainability of enterprises and the absence of mechanisms for further existence / development.
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The state should create mechanisms for state regulation of innovative development of enterprises, which will become an indicator of the development of enterprises and will encourage investment inflows.
At the moment, the investment climate in Ukraine remains problematic from the standpoint of a foreign investor, and above all, investor protection and confidence in the creation of a legal investment field for the active work of the latter.

Here is a breakdown of enterprises engaged in innovation activities for 2014–2016 by types of economic activity.

![Fig. 4. Distribution of innovative enterprises for 2014–2016 by types of economic activity](image_url)

Figures illustrate. For 2014–2016, the share of enterprises engaged in innovation activity, according to the recommended types of economic activity, amounted to 18.4%, including technological innovations - 11.8% (5.7% - food products and 10.3% - process), non-technological ones - 13.4% (8.7% - organizational and 10.2% - marketing).

It should be noted that there is a direct link between the size of the enterprise and its level of innovation, since for the introduction of innovations it is necessary to have a certain number of personnel involved in the implementation of research and development, leading to the introduction of innovations. Accordingly, the highest share of both technologically active and non-technologically active enterprises was among large enterprises (respectively 31.4% and 28.1%).

Regarding types of economic activity, during 2014–2016, the highest share of innovative enterprises was in information and telecommunication enterprises (22.1%), manufacturing (21.9%) and financial and insurance activities (21.7%). At the same time, the share of enterprises with technological
innovations above the national average was among the enterprises of the processing industry (15.6%) and electricity, gas, steam and conditioned air (12.6%); with non-technological innovations - among enterprises of financial and insurance activity (18.0%) and information and telecommunications (17.3%).

According to the survey 2014-2016, the highest level of innovation activity was observed at the enterprises of Rivne, Kharkiv regions and Kyiv. The highest share of technologically innovative enterprises is in Rivne (19.1%), Kharkiv (18.7%) and Kirovohrad (14.7%) oblasts; non-technology-innovative enterprises - in Kyiv (17.8%), Ivano-Frankivsk and Kyiv oblasts (by 15.1%).

As for the innovation activities of Ukrainian enterprises, more than half of enterprises with technological innovations have acquired machinery, equipment and software for the production of new or significantly improved products and services. Almost one-third of the activities were carried out to introduce new or substantially improved products and processes, such as feasibility studies, testing, software development for current needs, technical equipment, production organization, etc. (other).

In 2016, almost 70% of the total innovation cost of the company was directed at the purchase of machinery, equipment and software, 15.0% for domestic GDRs and 9.1% for the purchase of external GDRs.

In 2016, the costs of innovation were mainly realized at the expense of own funds of enterprises (89.5% of total financing), funds of foreign investors (3.1%) and other sources (2.9%).

In Ukraine, during 2014-2016, 34.4% of enterprises with technological innovations co-operated with other enterprises and organizations, including universities, research institutes, etc.

While the most important partners of innovative enterprises for cooperation are, first of all, suppliers of equipment, materials, components or software (26.1%), as well as clients (13.7%), the share of enterprises that have collaborated with scientific organizations (consultants, commercial laboratories, universities and other higher educational institutions and research institutes) amounted to 8.4%.

During 2014-2016, according to the location of the partners, 32.4% of the innovation enterprises cooperated with enterprises of Ukraine, 5.7% - European countries, which is very low.

In addition to the introduction of technological innovation, enterprises can be active in organizational and / or marketing innovations that support product and process innovation, improve the quality and efficiency of the enterprise and improve the exchange of information and the use of new knowledge and technologies, and can affect the organization's performance, access to new markets or market segments and the development of new ways to promote products. Thus, 72.8% of innovatively active enterprises were engaged in organizational and / or marketing innovations: 47.4% - organizational, 55.4% - marketing.
Conclusions

In general, when considering the effectiveness of innovation, in our view, it is necessary to take into account the combined effect of the use of factors of effectiveness, material costs and time, ie, in view of the continuity of innovation activities in enterprises of the industrial sector, as a rule, are developing and implementing several projects. In turn, performance indicators reflect only the fate of successful projects in their total volume in the development of innovations and the ratio of implemented innovations to the total volume of effective innovation from the point of view of the enterprise, ie, the degree of conformity of the conducted innovation with the achievement of the goals facing the industrial-industrial systems is determined.

In our opinion, the factors that meet the criteria for a successful business should be priorities - the definition of technical and economic characteristics and the calculation of economic parameters that will allow us to predict the benefits of introducing the invention as a plan for future innovation for a production-economic system and to protect against risks newly created system.

The systematic analysis of the effectiveness of innovation activities will allow the timely identification of reserves, develop a strategy for their use based on the specification of goals and ultimately create within the framework of production and economic systems a highly effective mechanism for managing scientific and technical activities. At the same time, the unpredictable behavior of the environment leads to the need to create for various types of entities (groups) certain tools and mechanisms that need to increase adaptive capacity, and in crisis periods - to protect against the threats of bankruptcy due to innovation processes and investment opportunities.

References


