

СЕКЦІЯ 1.

ПОСТІНДУСТРІАЛЬНА ЕКОНОМІКА: ВИМОГИ, РЕАЛІЇ, МОЖЛИВОСТІ ІННОВАЦІЙНОЇ ІНФРАСТРУКТУРИ

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INTRA-FIRM TECHNOLOGY TRANSFER AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

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The urgency of the problems of sustainable development of industrial production it is possible to define the ascending and descending way. From the global point of view, the concept of sustainable development is considered to be the dominant ideology of the XXI century, due to the realization by world community the necessity to harmonize the interests of the present and the future so that economic growth was carried out on a rational basis, taking into account the fundamental limitations of available resources and the importance of harmonizing the relationships between economic, social and environmental systems. Accordingly, from this point of view, the company is a link at the micro level, balanced activity which is designed to consistently ensure the sustainable development of the system of larger scale (region, state, world economy). At the same time, the relevance of the study of the essence of sustainable development is predetermined by the fact of functioning of the enterprise as an open system in an unbalanced external environment, most of the parameters which are objectively defined, in turn, sets the necessity of finding mechanisms that would help not only to adapt to the effects of negative factors, but also would help sustain activities in the long term, the return on a growth track after receiving negative external influences, the qualitative improvement of all indicators and characteristics. At the present stage the level of competitiveness of the economy provide primarily technical and scientific innovations in the industrial sector. Given the global trends, Ukraine produces its own direction in the innovative development. We note in particular the provisions which claim that the creation of a progressive, technological products is only the beginning, it's not even half the battle. We have numerous examples of very interesting, progressive, effective research and development and remain unrealised in practice. To achieve the final result of innovative activity at industrial enterprises need to transfer (transfer) of technological product in commercial production to ensure its effective use. The process of transferring technological developments and research units to potential customers is usually carried out using a market mechanism – performance technology to the market and sell it.

As a result of active search of new directions of industrial development, formed the attention of scientists and manufacturers to the process of creation, distribution and introduction of innovative products, among which the most interesting for research are the intellectual and technological products, in particular, intellectual property. In this chain of particular relevance is the time of technology transfer from research sphere to the production, i.e. the technology transfer process. Despite the considerable amount of theoretical research and accumulated over the past years of practical experience, the state of Affairs in the effective implementation of technology transfer requires the adoption of important decisions, which would ensure a common approach to this process from idea to practical results. In particular, it is necessary to develop common views on the definition of the content of the definition of "technology transfer", and the difference of this term from loved ones on the content and the content of definitions "transfer of information", "technology commercialization", which attracts the attention of E.P.Zaramenskikh and I.V.Rodionova. A very important direction of research is also the problem of determining and justification stages of the technology transfer in the conduct of the industrial enterprises innovation activity and implementation of its results. Research issues of transfer of intellectual technology in

industrial production today is quite relevant, their efficient implementation will allow a better understanding of how the methodical essence of technology transfer and its process.

Our studies indicate that the existing in our country, the system of technology transfer based reproduces the processes of technology transfer at the meso and macro levels. Practical not designed sphere is intra-firm technology transfer (macro level). In the scientific literature, even absent a definition of this term, and reproduces the attitude of managers at all levels and, primarily, managers of research units, the development of intellectual products, of representatives of state bodies to organize a technological transfer directly in the middle of the industrial enterprises – developers of technological products. In particular as it concerns the fields of engineering, which, being the most prominent carrier of scientific and technological progress at this time is experiencing not the best times in their history.

As we have noted, the term "internal transfer" is rarely found in scientific research, despite its dominant position in the sphere of the world technological exchange, which since the 80s of the twentieth century, about 2/3 is on intrafirm technology transfer. Reinforcing the fact of this situation is that 80 percent of all patents and licenses for new equipment, technology and know-how is under the control of corporations. In Particular, O.P. Molchanova rather simplistically characterizes this definition, defining it as "...the transfer of technology between the different departments". It is fair to say that this researcher assumes the presence of kvoto and technology transfer, seeing it as "...the movement of technology alliances, unions and associations are independent legal persons". Foreign scholars define the internal transfer as "the movement of technological capabilities is usually a package of artifacts (products of human activities), information, rights and services from the supplier to potential customers". Note that such a duty occurred in a planned (socialist) economy to a market economy such an approach is not appropriate. The feasibility of using or not using the results of creative labor can be justified only with business results. Exceptions may be only in a certain list of activities of the company, when it deliberately uses the notoriously unprofitable technologies (social, environmental, breakthrough, enhancing competitive position, with delayed effects, etc.).

Technological processes of machine-building enterprises are quite specific, characteristic only for this sector and are virtually absent from all the others. In recent times, scientists and developers of technology products in the engineering industry increasingly focused on development of unconventional technologies, the possibility of the development of which is based on significant achievements in fundamental and applied research. Unlike a traditional analogue most often, these technologies are referred to as "high", "precision", "ultraprecision", "nanotechnology", etc. The names of these new technologies is associated with a particular characteristic of the process or product properties, adopted by the authors as a defining, this most often is a limit on the accuracy that is provided by the work process.

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