

INTELLIGATIONAL AND INNOVATION POLICY OF THE EUROPEAN UNION IN THE CONTEXT OF GLOBAL COMPETITIVENESS

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In determining the strategic directions of the use of innovations and the development of the necessary legislative framework, it is advisable to focus on the experience of developed countries of the world - the USA, Germany, Japan, China. It is in these countries that a sufficiently high saturation of labor force is achieved by scientists and specialists (0,4-0,7%) and continues to outpacing the overall rate of increase in the number of researchers, developers of new technological systems and robotics. At the same time, the costs of research work (10-15% per year) increase in these countries, the network of scientific and innovative organizations expands, the level of general education of the population increases, its professional training

As the world experience shows, the active introduction of innovations in the economy is accompanied by a decrease in material and energy intensity of production, an increase in labor productivity and, accordingly, an increase in the efficiency of the functioning of the country's economy. For example, over the past 40 years, the GDP of fifteen EU countries has increased more than 5 times, while employment has increased by only 20%.

The strategy of innovation development is a coherent set of technological solutions that have a corresponding impact on the development of the economy and have a long-term period of action. Therefore, it is considered appropriate to begin

with the most important in the author's opinion - R & D funding. According to this indicator Ukraine occupies one of the last places in the world.

One of the most authoritative methods for assessing economic policy outcomes is ranking according to the Global Competitiveness Index (GCI) proposed by the World Economic Forum (WEF). According to the rating, the top three countries include Switzerland, whose spending on R & D in 2017 was 2.93% of GDP, Finland (3.43%) and Sweden (3.86%). At the same time, in 2009, the share of high-tech products in the structure of EU-25 exports, which is not a leader in financing innovations, was set at 31.93%. For comparison, in 2013, the aforementioned rating was headed by the United States, ahead of Finland; in 2014 - these states divided among themselves the first place, in 2017 - the leaders came from Finland, which remained at this stage for two consecutive years. Interestingly, the distribution of investment by sources of income is also presented.

The state budget allocations in the total amount of R & D expenditures in 2017 as a percentage of GDP were 1.06%, 0.74% and 0.71% for the USA, EU-25 and Japan, respectively. The leader is Iceland, whose government has allocated 1.50% of GDP, and among other EU-25 members only Finland has spent more than 1% of its GDP – 1.04%.

As research has shown, problems in the field of innovation activity exist in most countries of the world. Spherics: lack of scientific and methodological basis for the formation of the scientific and technological sphere; the lack of systematic measures taken by the state to implement the innovation potential of the national economy; public management of innovation activity is carried out without a clearly formulated strategy of scientific and technological and innovative development, consistent and balanced foreign and domestic economic policy; absence of an effective system of priorities for the development of the scientific and technological sphere; - state management of innovation activity is provided by the branch principle; non-coordination of actions of subjects of innovation activity; lack of financial resources for scientific research and implementation of innovative developments; the innovative sphere of our country still has not become really attractive for domestic and foreign investors.

In our opinion, for Ukraine, the problems of introducing innovations take place at the enterprise itself and not in the country as a whole. In this regard, the following causes of underperforming intellectual and innovation activity should be highlighted:

- high costs for innovation;
- lack of own funds;
- insufficient financial support of the state;
- high economic risk;
- imperfection of the legislative framework;

- long payback period of innovations;
- low solvent demand for new products;
- lack of information on sales markets;
- lack of qualified staff;
- lack of funds from customers;
- lack of opportunities for co-operation with other enterprises and scientific organizations;
- firm's firmness to innovations;
- lack of information on new technologies.

But for transitional economies or developing countries, they have their own specifics. There are three main barriers to technology implementation in the group of these countries: imperfect legislative and institutional frameworks to stimulate dynamic entrepreneurial competition; reduction of the number of businessmen who for many reasons do not want to work in the market of high technologies; low income per capita, which does not stimulate investment in long-term projects.

Conducted by V.V.Gotra analysis of foreign experience in providing innovative development of the national economy of the European Union [1] makes the following conclusions.

First, the success of ensuring the innovative development of the national economy is largely due to special factors inherent in a particular country. They can be both historically formed for many years and artificially created with the help of purposeful state policy (that is, the conditions for ensuring the innovative development of the national economy). So, in Table 1 presents the key factors for the success of innovation development of individual EU countries.

Table 1 - Factors of success in providing innovative development of individual EU countries

Country	Success factor
Austria	Structural support programs that were used to organize the cooperation of high-tech enterprises without being tied to specific technological directions. Developed cooperation of higher vocational schools and small and medium enterprises in the field of creation and implementation of innovative developments.
Belgium	Balance regional innovation policy and well-thought out system of financial support of innovation activity
UK	Focus on private initiative. The country's innovation strategy, aimed primarily at the development of the demand for innovation, practices the regional approach to innovation

Ireland	Inclusion of the country in the global financial system, which led to the growth of foreign investment and the arrival of transnational corporations. Creation of innovative "centers of development" based on the participation of the country in the international movement of technologies and various forms of international information and technological cooperation. Improving the quality of human capital through immigration to the country by skilled professionals (mostly former immigrants)
Spain	Enhancing interaction between public and private structures
Netherlands	Selective support for leading innovative regions, as well as a developed scientific and educational complex that includes student support, technology transfer technology in the scientific sector, a well-developed network of state-funded research universities
Germany	Cooperation with the USA, development of the mechanism of public-private partnership, which became a substitute for venture financing
Norway	Support for fundamental research in institutes and universities is a top priority of state innovation policy. Free education, which enables entry into leading universities and colleges for children from remote regions and low-income groups of society. The practice of life-long education can increase the qualifications of employees
Finland	State ownership of the share in leading enterprises, interest rate regulation, state support to the private sector, alternation of state cooperation and state competition with the industry
France	The presence of poles of competitiveness that enable businesses, universities, and developers to work together.
Sweden	Long-term large-scale investment in education, which contributed to the development of science

Secondly, there are certain general factors that determine the success in ensuring the development of the country's innovation system, namely:

- Clearly formulated in state programs, as well as state innovation policy consistent in its implementation;
- To take into account the existing innovative potential of the country (for example, strong educational and scientific spheres, highly skilled workers, etc.) as the basis for building an effective innovative economy;
- Establishing partnerships between the state, the private, research and educational sectors;

- Continuous monitoring of advanced technologies and technological trends (both domestic and international) is aimed at identifying areas that require their development or support at the national level;
- Identify and support not only potentially innovative enterprises, but also individuals in order to provide them with various types of state support;
- promotion of the commercialization of innovations as a leading direction of the transition of R & D into an innovative product;
- Development and implementation of transparent and effective legislation in the field of intellectual property.

Thirdly, in most of the countries under review, the leading role in stimulating innovation activity lies with the state, which is responsible for introducing effective incentives for innovation activity of enterprises. These, in particular, may include tax incentives, which are thoroughly enshrined in the legislation of most European Union countries.

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