

## PRINCIPALS OF METHODOLOGICAL APPROACHES OF INNOVATION EFFECT FINDING

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There are a lot of works and articles, such authors as Balabanov I.T., Gohberg L.M., Zavlin P.N., Ildemenov S.V., Illenkova S.D., Kazancev A.K., Medinskyi V.G., Pragishvili I.V., Fathudinov R.A., Yankovskyi K.P. and etc., which investigate some material effect of innovations. But most of them says that effect can be calculated in the form of some income and profit from practical usage of innovation and this is the main problem. What factors make difference between innovation and ordinary investment project?

For example If I live in the village zone and I have bought and use LED Lamps in my farm buildings is this an innovation project of not? And answer on these questions can be formulated in such form: "It depend of economic environmental in which this investment project had been done". If none of my neighbors use LED lamps – this is innovation. If none of my neighbors use electricity – this is mega innovation, but if all of most of my neighbors use LED lamps this is ordinary investment. So the economic environmental is determining factor of innovation and it effect degree.

In this field innovation effect is relative indicator which estimate the degree of investment income relative growth. In the practice you need not calculate investment incomes for understanding which project is more priority. Priority of invest projects can be found by innovation degree. And the most priority are that projects which are the most innovated. [2]. So what markers are reflects innovation from uninovation projects. Pragishvili I.V. says that innovation provides an increase in the turnover of entities attracted funds.

In this case we can formulate what is innovation effect. The innovation effect on any level of economic is materialization of production results as a part of gross domestic product as relative changes of advanced capital turnover ratio speed. And this is the only determinant criteria of innovation project.

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