

Gnitetskyi I.
S. Solntsev, research supervisor
National Technical University of Ukraine
“Kyiv Polytechnic Institute”

SPECIFICS OF THE EFFECTIVENESS EVALUATION OF THE TECHNOLOGY PARK ACTIVITY

The effectiveness evaluation of the technology park activity should be based on the sustainable development indicators that provide long-term sustainable activity of enterprises and technology parks. The effectiveness evaluation should include the following aspects: (1) technology park resources: innovation technologies, (2) resource limitation of innovation technologies implementing for enterprises, (3) market restrictions for implementing innovation technologies; (4) accordance with the concept of sustainable development.

The algorithm of the effectiveness evaluation is the following.

1. The evaluation of starting resources of the technology park. The list of all innovation technologies of the technology park should be formed. It is necessary to divide the innovation technologies into 2 groups: (1) innovation technologies, ready for implementation in the company and requiring investment; (2) unfinished innovation technologies.

2. Formation of the list of potential innovation technologies consumers. The list of resources for innovation should be formed. Production companies, which can implement the innovation technology are defined according to the following requirement: maximum results - minimum resources utilization

3. Demand level evaluation of innovation technologies. It is reasonable to use marketing research to identify the demand level on industrial and consumer markets. If the demand for the innovation technologies is high or sufficient to pursue the interests of enterprises, innovation technologies can be attributed to the perspective ones. If the demand for the innovation technologies is low or absent - development should be classified as viable (this group mostly includes innovation technologies being developed for long and identified as outdate).

4. Calculation of the effects of innovation technologies implementation. Implementation effects will occur for both business and technology parks. According to the indicators of sustainable development it is necessary to consider four effect groups of innovation technologies implementation: (1) economic, (2) environmental, (3) social, (4) marketing.