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INTRA-FIRM TECHNOLOGY TRANSFER: THE CONCEPT AND ESSENCE

The effectiveness of the implementation of the innovation process is determined by the efficiency of its instrument of technology transfer, namely the transfer of scientific and technical knowledge and experience to provide scientific

and technical services, the application of technological processes of production [1 - 12].

Despite the steady appreciation of the problems of technology transfer in the global market at the end of the XX century, are lacking statistical database, which allows quantitative and qualitative assessment of intra-company process flows, theoretical studies are also virtually absent. However, there are some works that are more or less reflect the practice of intra-firm technology transfer. One of the important results of recent years in the field of innovative processes is the fact that large Russian corporations begin to develop a system of creation, distribution and promotion to market innovative products and technologies – corporate innovation system. The problem of formation of effective mechanism of innovation is of particular interest, because it, firstly, allows to ensure the realization of the goals of corporate innovation policy that will enhance the company's innovative activity, and secondly, forms the basis for the further commercialization of the internal created by the divisions of Corporation innovation. First of all, it is necessary to clarify what is meant by the mechanism of introduction of innovations. To the interpretation of this concept there are different approaches. Thus, in accordance with the definition suggested by E.M.Rogova [1], under the innovative mechanism should be understood organizational-economic form of implementation of innovative activities and contribute to its implementation, finding innovative solutions, and stimulate and regulate this activity. According to this definition, the mechanism of innovation is a kind of organizational and economic form. This approach seems to us not well founded. It is obvious that the author of this approach have not considered the essence of the innovation mechanism in the system context. And therefore, in this approach, instead of a single corporate mechanism the proposed mechanisms of innovation management, which can be represented by the following functional groups: mechanisms of the organization of innovative activities; development and innovation; financing innovation; motivation and stimulation of innovative mechanisms; mechanisms of technology transfer; intellectual property; planning mechanisms for innovative activities and control; mechanisms of interaction of participants of innovative process [1, 11]. We believe that the corporate mechanism of innovation should be seen as a system of interconnected elements, subordinated to the achievement of a given goal. The purpose of the functioning of this mechanism are specified in corporate innovation policy. The formation of mechanism of innovation must adhere to the following principles: the principle of consistency. Elements of the mechanism, forming a system of innovation should be combined with systemic properties that provide a synergistic effect of their interaction; the principle of sufficient diversity. Forming mechanism of a functional subsystem should correspond to the functions of this mechanism; the principle of adaptability. The generated mechanism should be flexible enough to be configured according to the dynamics of the requirements to the structure and functions of the mechanism; the principle of economic efficiency. The mechanism should be economically justified based on the criteria of economic

efficiency, taken in the Corporation. The essence of the mechanism of innovation should reflect its functional orientation. The mechanism of innovation should combine the business infrastructure of innovation, the elements of which represent the functional subsystems of the mechanism innovation and system regulations, to ensure the normal operation of the subsystems and the desired tightness of their information interaction. Thus, the combination of regulation and self-organization will provide, in our view, the effective functioning of the corporate mechanism of innovation implementation. A key problem of modern technological development is the proliferation of advanced technologies, the transmission (transfer) them from some market participants to others on a commercial and non-commercial basis.

The absence at industrial enterprises of the developed system of intra-firm transfer of technology today leads to a lack of demand of results of scientific and scientific-technical activities, resulting in state budget returned funds spent on scientific research and experimental design work. In the future this situation may lead to the fact that due to obsolete or undeveloped industrial base goods and services of mass demand will be very low quality, production costs will not be recouped, will be problematic exports.

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