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INNOVATIVE POTENTIAL OF INCREASING COMPETITIVENESS OF AGRARIAN ENTERPRISES

Setting the problem. Creating conditions for increasing competitive opportunities agricultural producers is one of the principal tasks of the state agricultural policy. Theory and best practices claimed that the solution posed tasks depends on the level of innovative activity. Whereas impetuous development in the future will be determined by the level of innovation activity, the forming effectiveness of innovation policy should be paid much more attention.

The effectiveness of innovation activities depends on level of innovation potential that unites science, technology, economics, entrepreneurship, education and management. The Centre of innovation potential in agricultural economics is the National Academy of Agricultural Sciences. Academy, in subjection of which 46 branch scientific institutions and nearly 5 thousand scientists who are actively working on the 44 programs of scientific researches in industries of agriculture, which gives possibility Ukraine not only position themselves as world agricultural state, but also demonstrate important scientific achievements [9].

The state of development of human capital as the basis of innovation potential plays an important role in shaping the competitiveness of agrarian enterprises.

Increasing the level competitiveness of agrarian enterprises achieved through introduction of innovations in the organizational structure of production.

According to economic theory, competitive production of goods of mass demand, which primarily include agricultural products, is a large commodity

production, such that are able to form large (wholesales) consignment of goods. At large commodity production appears so-called "growing effect of scale" that allows enterprises receive additional benefits from specialization of labor and management personnel, introduction of technological, organizational and economic innovation, reduce production costs, etc., and thus increase the competitiveness of their products.

The small commodity producers without the necessary reforms objectively unable to compete on equal with the powerful agro enterprises. However, in households currently produces more than half of the gross agricultural output, and some of its kinds - and more than 90%. But here is involved a considerably greater number of peasants than in a large commodity production. This is - a specific trait of domestic agriculture. And especially small and medium agricultural producers need proper reforming the innovation that contributes raising the level of its competitiveness. Thus, the competitiveness of agricultural enterprises will provide full using of the factor components of agrarian innovation potential.

The innovative potential is the basis of development competitive strategy of agricultural enterprises. Therefore, at the current stage becoming increasingly common value of innovation potential, its evaluation and analysis. To ensure an effective mechanism for the implementation of innovative agrarian transformations necessary theoretical and methodological understanding of the essence of the category "innovative potential".

The analysis of recent research and publications. The theory of innovation has been developed by many foreign and domestic scientists. Today innovation problem solving known foreign scientists B. Twiss, B. Santo, R. Solow, E. Denison, J. Barnett, P. Romer and others. In this first phase of the classical theory of innovation was launched in 1911 by the famous Austrian scientist Schumpeter in the famous work "The Theory of Economic Development" [15].

According to his theory, innovation is a new feature of production, which means a fundamental change in technology that production has undeniable historical significance and is a necessary and timely. Innovation makes the leap from the old to

the new production function, but not every innovation is an innovation of new production [15].

Today, many scientists are working on deepening and improvement of theory innovation development. Consequence of long work by foreign and domestic scientists R. Mansell, F. Mahlupa, William Martin, Y. Masuda, A. Norman, D. Lyons, S. Glazyev, J. Yakovets, V. Geets, J. wanted O. Lapko , S. Onishko, L. Fedulova has become the theory "new economy," on based which laid specific information product of post-industrial economy.

Recently, grows scientific interest to the said problem. Research of methodological and applied aspects of innovation management, defining the essence of innovation potential, its structure and components shown in studies such scholars as M. Holovatiuk, E.D. Dmytrenko, M. Danko, L.S. Martyusheva, D. Kokurin, L.K. Shamina, etc. However, despite the significant amount of interpretations of the concept of "innovation capacity" the term, its nature and structure remains problematic and requires further research.

The research and use of innovation potential in the sphere of agrarian production to enhance the competitiveness of the industry engaged famous research scientists V. Andriychuk, S.Volodin, P. Haydutsky, M. Kropyvko, Yu. Lupenko, M. Malik, P. Sabluk and other. Despite the wide aspect of their research remains poorly understood issue of using of innovative potential in improving the competitiveness of agricultural enterprises.

Setting the objective. The aim of the article is to substantiate the essence of innovative potential and directions of activation its use in enhancing the competitiveness of agrarian enterprises.

The main material of the study. In accordance with current legislation, the innovative activities - activities aimed at using and commercialization of research results and development and leads to the release to market new competitive goods and services. It is directed at creating the necessary of innovative technologies or service and is carried out in close relationship with the environment. Innovative

activity objectively conditioned by market needs opens new spheres of application, and hence the new consumers of the created product, technology or service. [11]

The term "potential" arose from the Latin word «potentia» - opportunities available force reserves means that make can be used to achieve any purpose. [10]. At economics this term came from physics, where it characterizes the magnitude of the potential energy in a definite point in space.

At the enterprise level the potential as an economic category functionally are delimited into separate component parts: a production, a labor, a management, the information, the finance, marketing, research, technology, an investment, innovation, and others.

The essence of the concept of "innovation potential" should note the presence of multiple interpretations and components of this category in scientific economic literature. At the same time the scientific substantiation of this question is essential because fluency in this notion will allow business entities to objectively evaluate their capabilities, develop new areas of innovation activities to shape an effective strategy of innovative development [5].

The analysis of interpretations concerning the essence the concept of "innovation potential" certifies various approaches scientists' researchers. Thus, scientist I.G. Balabanov defines innovation potential as a collection of separate types of resources, including physical, intellectual, information and other resources required for the realization of innovative activity [2].

Dzhayin I.A. describes the innovative potential as the total ability of scientific and practical knowledge and practical experience that is at the disposal a society at the present stage of its development [3].

Dmytrenko E.D., Drobush N.V. include to the innovative potential totality of scientific and technological, financial, economic, industrial, social, cultural and educational opportunities of the country (industry, region, enterprise, etc.) needed to providing innovative economic development [4].

Exploring the features of the regional economy, Shutenko V.A., T.I. Horodyskyy note that the innovation potential - is the ability of the region using the available

resources and infrastructure, create innovative product and introduce it on the market [16].

The original approach to the investigated questions outlined Kokurin D., who noted that innovation potential includes unused hidden opportunities of accumulated resources that can be brought into action to achieve the goals of economic subjects [6].

Martyusheva L., Kalyshenko V. include to the innovation potential the totality of organized in certain socio-economic forms of resource that may, under certain existing internal and external factors of innovation environment can be aimed at the realization of innovative activities to meet the needs of society [8].

According approval of Rayzberg B.A., L.S. Lozovskyy and Starodubtseva O.B., innovation potential is defined as the scientific and technological potential of the country in the form scientific and research, design and technological organizations education institutions [13].

Savchuk A.V. characterizes the innovation potential as the collection of all its resources, which may be involved in the process of implementation of innovative activity [12].

Shamina L.K. asserts that innovation potential - a characteristic of the company, which reflects the provision of enterprise scientific and highly qualified staff, the perception of innovation outside and the possibility of implementing innovations in production and organizational structure, market potential, acceptable to the owner of production [14].

The performed analysis explanation essence of the category of "innovative potential" shows that most scientists determine the specified term as a collection of necessary resources (material, intellectual, informational, scientific, technical, financial, and others)for implementation of innovation activities.

Proceeding from the consideration of essential definitions, it can be argued that the innovation potential of improving the competitiveness agrarian enterprises characterized themselves state of the system of the productive resources of agrarian production (human capital, physical, financial, informational, organizational, etc.)

who able to provide the appropriate level of innovation activities and competitiveness of business entities.

To implement innovative type of agrarian enterprises necessary to use an integrated approach in the form of an innovative model which is the theoretical expression of innovation priorities directions, the structures, motivations, strategies, the mechanism, etc., aimed at forming innovative type of expanded reproduction. Economic science today singles out three base models of innovation development developed countries (Table 1).

Table 1. - Characteristics of the models innovation development of developed countries

Type of model	Basic landmarks	Countries of introduction
I	Orientation on the reserves in science and an implementation of large-scale targeted projects that cover all stages of research and production cycle	United States of America, France, United Kingdom
II	Orientation on the spread of innovations, creating a favorable innovative environment and rationalization of the structure of the economy	Germany, Sweden, Switzerland
III	Orientation at stimulating innovation through the development of innovative infrastructure providing susceptibility of scientific and technological progress and coordination of various sectors in the sphere of science and technology	Japan, South Korea

Source: [7]

In order to provide a reasonable approach to the innovative development of enterprises of agrarian economy is expedient using in a complex all three of main orientations of the model: on a reserves in science, at creating a favorable innovative environment at stimulating the innovation.

Analyzing the prospects of introduction innovation activity in enterprises of agrarian economy established that in conditions of deficiency capital innovative development model is most appropriate for Ukraine, because it enables to optimally use own economic resources. It can be used globally for some areas industries and enterprises. She is by combining the economic interests can form a flexible high-tech production, to integrate joint efforts of the state and entrepreneurs the development and realization strategic of innovation agricultural policy.

The formation of Ukrainian innovative model of long-term development will depend on the state of human capital.

Science and Practice [1, 5] confirmed that the basis of the innovative potential of improving the competitiveness agrarian enterprises is a quality human capital, accumulated relevant knowledge's, best practices and practical skills, which is able to introduce advanced technology, advanced forms of organization of production and labor, lead an intensive innovation economic activity. Human capital - intensive production factor of economic development, that include the educated part workforce, knowledge, tools of intellectual and a managerial work. With higher level quality of human capital is much easier intensify investment in technological development of agrarian production.

L.I. Donets state that "the totality of knowledge in the form of theory, of creative outcomes, skills and competencies made the intellectual capital of the enterprise and its intellectual property. Intellectual capital - is the knowledge which has the potential value that is the idea. As such, intellectual capital has no real value, before he is not protected and not used "[5].

Considering that the main reason for braking of scientific and technical progress in Ukraine are an unfavorable environment for innovation activities, to the human capital must also include investments in creating an environment that ensures its effective operation. To the latter refers the creation organizational conditions for improving education, the information-consultation, of residence and working activities, to ensure the effective and rational functioning of the human capital as a efficient factor of development, because the human capital - is the intelligence, health, knowledge, a quality and productive work and a high quality of life.

The dynamic development of scientific and technical knowledge and accelerated rate of endogenous NTP taking into account traditional and special features Ukrainian model innovation-oriented economy will ensure a high rate of economic growth precisely due innovative component

The Analysis of the achievements of agricultural science shows that crop productions created through biotechnology are improved varieties and hybrids of

agricultural crops. With the current market seed Ukraine in 2012, the share of domestic varieties of winter wheat was 75%, winter barley - 66.1, winter rye - 85.1, Spring Wheat - 85, spring barley - 65 soybean - 83 cereal cultures - from 92 to 100% [9].

Scientific institutions NAAS created a new variety of winter wheat - Harmony Odessa, Rozkvit, SHI-100, Sonata Odessa, barley malting - Merlin, Malovnychyy, Vitrazh and Kozyr, 20 new corn hybrids of different maturity groups that make up the foreign competition hybrids.

The new hybrid sunflower Plant Production Institute named VJ St. George has a potential yield of 4.5-5.0 t / ha, characterized by a modified composition of fatty acids. Created sunflower forms resistant to the herbicide Yevrolayntynh, further development has received confectionary sunflower breeding [9].

Total in 2012 plant breeding institutions transferred to the state quality testing 148 varieties of agricultural crops and State Register enlarged 84 new varieties and hybrids [9].

The Scientists-agrarians carried out development and implementation of technologies bioadaptive growing staple crops with clear zonal specialization in a changing climate.

In farming and mechanization of agricultural production involves raising the level of innovation to ensure sustainable land and water use, ecological-safety land use, fertilizer and pesticides.

In the livestock industry the innovation activities aimed at the development genomic technologies, genetic identification and certification of breeds of farm animals, on using of resource-saving technologies in livestock production.

Developed the new norms of feeding high productive cows are harmonized with the international that provide milk yield of cows at 7-10 thousand kg of milk, daily gain and live weight of young animals 800-1000 grams [9].

Creating projects of pork production industrial with the use of domestic and imported high-tech equipment, which provides automation of production processes.

On the whole concentration of efforts national scientists directed to forming of sustainable brand of Ukrainian agricultural products under the slogan: "Ukrainian - is a high quality."

Academy of Agricultural Sciences works off the appropriate model, which involves the formation industrial science parks, corporations with participation public and private partners for the purpose of transfer of innovation and attracting investment. [9]

The introduction of intensive forms of organization innovation processes in agrarian production leads to clustering economic entities, which increases the potential of innovation activities. The formation of economic clusters becomes a determining factor in improving the competitiveness of agricultural economics in the context of globalization.

The processes of economic clustering are a logical step and objective factors development of market systems. The successful their functioning is a precondition and a lever of improving productivity and efficiency of business activities of economic actors at the macro, meso and micro levels.

Cluster system embodies a unique combination of scientific, industrial and commercial structures, which based on the benefits of cooperative interactions, contribute to the formation and effective use of real competitive advantages of individual businesses, industries and national economies in the increasingly competitive global confrontation. At this stage of development the economic of Ukraine the clusters is as an effective instrument for the intensification of domestic entrepreneurship and strengthen the market position of individual economic actors.

Particular practical importance is the development of clustering in agriculture in Ukraine, where of the result of the privatization and land reform were formed economic structures, most of which are organizational and legal forms of small agricultural business. This requires from governments of agriculture implement measures to integration processes in order to increase competitiveness, innovation and a social orientation of the enterprises and households of sector.

Established that at this stage in Ukraine operates 129 clusters organizations as agricultural holdings- formations that control 8.7 million ha or 23.5% of the country's agricultural land, including 41.3% of land that are processed agricultural enterprises. A cluster association encompasses over 6,000 agricultural enterprises of the traditional type. Agro-Industrial clusters becoming potential innovators of sustainable development of agricultural production and rural territories.

Conclusions and further research. The innovative potential of increasing the competitiveness of agricultural enterprises characterizes themselves the state of the system the productive resources of agrarian production (human capital, physical, financial, informational, organizational, etc.) that can provide the appropriate level of innovation activities and competitiveness of the business entities.

To implement innovative type of agrarian enterprises necessary to use an integrated approach in the form of an innovative model which is the theoretical expression of innovation priorities directions, the structures, motivations, strategies, the mechanism, etc., aimed at forming innovative type of expanded reproduction.

The basis of the innovative potential of improving the competitiveness agrarian enterprises are a quality human capital, accumulated relevant knowledges, best practices and practical skills, which is able to introduce advanced technology, advanced forms of organization of production and labor, lead an intensive innovation economic activity.

The introduction of intensive forms of organization innovation processes in agrarian production leads to clustering economic entities, which increases the potential of innovation activities. The formation of economic clusters becomes a determining factor in improving the competitiveness of agricultural economics in the context of globalization.

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