

## **AN ANALYSIS OF THE CURRENT STATE AND PROBLEMS OF INNOVATION DEVELOPMENT IN THE ZAPORIZHZHIA REGION**

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The purpose of the article is to analyse the current state and problems of the development of innovation activity in the Zaporizhzhia region. In 2015, Zaporizhzhia region is not the region-leaders in the innovation activity but it has a significant innovative potential.

In the article, we analysed the innovation activity of enterprises in the Zaporizhzhia region and discovered that the number of enterprises engaged in innovation activity has increased but the level of innovation of the products that they produce remains at a low level. This situation is a result of systemic problems that exist in the region. Among them are the following:

- financing of innovation activity of enterprises is carried out mainly at the expense of own resources. The process of developing and implementing innovations requires significant financial infusions, that is, they need to divert resources from direct production. Only large enterprises can afford it;

- there is a critically low level of technology upgrading and depreciation of the main productive assets at the enterprises of Zaporizhzhia region;

- lack of support for enterprises engaged in innovation activities, both at the state and regional levels (financial, informational);

- rapid moral aging of intellectual resources in the industry, especially in comparison with the foreign practice of constant and active updating of knowledge and technologies;

- lack of consolidation between scientific organizations and enterprises that are ready to be engaged in innovations, for carrying out joint researches.

In the absence of state support, it is difficult for enterprises to develop and implement innovative projects independently. Therefore, the creation of a unified system of state and regional support for the development of innovation processes will be a significant impulse for the innovative development. To replace only their own resources, enterprises should seek alternative sources of financing for innovations and attract foreign capital for the development of innovative technologies. In addition, it will be useful to establish cooperation with domestic and foreign partners for the implementation of joint innovation projects in the region.

It is also necessary to intensify innovation activities through the creation of innovative infrastructure objects that will create conditions for the cooperation between universities, scientific organizations, enterprises of the financial and real sectors of the economy and public organizations.