

EFFECTS OF THE USE OF OPEN INNOVATIONS IN THE ENTERPRISE INNOVATION SYSTEM ACTIVITY AND LEVEL OF ITS INNOVATION ATTRACTIVENESS ON THE COST OF INNOVATIVE PRODUCTS

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The article considers the directions for using open innovations in the activity of enterprises innovation systems. The purpose of the research is to explore the use of open innovation in the activity of enterprise innovation system, to determine its influence and the impact of the level of enterprise innovation attractiveness on the final result of the enterprise innovation activity – the cost of innovative products and services.

The enterprise innovation system (EIS) creates the conditions and provides the realization of innovation activity of the enterprise. It integrates the following subsystem: R&D, production, patent-licensed maintenance, financial-investment maintenance, commercialization, and communication. The main results of the EIS activity are the implementation of innovative products, the commercialization of scientific and technological knowledge acquired as a result of R&D, increasing the level of investment and innovation attractiveness of the enterprise. The use of open innovations in EIS activity may take various forms, such as attraction of knowledge from outside, knowledge transfer, partnerships, venture business, innovations on the users' initiative. The author of the article proposed to use a set of indicators, which determine the nature of the use of open innovations in the EIS activity: the share of income from open innovations, the share of costs on open innovations, the share of transferred technologies, the coefficient of attracting foreign knowledge, the

coefficient of attracting investments, the coefficient of international orientation, the unit cost of partners in joint innovation projects. In order to regularize these indicators, there is proposed an integrated index of the use of open innovations in the EIS activity and the method of its calculation.

Innovation attractiveness is one of the main results of the enterprise innovation system activity. In fact, it reflects the efficiency of its operation, the ability to attract not only new customers but also new investors; innovation attractiveness creates an enterprise image as such, which creates innovative products and is open to new ideas. The innovation attractiveness index integrates four groups of indicators: property condition, financial condition, business activity, and innovation activity. There is also proposed a method of its calculation and the way the results should be interpreted.

To determine the impact of the use of open innovations in the activity of enterprises innovation systems and the level of enterprise innovation attractiveness on the results of its operations it is necessary to identify the characteristics that would be able to reflect this in the complex influences. For this purpose, the cost of innovative products is used. There was built a model of the dependence of the cost of innovative products, as the resulting index, from indicators of the intensity of use of open innovation in the EIS activity and the level of its innovation attractiveness.

The results showed a direct impact of the use of open innovation in the activity of enterprises' innovation system and innovation attractiveness to the cost of innovative products. The increase in the use of open innovation and the growth of innovation attractiveness level reduces the cost of innovation products, ultimately,

may increase the profit of the enterprise, improve its image as an innovatively active, and increase the interest of new customers and investors. Further studies may relate to peculiarities of the use of open innovations in a variety of industries, directions, and ways of increasing the level of enterprise innovation attractiveness.