

COLLABORATION OF UNIVERSITIES AND BUSINESS: FORMS AND PERSPECTIVES OF DEVELOPMENT AS A CONDITION OF INCREASING INNOVATION OF ECONOMY

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Switch-over to innovative development is the most important thing for the competitiveness increase for domestic economy of Ukraine. Ukraine's formation as a high-tech competitive state requires the intensification of the processes of development, implementation and widespread use of new technologies, which is impossible without the organization of close and fruitful cooperation between enterprises and universities. Higher education is one of the most important incentives for implementation of innovations. However, the existing innovative ability of the higher education system is not fully realized today, mainly due to the lack of the partnership between higher education institutions and the business sector, which is recognized as one of the key issues in the formation and implementation of state innovation policy in Ukraine.

Partnership is a collaboration between some business organization and a university on a voluntary basis, which allows sharing of resources, risks, empowerment and results in order to increase competitiveness of both. Partnership has many forms of implementation and contributes to solving various tasks of educational character such as development of competence of employ-

ees in business sphere and university staff, and the tasks of a scientific-applied nature as development of new instrument, technique, technologies, making of pre-production as well. Despite the variety of forms of partnership, there are no classifications that would become the basis for a systematic assessment of the feasibility of their application today. Among the features of the classification, which can be used for this purpose there are the sphere of collaboration (educational, scientific), the duration of implementation (one-time, short-term, long-term), the nature of exchange (material, financial, informational, employment, educational), the number of participants, participation in management, direction of mobility, degree of coverage, versatility.

Nowadays only a limited number of forms of interaction between education and business are widely used. The most common is an organization of internships. However, foreign experience and individual domestic examples show the wide potential and prospects of development of the university and business partnership development, which allows to increase the efficiency of their activities for a business, and to increase the innovative potential of the national economy for the whole country.