

Formation of innovation policy of the real sector of the economy as a special direction of Ukraine's development

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Topicality. In order to create a mechanism for the implementation of investment policy, it is necessary to take into account the factors of the innovation development of the world economy, the factors of the state's development, and the most important are the production factors of the enterprise (level of equipment modernization, level of personnel training, development of a new product, its implementation, etc.). The formation of an investment policy mechanism needs to start with the formation of an innovative development strategy aimed at achieving long-term competitive advantages on the external and internal market. The development of investment policy includes the definition of innovative goals for the implementation of innovative projects, the formation of tasks, the achievement of goals, the development of organizational and economic measures that ensure the implementation of the tasks.

The purpose of the article is – the process of developing a mechanism for the introduction of innovations for national enterprises in order to ensure the country's economic development, the welfare of the population and the national security of the state.

Research methods. The methodological basis of the research consists of general scientific methods of research and special methods, which are based on modern scientific principles of managerial, economic and related sciences.

The paper uses: abstract-logical method; methods of analysis and synthesis; analytical modeling; system approach and others.

The result of the study. The success of the implementation of measures aimed at developing a national economic system within the framework of the anti-crisis strategy will be largely determined by the extent to which they will be supplemented by appropriate transformations and efforts in the institutional, socio-cultural and

political spheres. In particular, during the years of market transformations in Ukraine, the full institutional environment necessary for a stable and efficient economic activity of economic entities, their economic and technological progress was not created. At the same time, no strategic objective in the field of socio-economic development can not be successfully implemented in the absence of an institutional environment that ensures the harmonization of the interests of members of society and the achievement of the unity of perceiving them development goals.

Conclusions. Thus, as shown in the analysis carried out, the innovative segment of the market environment is characterized by a significant peculiarity due to the incompleteness of economic reforms, the lack of satisfactory market infrastructure, the lack or loss of a number of significant economic and social institutions. As a result, the classical market laws in the domestic innovation business work only in a modified form.

Ukraine's innovation policy is implemented through mechanisms that represent concrete measures used by public authorities and society to successfully conduct it. Such mechanisms are different in form and efficiency, therefore it is necessary to apply them in a complex and systematic way. The realization of the European integration aspirations of Ukraine and the fulfillment of the tasks of sustainable development of regions is possible only if the state-coordinated leadership is implemented through social processes, in particular, innovative ones. Mechanisms for implementing innovation policy are: institutional, legal, organizational, structural, economic, communicative, informational. The definition and formation of mechanisms is influenced by the type of state innovation policy and the state-selected innovation model for the development of a particular strategic direction.