

The prognostication methods of innovative development in the region

Diugowanets O.M.

Candidate of Economic Sciences, Associate Professor,
Acting Head of the Department of Business Administration,
Marketing and Management,
State Higher Educational Institution "Uzhhorod National University"

Fedurtsia V.P.

Candidate of Economic Sciences, Associate Professor,
Associate Professor of the Department of Business Administration
Marketing and Management,
State Higher Educational Institution "Uzhhorod National University"

Dovba I.V.

Senior Lecturer of the Department of Business Administration
Marketing and Management,
State Higher Educational Institution "Uzhhorod National University"

As a result of the research that was led, the analysis of the stages of estimation of the innovative development of the region was carried out; the methods of determining the level of innovative development of the region were proposed, as well as indicators characterizing the formation of the socio-economic status of the region as a whole, i.e. the volume of implemented innovative products, which also indicates the final result of innovative development.

The application of the above methods (index, score, matrix) for evaluating alternative scenarios of innovation development of the region will allow us to choose the most optimal forecast,

based on the stages of estimation of the forecasting of innovation development, to identify features of the structure of the innovation potential of the regions, to determine its advantages among other regions and the weakest links.

Investigating the problems that arise when choosing the indicators of innovation development, it is proved that the indicator of innovative potential not only predetermines further development of the region, but also characterizes the degree of readiness of the region to create, master and disseminate various types of innovations, and implement the results of innovative activity.