

SMART BUSINESS DEVELOPMENT ACTIVATION IN TERMS OF UKRAINE INTEGRATION TO EUROPEAN UNION

Turchina S.H.

Candidate of Economic Sciences, Associate Professor
Sumy National Agrarian University

In terms of consistent integration of Ukraine to European scientific-investigative space, a new model of economic development appears where knowledge-based economy (KBE) takes the place. Creatively working specialist is considered to be not as consumer of ready information, but as a generator and a distributor of knowledge.

Object of study – forming and developing processes of a smart business in terms of Ukraine integration to European Union.

Purposes of the article are determination of the content, the role of smart business in the process of forming economy knowledge.

Methods of study – theoretical generalizing and systematic analyze of the smart business development.

The article proves that the special sort of undertaking acts as an intellectual undertaking, which is directly related to the development of the role of knowledge and intelligence in social production, expressing a new pattern of socio-economic development of society. Traditionally, the term “undertaking” is used in the context of business, an intellectual undertaking is similar to tradi-

tional one, but it is connected not directly to the desire of getting a financial benefit.

The article underlines that intellectual undertakers generate knowledge through the synergy mechanism, on the way of implementing intellectual potential of individuals; it allows to avoid obstacles, to eliminate limitations in the production of a new knowledge and to achieve a significant socio-economic effect.

Comparatively new factor of production has particular meaning in this connection, which is based on knowledge and information usage, sharing wise opportunities in the production modification of goods and services that are in demand.

In this article, at the modern stage of the government evolution, smart business development constraints are investigated. International experience of the smart business development stimulation is reviewed, which can be used in the modern economic and legal environment of Ukraine. The necessity in creating and supporting such organizational structures as: technopolises, innovative business incubators, innovation centres is proved.