

ENDOWMENT FINANCING OF INNOVATIVE ECONOMY'S EDUCATIONAL COMPONENT IN UKRAINE

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The article is devoted to the investigation of endowment funding essence and its educational capabilities within innovation economy. The attention is paid to the role of the educational component, providing progressive changes in the national economy. The positive experience of endowments development in the USA is analysed. The main reasons for endowment funds' formation are highlighted. Namely, we observe personal image of philanthropist; company's advertisement as innovative activity supporter; opportunity to contribute the company's human capital to further development; possibility to achieve additional advantages as a result of science and industry integration. The USA example is used to separate the main consequences of endowment funds' creation. Particularly, the attention is paid to such possibilities as "business – science – society" relationships' support that will help to achieve goals of society's consolidation, priorities of science and business coordination; educational devel-

opment financing for its transformation to the next level that creates a basis for further development of innovative production; supporting the human capital creation and development within long term prospects to ensure the transition of the productive forces on an innovative level. The prospects of endowments reserves to strengthen the educational component of innovative economy in Ukraine are estimated.

In the context of educational component of innovative economy development in Ukraine, the recommendations are given. Namely, we observe the possibility of potential educational investors' awareness increase both at the national and regional levels; internal resources of higher educational institutions accumulation for endowment funds' creation as internal counterparties' initiative; discovering the new possibilities for productive partnership between commercial companies and higher educational institutions on the endowment fund's basis.