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THEORETICAL FRAMEWORK AND GENESIS IN THE CONCEPTS OF THE INNOVATIVE DEVELOPMENT THEORY

ТЕОРЕТИЧНІ ОСНОВИ ТА ГЕНЕЗИС ТЕОРІЙ ІННОВАЦІЙНОГО РОЗВИТКУ

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Ensuring the effectiveness of interaction in innovation processes is accompanied by a rethinking of the meaning and role of process subjects who share responsibility and bring their own form of participation in the creation of innovation. In general, it is advisable to summarize the evolution of forms of interaction in innovative development in the form of theories (models, concepts), which are grouped by the nature of interaction and presented in the sequence of increasing influence on the parameters of innovative development. The presented groupings of development theories are closely intertwined, exist and correlate with the ideas of personality development in the globalized world on the basis of the creative realization of the personality through the establishment of joint implementation of the stages of the innovation process, while preserving the autonomy and independence of thinking, creativity of the individual, organization, region, and country. A detailed analysis of existing innovation theories allowed them to be grouped by the nature of interaction and presented in the sequence of increasing influence on the parameters of innovative development (behavioral economics, partnership theories, integration theories, cluster development theories, innovative cooperation theories). Demarcation of levels of interaction in the process of innovative development is based on the potential impact of innovations on certain economic and social goals, but they require clear interaction of participants in this process. Innovative theories varied according to the number of elements and levels of their structuring. Thus, these evolutionary changes are represented by changes in certain aspects of interaction and allow the development of new or modified concepts of management for the development of an innovative economy.

Keywords: innovative development, form of interaction, behavioral economics, partnership, integration, cluster development, innovative cooperation.

Забезпечення дієвості взаємодії в інноваційних процесах супроводжується переосмисленням значення та ролі суб'єктів процесу, які розділяють відповідальність та вносять свою форму співучасті у творення інновації. Узагальнено еволюцію форм взаємодії у інноваційному розвитку доцільно узагальнити у вигляді теорій (моделей, концепцій), які групувано характером взаємодії та подано в послідовності зростання впливу на параметри інноваційного розвитку. Еволюцію форм взаємодії інноваційного розвитку узагальнено у вигляді теорій (моделей, концепцій), які згруповано за характером взаємодії та подано в порядку зростання впливу на параметри інноваційного розвитку. Теорії сформовано відповідно до місця та значення елементів в системі взаємодії інноваційних процесів «Особа-Взаємодія-Організація-Інновація-Інноваційна взаємодія». Подані групування теорій розвитку тісно переплетені, існують та співвідносні із ідеями розвитку особистості у глобалізаційному світі на засадах творчої реалізації особистості через налагодження спільного виконання етапів інноваційного процесу, за збереження автономності та незалежності мислення, творчості особистості, організації, регіону, країни. Детальний аналіз існуючих теорій інновацій, дозволив їх групувати за характером взаємодії та подати в послідовності зростання впливу на параметри інноваційного розвитку (поведінкова економіка, теорії партнерства, теорії інтеграції, теорії кластерного розвитку, теорії інноваційного співробітництва). Розмежування рівнів взаємодії в процесі інноваційного розвитку ґрунтується на потенційному впливі інновацій на певні економічні та суспільні цілі, але вони потребують чіткої взаємодії учасників цього процесу.

Інноваційні теорії змінювалися відповідно до кількості елементів та рівнів їх структурованості. Таким чином, ці еволюційні зміни представлені зміною окремих аспектів взаємодії та дозволяють розробляти нові або модифіковані концепції менеджменту для розвитку інноваційної економіки.

Ключові слова: інноваційний розвиток, форма взаємодії, поведінкова економіка, теорії партнерства, інтеграція, кластерний розвиток, інноваційне співробітництво.

Introduction. The globalization of the world economy, Ukraine's efforts to join various world organizations, and its desire to become a developed country with a competitive economy presupposes the development of human economic relationships, which is caused by the creation of a global innovation space as a result of the transformation of the world economic system and the need to ensure an innovative model of economic development.

In the process of formation of a post-industrial, information society, the emergence of a new socio-technological method of production is based on an intellectual-innovative and information-technological structure, which activated the problem of socio-economic development of Ukraine in the innovative vector. Under the influence of global challenges, the basic trends of the state's development are the scientific and innovative way of developing economic systems, the formation of knowledge-intensive production, and increasing the role of educational and scientific forms of capital. In the world economy, a new paradigm of economic growth is being formed based on the use of innovation and knowledge as the main economic resources.

The formation of an innovative vector of state development in socio-economic progress is reflected in modern economic theory. The development of economic theory and methodology from the point of view of innovative development reflects the current level of knowledge and is inextricably linked with the formation of a new, post-industrial paradigm of economic theory. The formation of an innovative economy is connected with the emergence of a new method of coordination of connections and interactions, harmonization and coordination of interests, which is reflected in the works of representatives of various currents and directions, theories and concepts of economic development.

Analysis of recent researches and publications. The first attempts to understand the epistemological roots of the innovative economy can be traced in the work of such prominent scientists as Aristotle, H. Hegel, R. Descartes, I. Kant, and Plato. The theoretical foundations

of the modern scientific understanding of the innovation economy phenomenon were determined by the works of M. Weber, T. Veblen, V. Vernadskyi, B. Hildebrand, M. Kondratiev, K. Marx, A. Marshall, T. Malthus, D. Ricardo, A. Smith, M. Tugan-Baranovsky and others. D. Bell, A. Greif, J. Galbraith, P. Drucker, G. Itzkovits, S. Kuznets, R. Coase, H. Mensh, L. studied the theoretical and methodological foundations of innovation processes and the formation of an innovative economy under the influence of structural transformations in depth. Mises, D. North, R. Nelson, C. Polanya, C. Perez, P. Romer, P. Sorokin, E. Toffler, S. Winter, J. Fourastier, K. Freeman, T. Hagerstrand, G. Chesbrough, Y. Schumpeter and others.

A significant contribution to the research and solution of the scientific problem of the formation of an innovative economy, the search for ways to stimulate the innovative activity of the economy, the formation of an effective innovation and investment policy and the national economy of the innovative type in the context of reform, technological modernization and global shifts and trends was made by well-known scientists: O. Amosha, H. Androschuk, B. Andrushkiv, Y. Bazhal, V. Bazilevich, O. Bilorus, V. Bilotserkivets, Z. Varnalii, V. Geets, A. Hrytsenko, V. Dementiev, M. Dyba, Ya. Zhalilo, Yu. Zaitsev, A. Zadoya, O. Zavorodnia, O. Zagurskyi, V. Zyanko, S. Ilyashenko, O. Ivashina, K. Kraus, G. Kleiner, P. Leonenko, V. Lipov, V. Makarov, I. Maly, I. Mazur, A. Maslov, O. Moskalenko, O. Nosova, R. Nureyev, B. Ovadaylo, V. Osetskyi, Yu. Pakhomov, V. Polterovych, A. Pokrytan, V. Reshetylo, V. Savchuk, V. Syzonenko, A. Tkach, V. Tarasevich, L. Fedulova, A. Chuhno, P. Yukhymenko, Yu. Yakovets, V. Yakubenko and others. Despite the active study by foreign and Ukrainian scientists of various aspects of transformations in the innovation sphere, many issues still remain unresolved and debatable, namely: there is an insufficient degree of development of theoretical and methodological approaches to the problem of the formation of an innovative economy, taking into account the interaction of subjects and the reconciliation of conflicts of interests at all levels of relations,

which hinders the identification of problems and innovative development strategies; there is no development of systematic and purposeful measures and regulators regarding the well-founded and consistent formation of an innovative economy.

The purpose of the article is to consider the evolution of the theory of forms of interaction in the process of innovative development.

Results. It is advisable to summarize the evolution of forms of interaction in innovative development in the form of theories (models, concepts), which are grouped by the nature of interaction and presented in the sequence of increasing influence on the parameters of innovative development (Figure 1).

The scientific significance of the performed grouping is as follows:

1. Highlighting the priorities of theory building in the chain "person-interaction-organization-innovation-innovation interaction".

2. Determination of the place and significance of the elements of the system of interaction in the construction and development of innovative processes.

3. Justification of the hierarchy of criteria and subcriteria for evaluating the effectiveness of the formation and development of interaction in innovation processes. The presented groupings of development theories are closely intertwined, exist and correlate with the ideas of personality development in the globalized world on the basis of the creative realization of the personality through the establishment of joint implementation of the stages of the innovation process, while preserving the autonomy and independence of thinking, creativity of the individual, organization, region, and country.

The behavioral approach in economics determines the guidelines for the formation of relationships between economic phenomena and individual economic agents, the motivation

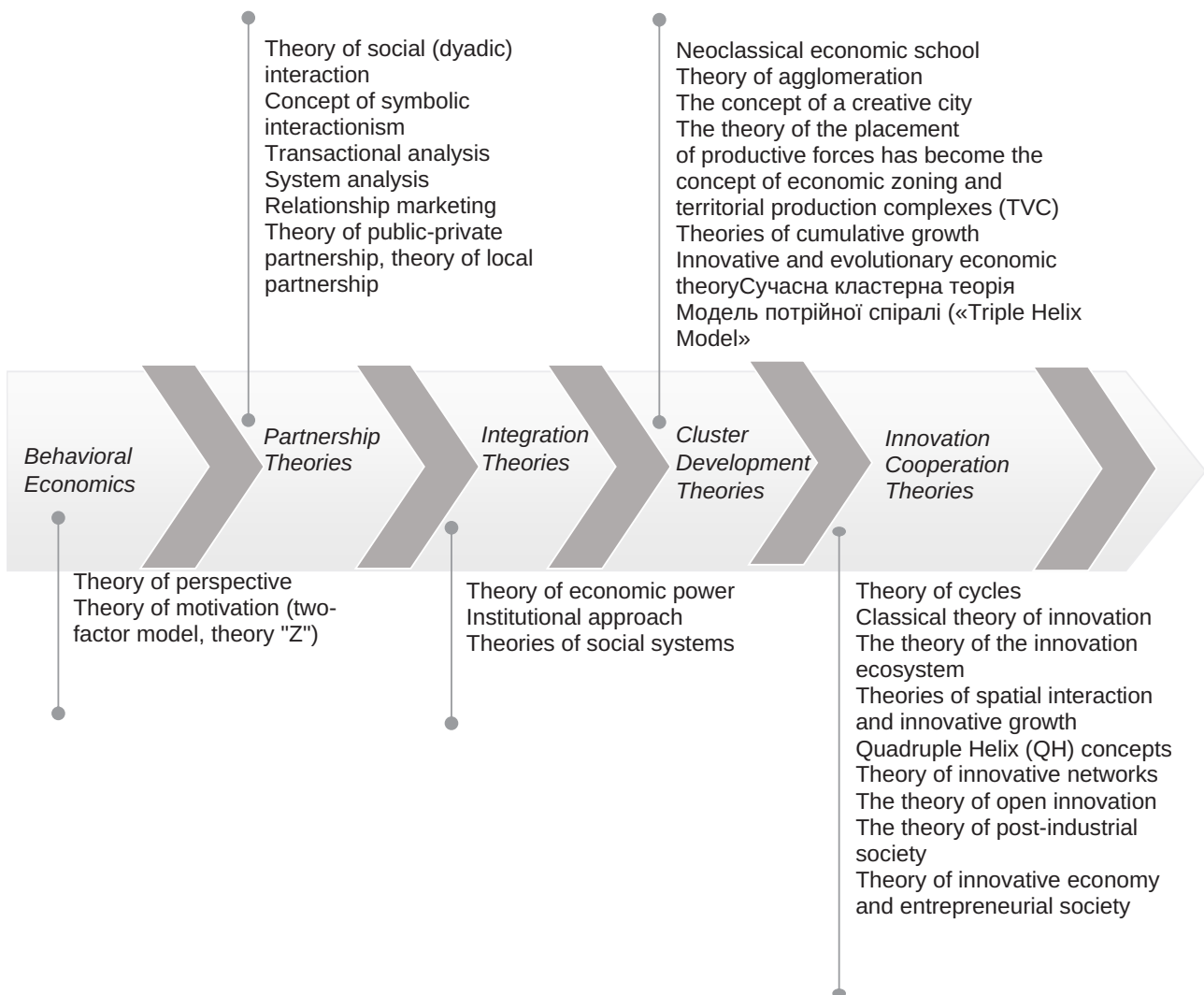


Figure 1. Evolution of theories of forms of interaction in the process of innovative development

of innovative activity, and provides for a certain hierarchy and interaction of subjects who act as carriers of interests that prompt them to enter into economic relations with other subjects. This interaction changes significantly in the conditions of innovative economy and transformation of activity. Innovative economic development is accompanied by the growth of the role of human capital, which allows generating innovative ideas and solutions. These changes in behavioral economics make it possible to comprehensively investigate the activity and role of a person in connection with the processes of interaction of their participants, the mechanisms of coordination of interests and the specifics of information support of these processes.

Partnership theories examine the interpersonal positions of partners in dynamics, which makes it possible to choose the appropriate types and forms of partnerships based on taking into account the motives for creation and expectations of partners. Collaborating with partners provides various opportunities to increase value (optimizing the number of partners, establishing two-way communication at the appropriate levels in both organizations to facilitate rapid resolution of problems without delays and disputes that lead to unnecessary losses, and developing a joint strategy, evaluation, recognition and reward for partners' efforts), which require optimization and reasonable ways of establishing innovative partnership relations.

The concept of integrated structures is related to the change of the organizational model based on the principles of economic synergy. It is important to consider not only the evolutionary dynamics of changes in social systems and the social systems themselves, but also to take into account the pace and direction of changes in the global world, their innovative direction and hierarchical nature, which is quite often achieved thanks to revolutionary shifts. Building an innovative model of social development requires taking into account the hierarchical structure of society, non-linear interactions and integration of knowledge based on the principles of economic synergy. Innovation and integration are two interrelated economic processes that contribute to the formation of high-tech and highly adapted organizations to stable economic growth at all levels of the national economy.

The modern concept of cluster organization of the economy is formed under the influence of theories of regional economy and spatial organization of the economy, theories of innovative development, institutional theory and strategic management. The current stage of cluster theory development is associated with the growing globalization of the economic space based on innovative leaps. This has led to a number of studies on the role of clusters in stimulating innovation processes in the context of an effective network model of interaction due to the formation of an environment favorable to the creation and commercialization of innovations.

The transformation of the interaction of the main socio-economic subjects within the framework of innovative cooperation takes place taking into account the space and conditions for realizing the potential of each individual subject of relations, increasing the degree of freedom of development and self-organization of the system. In the innovative type of development, it is determined by the interaction of technological and socio-economic processes. The post-industrial society is based on the close interaction of the research laboratory with enterprises working in the field of innovation, scientific achievements, education, human capital and information as the main factors of the competitiveness of the national economy.

Conclusion. Therefore, a detailed analysis of the existing theories of innovation allowed them to be grouped by the nature of interaction and presented in the sequence of increasing influence on the parameters of innovative development (behavioral economics, partnership theories, integration theories, cluster development theories, innovative cooperation theories). Demarcation of levels of interaction in the process of innovative development is based on the potential impact of innovations on certain economic and social goals, but they require clear interaction of participants in this process. Innovative theories varied according to the number of elements and levels of their structuring. Thus, these evolutionary changes are represented by changes in certain aspects of interaction and allow the development of new or modified concepts of management for the development of an innovative economy.

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