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ALTERNATIVES OF INNOVATIVE APPROACHES FROM THE POSITION OF BUSINESS STRUCTURES AND INSTITUTIONAL CRITERIA

АЛЬТЕРНАТИВИ ІННОВАЦІЙНИХ ПІДХОДІВ З ПОЗИЦІЇ ПІДПРИЄМНИЦЬКИХ СТРУКТУР ТА ІНСТИТУЦІЙНИХ КРИТЕРІЇВ

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The article is devoted to topical issues of innovative approaches from the standpoint of entrepreneurial structures and institutional criteria. This study substantiates the relevance of the development, implementation and improvement of approaches to the institutionalization of innovations in the context of globalization. From a theoretical point of view, the evolution of innovations in the system of entrepreneurial structures in the maritime trade market is investigated, theoretical approaches to the study of innovative systems and the principles of global innovative interaction are disclosed. This study presents an institutional approach to the implementation of innovations in the maritime market of Ukraine, as well as summarizes the practical experience of institutionalizing scientific research systems in the global maritime trade market, identifies the need for innovative and modernized development of the national maritime industry.

Keywords: innovation, innovative development, globalization, institutionalization, integration, crisis, maritime complex, global maritime trade market, entrepreneurial structures, shipping company.

Стаття присвячена актуальним питанням інноваційних підходів з позиції підприємницьких структур та інституційних критеріїв. Прискорення мінливості існуючих економічних та інституційних умов зіштовхує суб'єкти морегосподарського комплексу з новим рядом проблем, для вирішення яких необхідні нові підходи і способи, що стрімко прискорює інновації та процеси модернізації. Зважаючи на це, ключовим фактором для розвитку морської індустрії на національному та міжнародному рівнях стає інноваційна політика. Таким чином, потрібні розробки і впровадження в господарську практику нових підходів до формування інноваційних стратегій і їх управління. У глобальному ринку морської торгівлі для підприємництва все більшої актуальності набуває інтеграція в зовнішні і внутрішньо ринкові системи. Глобальні інноваційні мережі в більшій мірі впливають на інноваційні системи країни. Особливої актуальності набуває створення і управління кластерами, інноваційними мережами, а також питання трансформації інтелектуальної власності та інституційного забезпечення інноваційної діяльності. У даному дослідженні обґрунтована актуальність розробки, впровадження та вдосконалення підходів інституціоналізації інновацій в умовах глобалізації. Актуальність теми статті підтверджується пріоритетами і організаційними формами модернізації морегосподарського комплексу України. На жаль, послуги, що надаються на ринку морської торгівлі в Україні не в повній мірі враховують інституціональні особливості відкритої національної економіки та сучасні тенденції на глобальному ринку інновацій. Зважаючи на це в даний час Україна потребує нові методологічні підходи в управлінні інноваційним розвитком морегосподарського комплексу з

урахуванням потрібних моделей і технологій жорсткої конкуренції. З огляду на це з теоретичних позицій досліджено еволюцію інновацій в системі підприємницьких структур на ринку морської торгівлі, розкрито теоретичні підходи до вивчення інноваційних систем та принципи глобальної інноваційної взаємодії. В даному дослідженні представлений інституційний підхід до впровадження інновацій в морегосподарський ринок України, а також узагальнено практичний досвід інституціоналізації НДС в глобальному ринку морської торгівлі, визначено необхідність в інноваційно-модернізованому розвитку національної морської індустрії.

Ключові слова: інновації, інноваційний розвиток, глобалізація, інституціоналізація, інтеграція, криза, морегосподарчий комплекс, глобальний ринок морської торгівлі, підприємницькі структури, судноплавна компанія.

Статья посвящена актуальным вопросам инновационных подходов с позиции предпринимательских структур и институциональных критериев. В данной исследовании обоснована актуальность разработки, внедрения и совершенствования подходов институционализации инноваций в условиях глобализации. С теоретических позиций исследована эволюция инноваций в системе предпринимательских структур на рынке морской торговли, раскрыты теоретические подходы к изучению инновационных систем и принципы глобального инновационного взаимодействия. В данном исследовании представлен институциональный подход к внедрению инноваций в морехозяйственный рынок Украины, а также обобщен практический опыт институционализации НДС в глобальном рынке морской торговли, определена необходимость в инновационно-модернизованном развитии национальной морской индустрии.

Ключевые слова: инновации, инновационное развитие, глобализация, институционализация, интеграция, кризис, морехозяйственный комплекс, глобальный рынок морской торговли, предпринимательские структуры, судоходная компания.

General problem statement and its connection with scientific and practical objectives.

The relevance of the topic of the article is confirmed by the priorities and organizational forms of modernization of the maritime economic complex of Ukraine. Unfortunately, the services provided in the maritime trade market in Ukraine do not fully take into account the institutional features of an open national economy and current trends in the global innovation market. In view of this, new methodological approaches to the management of innovative development of the maritime economic complex are currently in demand in Ukraine, taking into account the demanded models and technologies of fierce competition.

The innovative development of the maritime complex is conditioned by two phenomena, parallel and interrelated, that are globalization and the transformation of approaches to the innovation process from the standpoint of entrepreneurial structures and institutional criteria. In this situation, economic growth and quality of life are determined by the effectiveness of innovation policy at all levels of development. The key factor in the development of the country's maritime economic complex is the lack of a scientific and technological base, intellectual and information resources, and the ability of subjects to use them optimally to create and commercialize innovative benefits, as well as adapt to constantly changing market conditions, create specialized market niches, and develop new competencies and enhance competitive advantage.

The acceleration of the variability of the existing economic and institutional conditions con-

fronts the subjects of the maritime complex with a new set of problems, for the solution of which new approaches and methods are required, which rapidly accelerates innovation and modernization processes. In view of this, innovation policy is becoming a key factor for the development of the maritime industry at the national and international levels. Thus, the development and implementation of new approaches to the formation of innovative strategies and their management are required.

In the global maritime trade market for entrepreneurship, integration into external and internal market systems is becoming increasingly important. Global innovation networks have a greater impact on the country's innovation systems. Creation and management of clusters, innovation networks, as well as issues of transformation of intellectual property and institutional support of innovation activities are of particular relevance.

Analysis of recent research and publications. The study of innovative approaches from the standpoint of entrepreneurial structures and institutional criteria is carried out in the article on the basis of generalization and development of the theories of innovative dynamics. Numerous works are devoted to the management of innovative development of the maritime trade market [1–5]. From the standpoint of the institutionalization of innovative development, the works of such researchers as T. Weblen, R. Coase, R. Nelson, A. Nesterenko, A. Oleinik and others are relevant.

The object of the research is the national economic systems, united by flows of information,

knowledge, R&D and innovations in a dynamic environment of generation and commercialization of innovations through innovative interaction. The problems of the development of the concept of innovative development are closely integrated with the formation of the knowledge maritime transport economy. However, it is precisely the methodology of the institutionalization of innovation management in the maritime sector that has not been adequately covered.

Formulation of the article's purposes (objectives setting). The purpose of this article is to analyze innovative approaches from the perspective of entrepreneurial structures and institutional criteria, as well as to develop a concept for managing an innovative system in the maritime complex of Ukraine.

The main research material mentioning justification of the scientific results obtained. General patterns of economic development and globalization of economic relations, among which there are the deep processing of raw materials, the development of mechanical engineering based on innovative technologies, an increase in the factor of science intensity of production and the implementation of innovative technologies change the needs for the carrying capacity of sea transport. At the same time, the requirement for the technical and economic level of the production infrastructure is significantly increasing. The parameter of the flexibility of reaction to transformation processes in the industries that form the global freight flows is especially highlighted.

Development destroys individual functioning processes and creates conditions for increasing its stability. The result of development based on innovative technologies is to increase the functional sustainability, in particular, of shipping companies and commercial ports.

In any case, the decision-making criteria in the system of measures for managing system security are of decisive importance. In the conditions of normal management, the nature of the formation of the usefulness of the functional activity of a shipping company is taken into account from the position of the subjects of the maritime trade market. Two limitations are considered as parameters of utility, firstly, from the position of the ship owner – maximizing profit and capitalization, and secondly, from the position of cargo owners – reliability, economic results and quality parameters of cargo delivery. Crisis threats are formed when factors arise that reduce the perceived value of the transportation process.

Some importance in the economic stability of the control system plays an uncertainty in the for-

mation of market development trends of transport services and the innovation activities of individual shipping companies. The main form of uncertainty is the state of the sea trade market, the signs of which do not indicate the unambiguity of the directions and parameters of development.

Increasing the efficiency of the development of maritime transport enterprises based on the reconstruction of its individual production elements is closely related to the improvement of methods for substantiating development parameters. A significant drawback of the reconstruction justification system is that the reconstruction options and the current potential are compared. In the safety management system, it should be considered expedient to justify and select the reconstruction option from the composition of technically possible solutions regarding innovative models for the development of the fleet or port terminals.

The constant expansion and reconstruction of maritime transport enterprises is a continuous phenomenon, which should be reflected in the mid-term and long-term plans for the development of the corporate business. The reconstruction parameters are determined by the required volume of investment resources and the value of the economic effect.

Institutional approaches play a decisive role in the management system of anti-crisis factors (Figure 1).

The expansion of the scale of the use of high-tech methods of handling cargo flows in commercial shipping predetermines the reduction of those employed in the transport segment. On this basis, the service sector is expanding, and in the post-industrial society, the service sector dominates, which provides a certain reduction in risk factors.

However, the danger of a crisis arises even at a higher rate of development of the service sector, while the scale of the functioning of the national production segment is insufficient to meet the needs of the domestic market.

The crisis covers industries closely related to each other. They form an integral unity, for example, the fuel and energy economy, the production of consumer goods and transport. At the same time, not only structural problems are formed, but negatively manifested in the state of other types of economic activity.

The problems of the government's institutional impact in anti-crisis strategies can be summarized as follows:

1. concentration of government intentions on the principle of non-interference in the business life of enterprises;

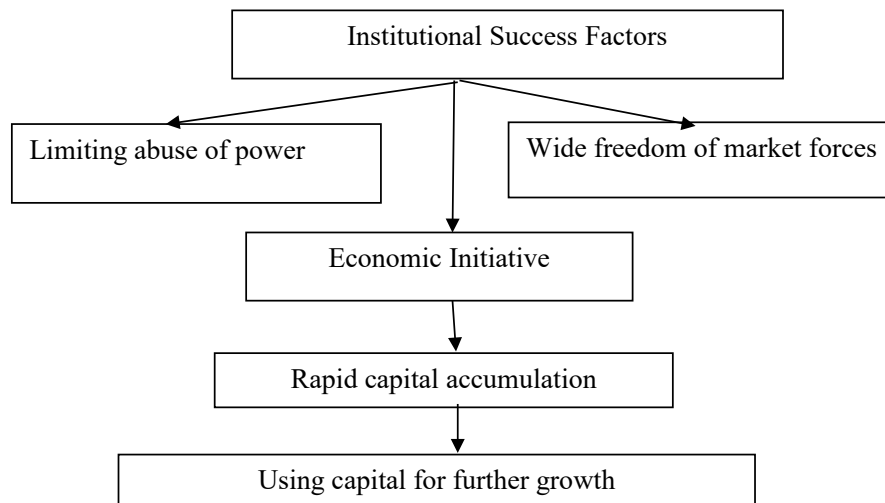


Figure 1. The focus of institutional structures on sustainable development

Source: developed by the authors

2. complete freedom of entrepreneurs in business management;

3. assistance of the government in the forms of economic activity revitalization – from tax breaks to direct subsidies;

4. a compromise between the theory of laissez-faire and the specific requirements of state aid in specific economic problems;

5. An attempt to use protectionist measures violates the principle of free trade, and in the context of the expansion of the WTO strategy, it causes special methods of restriction based on standards.

6. Concentration of any type of business is one of the conditions for reducing the risk of a crisis. The advantages of concentration are known – first of all, the efficiency of the scale of production in terms of the aggregate of fixed costs.

However, there is a fear of monopolization of the market, therefore mechanisms and tools of antitrust legislation are widely used.

In these conditions, the requirements for the nationalization of the largest industries arise, and direct financing from the budget is used, first of all, for corporations that are of fundamental importance for the formation of jobs in a significant range of production centers. Recapitalization and de facto nationalization of a number of commercial banks are under way. At the same time, attention is focused on compliance with the law and on the promotion of competition.

An analysis of the real conditions for the functioning of both the global and national components of the maritime transport industry shows the presence of a complex of problems of sustainable development. Most of the authors'

approaches do not disclose the peculiarities of the entry of national units into the global shipping system, taking into account the regulatory activities on the part of international institutional organizations.

Along with institutional methods, technical support for the level of safety of navigation and life-saving at sea is widely used. Due to the availability of sufficient investment funds, all-weather ocean rescue vessels of a new type have been built. The vessels have landing areas and a helicopter hangar.

Foreign ship-owning and institutional structures, based on operational experience, have developed the concept of cargo and functional modernization.

Rational economic and investment activities of sea transport enterprises, as well as other objects of industrial complexes of the national sea transport industry, are determined by the nature of the use of the laws and principles of a market economy, a ramified network of needs and interests. A special place in the rationality of entrepreneurial activity is occupied by the characteristic of the availability of economic resources and the effectiveness of the system of institutional administration.

Unfortunately, due to the fact that a clear mechanism for managing the main structures of the maritime complex was not created in a timely manner at the state (institutional) level, the merchant fleet of Ukraine during the creation of the transport department found itself not only in a state of crisis, but rather in the stage of collapse. Shipping companies and operators in 1991 owned a fleet whose deadweight exceeded

5 million tons. The Ukrainian flag fleet consisted of over 400 vessels of various specializations and technical and economic levels.

Conclusions of the research and prospects for further development. The transformation of the existing institutional structure is a prerequisite for the innovative and modernized development of the sea economic complex of Ukraine, ensuring a balance of technological, social and economic subsystems, since the generation of global technologies is determined by institutional

factors. Technological diversity is characteristic of Ukraine, which, in turn, is explained by the relative inefficiency of methods and methods for the flow of factors of production, knowledge and information lagging behind in key development sectors. The emergence of each new technological order is accompanied by a parallel expansion of a lower order, which reduces the overall efficiency and competitiveness of the entire system, while increasing the lag behind the highly developed maritime powers.

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