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WHAT HOLDS BACK THE DEVELOPMENT OF INNOVATIVE PROCESSES IN UKRAINE

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The success of innovative development of countries and regions is determined the quality of existing national (regional) innovation systems, the main subjects of which are government bodies, scientific and educational complexes, industry, including small business sector and innovative infrastructure institutes. The effectiveness of such systems, in turn, is determined by the innovative activity of each of these subjects, the level of their cooperation and coordination of activities.

Indicators of innovative development of Ukraine are very low and consistently decreasing. For several years, in the ranking of the World Economic Forum on competitiveness, Ukraine was overtaken by Colombia, Vietnam, Sri Lanka, and the Philippines, and Romania, Botswana, Egypt, and Jamaica come in

fifth place. Currently, in this rating, Ukraine occupies a place among the sixth dozen countries (out of more than 130 present). Industrial exports have an extremely small share of high-tech products (in the cost of which the share of R&D is 5% or more) - no more than 0.1%. The unenviable prospects of low-tech economies can be judged by the following data: if today the volume of the global high-tech market (about 3 trillion dollars) exceeds the market of energy resources (700 billion dollars) more than 4 times, then within the next 10 years the ratio will grow up to 10 times (the market of high-tech products - up to 10-12 trillion dollars, and the market of energy resources - up to 1 trillion 200 million dollars).

The majority of large domestic industries, created in the Soviet period, are organized according to the industrial type and therefore objectively do not have a high innovation potential (ability to dynamic changes in response to changes in market requirements). Indicators of innovative activity of enterprises of the Kharkiv region (the share of innovatively active enterprises and the share of innovative products in the total volume of production, the number of new technologies and equipment purchased and implemented, and a number of other indicators) although they slightly exceed the average values for Ukraine, but at the same time by 5-6 or more times lower than similar indicators of developed countries, and even these very modest indicators worsen every year.

Due to the noticeable technological backwardness of today's productions from world standards, a situation where simple borrowing of foreign equipment will be more attractive to manufacturers than the acquisition of new technologies from science and their development may persist for quite a long time.

Another reason for low innovation activity lies in the plane of financial imperfection, or rather not even imperfection, but the complete absence of the foundations and instruments of bank (venture) financing of innovative (risky) entrepreneurial initiatives (projects) generally accepted in global practice.

It is known that in Japan the main burden of financing innovative entrepreneurship, especially at the initial stages of the innovation process, is borne by the state. There is also the experience of the USA - venture funds and firms are practically the only and real source of innovative entrepreneurship there.

But their banks lend to the real sector at 2-3% per annum, and in Ukraine at 25-30%, that is, the cost of credit resources here is an order of magnitude higher! Further. In them, the profitability of innovative projects is about 25-30%, but we remember that for 2-3% per annum under ordinary loans, therefore, in such a coordinate system, to be on equal terms, the return on innovative projects in Ukraine should be 250 -300%! It is legitimate to ask, which sane innovator in the

conditions of fierce competition on the global innovation market can agree to such profitability? Just crazy!

Therefore, one of the systemic reasons that completely exclude the development of innovative entrepreneurship in Ukraine is predatory bank interest on loans, as well as excessively high interest rates on deposits. Only bringing this system to global parameters can serve as a financial basis for the development of innovative processes in the Ukrainian economy.

Here, by the way, lies the answer to why real business does not participate in the innovation process. Tell me, why should he take credit in such conditions or finance such projects himself, the return from which is absolutely not obvious in the near future, if you can invest money in projects that pay off quickly (0.5 years - up to a year) without straining and without much risk - trade, real estate, etc., and have their legitimate 20-30% per annum.

For example, among the tens of thousands of small enterprises registered in the Kharkiv region, the vast majority are employed in trade, construction, public catering, repair of household appliances and other similar sectors. The number of small technological enterprises among them is very small, no separate accounting is kept for them, the specifics of their work, problems and opportunities are not systematically observed by anyone. Therefore, it is extremely difficult to judge the real state of this sector of innovative production in the region. Based on the most general considerations, it can be stated that due to their small number and the absence of permanent production connections with large productions, they do not have a noticeable impact on the innovative indicators of any industries of the region.

Academic scientific and educational institutions of the region, although show the highest innovative activity among all other subjects of economic activity, but only to a small extent realize their scientific, technical and innovative potential. Scientific and technical institutions in the majority of cases produce their products within the framework of thematic directions that have traditionally developed, and not as a result of preliminary assessments of their demand on the market. Their budgets have a very small share of developments carried out at the expense of industry funds, suppressing the low coefficient of practical use of the intellectual property objects created by them (less than 1%), in their environment there are practically no divisions and organizations of innovative infrastructure (marketing and consulting centers, centers commercialization).

The lack of tangible progress in the innovation sphere of the region is largely related to the lack of effective regional innovation policy, which can be formed in

our conditions only with the initiative and active and daily participation of the regional state administration and local self-government bodies. This is a feature of the stage of transformation we are living through. economy, in which only with the presence of a serious administrative resource it is possible to design the creation of a regional innovation system and purposefully implement this project. No market forces in similar situations can cope with such tasks and will not even set them. In this part, we have the biggest problem: the lack of well-chosen long-term regional development goals and an innovative strategy and program for its implementation based on these goals.

ЗАБЕЗПЕЧЕННЯ ДОСТУПУ ІННОВАЦІЙНИХ ПІДПРИЄМСТВ ДО РИНКУ ІНФОРМАЦІЇ ТА ТЕХНОЛОГІЙ

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Розвиток ринку та доступ стартапів до нього відіграють ключову роль в інноваційному підприємстві, оскільки ринкові можливості значною мірою визначають умови, які призводять до успіху чи невдачі бізнесу. Конкуренція може сприяти інноваціям, надаючи компаніям стимул бути більш ефективними і, таким чином, підвищувати свої шанси на успіх. На додаток, сприяння в отриманні доступу до внутрішніх і зовнішніх ринків може полегшити залучення іноземних технологій і розвитку науково-технічної інформації, а також сприяти розширенню фірм на ринку. У той же час конкуренція не завжди приносить користь інноваціям: якщо вона не дозволяє інноваторам відшкодувати витрати на свої інвестиції в інновації, рівень цих інвестицій знизиться. Ринки технологій також відіграють вирішальну роль в інноваційному бізнесі, оскільки вони дозволяють компаніям отримати доступ до технологій, які можуть бути занадто трудомісткими, занадто дорогими або навіть неможливими для внутрішньої розробки.

Ринки технологій можна охарактеризувати як місця, де продавець технологій (сторона пропозиції) зустрічається з покупцем технологій (сторона попиту). Ринки технологій можна охарактеризувати за кількома параметрами, зокрема: