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ACTIVIZATION THE PARTICIPATION OF UKRAINE IN THE NEW TECHNOLOGICAL ORDER AS INNOVATIVE BREAKTHROUGHS WAY AND CAPACITY OF PROFITABILITY

Statement of the problem . Modern economic growth is based on the principles of scientific progress and intellectualization of production factors. The share of new knowledge, reproduced in technology, equipment, training of personnel, accounting for 70-95 % of GDP. Innovation is a prerequisite for success in competing in world markets. The global economic competition will benefit those countries that provide favorable conditions for research and innovation.

Fundamentally important pattern in the design strategy of economic development is uneven economic growth, due to the periodic process of sequential replacement of entire systems technologically related industries – technological structures.

Only countries that have created backlogs on the formation of industrial and technological systems of new technological way to become centers of capital have freed themselves from old productions. It is therefore important, in view of the problems of economic growth of the national economy on an innovative choice of Ukraine, on the basis of which possible effective participation of our country in the European integration process, create adequate conditions and mechanisms of transition to dominating in the world fifth and sixth technological ways to not disappear from a number of independent subjects of world economy.

Analysis of recent research and publications. The concept of technological way formed on the brink of 1970-80 on the basis of the so-called concept of techno-economic paradigm proposed by a number of Western economists (S. W. Becker, Arthur D. Little, G. Freeman, G. Mensch). Significant contribution to the development of this problem was made by Russian scientists such as D.S. Lvov and S. Glazyev [1, 2]. Profound solved this problem in the work of academician of NAS of Ukraine V. Seminozhenko [3]. However, to enhance the participation of Ukraine in the new technological way further studies are needed to justify the intensification of measures to ensure the transition to a postindustrial society.

Statement of the problem. The aim of the article is to clarify the nature and causes of low manufacturability of the national economy and identifying appropriate measures and mechanisms to ensure the transition to a post-industrial society.

The main material of the study. The most important task today is to ensure the social and economic breakthrough in the direction of the transition to a post-industrial society and knowledge economy.

Theory innovative breakthrough integral theory of technological ways. According to these theories, economic growth is set by changing the technological ways. And the transition to a post-industrial stage of development of society means replacing sectoral distribution of the national economy distribution technology. The priority is the development of high technology in all areas. However, each technology has its own way of leading technologies that make up its core. For the economic system of any country is inherent simultaneous operation of several technological ways: that which is born; predominant; the one that dies. Strategic importance to the economy has the new way, one that is born, which carries up to a point little impact on GDP growth, but that it forms the direction of the country in the decades ahead.

Today it is generally accepted the existence of a 6 technological ways. Currently, in the developed countries dominate technologies of the 5th way and forming technologies of the 6th technological way.

These changes are mainly associated with the technological revolution and a total reorientation of industries and enterprises industrialized countries on energy-saving, waste management and multiple recycling of natural resources. Structural changes in the economy of these countries reflected in the rapid development of economic sectors that produce sophisticated machinery and high-tech products in which added value only in limited amounts include raw unworked or unskilled labor (engineering, computer science, electronics, biotechnology, etc.). At the end of XX century in world production machinery and high-tech products 1,2 trillion dollars . the share of industrialized countries accounted for 73 %, including the EU – 29 USA – 25 , Japan – 19%. The share of these countries in world exports of machinery and equipment at that time was 85,5 % , including the EU – 41 % USA – 24, Japan – 20.5 % [5, p. 44].

In a technological race that ensued, industrialized countries concentrate on the rapid development of the sectors, which on the one hand, provide a decisive contribution to improving productivity, and on the other – can maintain a technological advantage over the competition.

According to experts of the Organization for Economic Cooperation and Development (OECD) , the United States in the 80-90s of the last century by the high-tech sector has been achieved almost 50 % of productivity growth in the UK , Canada and Japan – over 30 , France and Italy – 25 % [4]. At the same time the branch structure "countries innovators" of new technologies to the mid 90's of the last century was

identical – aerospace, automotive, electrical engineering, – for each of which accounted for 10 to 15% of all R & D spending in the USA, Japan and EU. But in the mid of 90's situation is qualitatively was changed. But in the mid-90's situation is qualitatively different. In the United States leader was services, represented by information technology (20% of total R & D expenditures), which pressed the aerospace industry (12%) and automotive (11%). In the EU has become a major electronics (15%), automotive (13%) and services (14%). In Japan, the priority areas are electronics (18%), electrical engineering (11%) and automotive (10 %) [5, p. 44].

In Russia, according to experts, about 50% of the industry relates to the 4th technological way; 4% – to 5th and less than 1% –6th. Dominant in most industries are the 3rd and 4th technological modes and 5th technological way there, mostly just in defense industries.

Since 1990s, in the depths of the 5th structure began to appear more noticeable elements of the 6th technological way. His key areas are: biotechnology, artificial intelligence, CALS-technologies (Continuous Acquisition and Lifecycle Support), global information networks and integrated high-speed transportation systems, computer education, the formation of network business community. These are the industries that is developing in the leading countries, especially rapidly (sometimes 20% to 100% per year).

In passing, we note that the use of CALS-technologies to support the product throughout the entire life cycle (from design and manufacturing to after-sales service, and recycling) in the unfolded form has been developed and implemented only in fragments in space and aviation industry.

According to expert assessments in Ukraine about 95% of manufactured products belong to the third (60%) and fourth (35%) modes, which are characteristic features of the rapid development of power industry and the use of oil as the main energy source. The share of products of higher technological structure in the economy is 4% – for the fifth and 0,1% – for the sixth (Fig. 1). GDP growth by introducing new technologies in Ukraine is estimated at just 0,7-1%, while in developed countries this figure rises to 60% or even 90%. Outlined the situation is a result of errors of transformation processes the first years of independence.

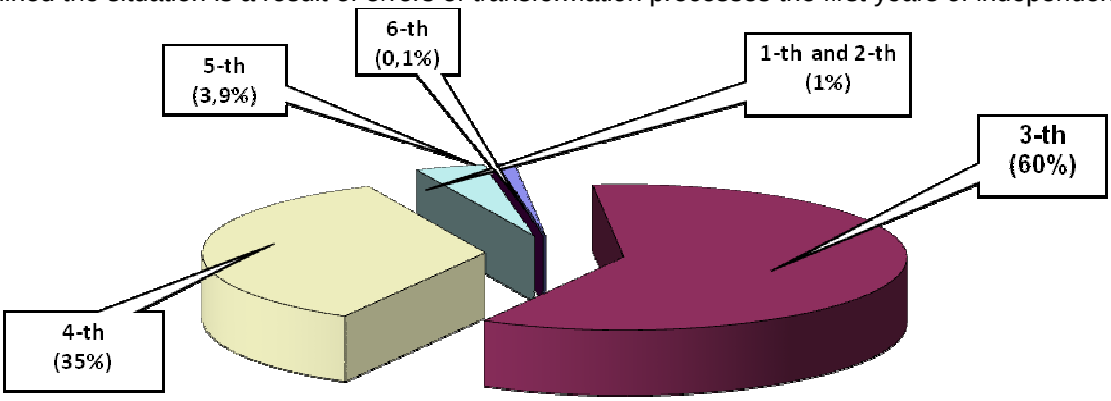

Figure. 1. The volume of industrial production in the technological ways of Ukraine*

* According to [3]

The depth of destruction of industrial-technological complex of Ukraine in the 90th years of XX century reflect the data in Table 1.

Table 1

Changes in the structure of industrial-technological complex of Ukraine in the years 1991 -2000*

№	Technological ways of industry of Ukraine	Densities	
		1991	2000
1	Relict	4	7
2	The third technological way	36	39
4	The fourth technological way	54	52
5	The fifth technological way	6	2
	Total (%)	100	100

* According to [6].

According to the data table 1, the most destructive effects were in the sectors of industrial-technological complex that belong to the most high - information technology structure. "Victim" of this scenario "techno-development" was advanced production technologies and projects that are designed, in particular, at the enterprises of the former industrial complex.

In the ranking of countries in the Networked Readiness Index in 2013 Ukraine ranks 73 among 144 countries. To weak points that hinder Ukraine efficiently develop experts include undeveloped market inefficiency of the legal system and the weak state of receptivity to technology.

Networked Readiness Index reflects the level of development of information and communication technology in the world and its impact on state competitiveness. Currently, he is the most comprehensive and authoritative source of international assessment of the impact of technology on competitiveness and

welfare states. The index measures the level of technology development for 53 parameters, including the conditions for the development of technology, the willingness of citizens, businesses and government agencies to use technology and the level of technology use in public, commercial and public sectors.

In the international division of labor Ukraine is unprofitable and has quite hopeless position. Moreover, the technology gap is increasing every year – because each subsequent technological way is shorter in time and more deeply the nature of social and economic change than the last.

A lack of good scientific and technological forecasting in Ukraine, non-use for the purposes of innovative development of norms of legislation on the use of program-target method of management leads to inconsistent scientific, technical, fiscal, monetary, industrial and trade policy.

The destruction of the mechanisms of organizational interaction between sectoral science and industry as a result of elimination of line ministries, immaturity of mechanisms to encourage large corporate structures to the commercialization of research led to the release of a significant proportion of the scientific sector beyond the reproductive mechanisms for financing innovative activity and weakening of the economy, as evidenced by the data in Table. 2.

Table 2

Indicators of innovative activity in industrial enterprises in the regions *

	Total implemented new technological processes				The production of innovative types of products (items)								The volume of shipped innovative products							
					materials, goods and products				machinery, equipment, apparatus, appliances				Volume of innovative products, mln.UAH				In% of total volume of industrial products			
	2008	2009	2010	2011	2008	2009	2010	2011	2008	2009	2010	2011	2008	2009	2010	2011	2008	2009	2010	2011
Ukraine	1808	1145	1419	1647	657	786	881	758	2495	1622	1645	1688	24995,4	30892,7	40188,0	45830,2	6,5	6,7	6,7	5,9
Crimea	62	11	24	73	38	зо	26	27	25	24	29	21	932,2	557,9	624,0	280,1	14,5	7,9	6,5	2,3
Vinnytsia region	14	24	79	58	17	17	33	23	13	20	91	68	54,0	77,2	616,0	119,6	0,9	1,1	6,7	1,1
Volyn region	4	8	24	16	11	6	3	6	3	2	1	4	206,8	1209,4	3042,3	2139,2	5,8	24,6	38,3	24,7
Dnipropetrovsk region	79	65	53	58	31	62	56	45	57	37	95	91	2650,4	4278,3	4516,2	3229,1	4,2	5,7	4,4	2,4
Donetsk region	90	54	52	114	68	53	39	49	104	79	41	101	4935,5	5206,2	5601,4	7411,9	5,8	5,5	4,6	4,6
Zhytomyr region	25	14	31	ЗО	14	9	9	9	76	29	26	15	147,8	230,2	226,2	201,8	3,3	4,3	3,2	2,3
Zakarpatska region	10	4	11	13	2	8	4	4	31	26	50	18	100,3	153,8	114,7	152,0	3,5	3,6	1,9	2,3
Zaporizhia region	351	252	234	257	58	66	60	77	28	42	49	71	3201,5	3545,4	3432,0	5345,2	9,5	9,2	6,6	8,3
Ivano-Frankivsk region	36	12	47	35	13	7	5	7	94	54	64	49	200,0	156,1	438,0	598,1	3,1	1,7	4,3	5,2
Kyiv region	41	23	52	34	-	-	25	3	90	73	60	119	309,3	408,3	515,5	617,8	3,0	3,0	2,9	2,8
Kirovohrad region	42	31	52	31	9	11	20	24	24	55	36	39	220 3	475,8	484,7	426,9	7,0	13,0	9,6	7,1
Lugansk region	35	20	56	45	1	5	4	7	41	28	ЗО	44	1449,7	3848,9	7720,3	12393,3	4,3	9,6	14,9	17,6
Lviv region	55	8	54	54	37	9	52	22	146	93	138	116	343,4	423,6	1064,2	627,1	3,4	3,3	6,5	3,1
Nikolaev region	25	14	9	20	4	1	2	12	81	7	10	14	719,8	418,9	60,8	174,4	9,2	4,7	0,5	1,2
Odessa region	40	30	51	33	17	12	14	13	197	288	16	37	2176,9	2197,2	2287,2	382,6	17,0	18,1	13,3	1,3
Poltava region	65	29	35	26	22	100	142	33	88	60	-	57	349,9	406,6	1077,4	256,0	1,6	1,4	3,1	0,6
Rivne region	9	1	4	20	6	10	11	5	72	33	48	11	55,1	23,1	88,3	109,4	1,2	0,4	1,2	7,4
Sumy region	55	67	56	77	95	106	104	98	48	60	61		1244,0	917,4	819,7	1079,3	18,9	10,8	8,8	8,6
Ternopil region	14	2	36	30	-	-	6	19	223	19	59	70	44,1	12,2	179,5	262,4	2,3	0,5	5,7	6,0
Kharkov region	112	116	96	95	64	82	74	63	97	55	101	104	1903 2	1953,2	1882,3	2884,7	98	8,3	62	7,4
Kherson region	10	5	22	61	6	4	6	ЗО	56	23	27	65	128,3	158,9	200,6	257,9	4,5	4,7	4,3	4,2
Khmelnytsky region	13	4	8	16	3	14	5	3	16	6	2	5	190,0	111,2	97,0	58,9	4,0	1,9	1,2	0,6
Cherkasy region	8	3	13	23	12	19	25	18	10	3	12	39	103,5	162,3	511,3	2665,7	1,5	1,9	4,2	13,6
Chernivtsi region	8	6	15	11	10	13	23	25	93	63	88	54	77,8	88,4	304,4	220,3	6,0	5,5	12,9	7Д
Chernihiv region	31	31	32	34	21	17	18	19	26	24	20	39	253,0	172,8	399,0	394,2	4,6	2,7	5,0	4,0
Kyiv	581	311	273	381	98	125	114	115	735	413	483	362	2986,4	3687,7	3870,2	3530,1	16,0	15,5	12,9	10,0
Sevastopol	–	–	–	2	-	-	1	2	21	6	8	4	12,2	11,7	14,8	12,1	1,1	0,8	0,8	0,6

* According to the State Statistics Service of Ukraine.

Lack of activity implementation by Ukraine of competitive advantages based on the use of high technology , leading to the risk of investment in this area , which hinders the direction of cash flow. According to calculations of scientists, nearly 70% of funds for research and development in Ukraine accounted for IV, and only 23% – for V technological way, 60% of the cost of innovation – to IV technological way, 30% – III, and V – only 8,6%. According destructive changes in the structure of production leads to the degradation of the technological structure of existing enterprises. In the same area there are no legal mechanisms for protecting intellectual property and objective information on existing intellectual potential. Overall analysis of the legal framework of innovation in the economy and the results of innovation Ukrainian enterprises indicates the slow pace of innovation sector, inadequate provision of public policy formation technological foundations of a new economy based on knowledge that in the future and lead to an increase in the technological backwardness of the economy of Ukraine from leaders-innovators.

Link to the structural imbalances of the national economy is often used argument to explain the reasons for the sharp decrease in production at the radical liberalization of the economy. Even in official economic programs of this argument is stated as a fact, they say about the "unclaimed market" substantial part of the goods produced, the discrepancy patterns of demand and supply structure of products of low competitiveness and so on.

Indeed, serious structural imbalances that have formed during the policy management of the economy and complicating economic development is undoubtedly exist. However, they cannot be reduced to an imbalance of supply and demand or the problem of low competitiveness of domestic products over imports analogues, and run into the play patterns of technological and institutional framework directive planned economy, bringing its technology emerged stratification and the growing technology gap.

In contrast to a market economy where substitution technological structures accompanied by a redistribution of resources from reproduction contours of the old technological structure of the new expansion , modernization of production capacity on a new technological basis in prescriptive planned economy emergence of new technological structures was playing for the preservation of the past that ensured appropriate production and departmental systems. As a result, a specific situation reproductive technology stratification of the economy, which entailed the growth of technological disparities slowing the progressive technological developments and general economic growth [9].

Modern realities Ukrainian economy is not allowing to form complex innovative models IV and V of generations, which are typical for the highest stage of scientific and technological progress, and are used, for example, in the USA and Japan. The dominant part of the knowledge-intensive sectors of the economy of Ukraine is located between the third and fourth technological ways and technology of the fifth way in the country hardly used. The main reason for this state is the sharp decline in innovation activity during transformations. For twenty years, the scientific sector of the economy was virtually excluded from the range of strategic national priorities. As a result of "innovation recourse" to the beginning of the XXI century Ukraine was on the periphery of the world market of high technologies.

Basic science worldwide is funded almost entirely by the state, while in applied research willingly direct funds and private companies. Thus, the USA share of corporate investment in research is 75%, Japan – 98% Germany – 90%, France – 75% UK – 69%. Directly from budget into the science goes quite a bit: in the United States – 0,4% of GDP, while in Japan – even 0,04%.

Insufficient financing of science has a negative impact on innovation activities in industry. This confirms the fact that the number of new technological processes introduced in 1991 was 7303 units, and in 2012 - only 2188, that declined by more than three times. Research intensity GDP of the country from 2,44% in 1991, decreased to 0,73% in 2011. Global experience confirms that a value of this index is less than 0,4% of GDP, the country's science can only execute socio-cultural function. When going through this line it takes capacity to give some scientific results and perform cognitive function in society. It was only at a cost of learning, in excess of 0,9% of GDP turns its economic function.

The economy, based on a new technological way, unable to function effectively, directly or indirectly, if not fulfilling its natural purpose - to meet human needs, revenue growth and national wealth.

At the same time, working simultaneously on three technological ways, the economy cannot function successfully as cannot play three modes simultaneously, which gives rise to distortions in the allocation of resources between them.

In Table 3 shows the periods and characteristics of technological ways.

Table 3

Periodization and characteristics of technological ways (TW) *

Wave number and the corresponding specifications	The period covered by the action of specifications (waves)	Industries, which is based specifications	Infrastructure specifications
FIRST	*1790-1840 years*	The textile industry, the energy of water, vapor, carbon	Unpaved roads, travel on horseback and on ships on the sea, postal couriers
SECOND	*1830-1890 years*	Rail transport, mechanization of production processes; use of the steam engine. The appearance of the first joint-stock companies as new organizational and legal forms of business	Railways, world shipping
THIRD	*1880-1940 years*	The development of heavy engineering, electrical and chemical industry is based on electricity, internal combustion engines and the development of oil. The competition is monopolistic in nature: trusts, cartels, etc.	Telephone, telegraph, radio, electrical networks
FOURTH	*1930-1990 years*	The development of mass production, oil and gas energy, communications, new materials, developing electronics, software, computers. Created TNCs and oligopolistic competition	High-speed highways, air traffic, pipelines, development of television
FIFTH	*The middle of 1980s*	Microelectronics, computer science, electronic high technology, biotechnology, genetic engineering, synthetic materials, space. Combining large and small firms into a single string, techno, city of science, technology parks, new systems of quality management, investments, supply, repair and maintenance of industrial facilities - terotechnology	Computer networks, telecommunications, satellite communications, media, atomic stations (construction included at the final stages of way of IV)

* According to [7]

Thus, under the existing technological way to understand economic system that covers all stages of processing resources, and non-productive consumption, "creating a macro reproduction path" [2]. Each new structure emerging from the bowels of the former, when the latter reaches its peak and dominates the economy. Reaching its saturation, the structure begins to decline while falling profitability inherent production and redistribution of resources to reproduction chain new technological way.

Interesting that among resource does not stand out energy (steam, wood, coal, oil, gas, nuclear energy), although it is on this basis in the first place, it is necessary to analyze economic processes.

In addition, the way of determination of an industry depends on the produced its products and its scientific and technological level. In the case of production of capital goods, which form the basis for other industries, the perceived pressure not only market (as in the case of production of consumer goods), but also the instability associated with the state of technology, intellectual and social infrastructure. Then right author [8], which refers to the core of self-development engineering and construction industry.

Problem playing technological modes, the deep recession in the areas of IV-V technological ways – a problem not only purely technological structure of the industry in the narrow sense, but also the problem of the adaptation of economic agents, patterns of behavior, existing institutions and institutional arrangements.

The main component of the strategy is to develop breakthrough innovation singled out as a separate module subsystem operation parameters which exceed international standards of competitiveness in certain areas. Despite the importance of costs in innovative module mechanism should dominate the results, which should be no performance increase profits, and those that reflect the progressive achievements of modern production through the international certification [10]. The definition of these parameters in specific industries and areas of economic activity is mainly a process of organizational, technical, requiring coordinated and purposeful monitoring and certification of products.

Conclusions and further research. We believe that the transition to a new technological way – a task for developers of industrial policy, as this package of measures is an integral part of overall macroeconomic policy that applies to determining shifts in the economic system, while developing systems for the detection of innovative and promising scientific and technological outcomes, assessment of their sustainability will be to implement the object of innovation policy, which is to create the conditions for creativity and introduce new results. In fact, for her help search routine should be adjusted so that the competitive process and appropriate procedures to allow without extra effort to emerge new ideas and find it necessary to implement them financial support.

We emphasize that innovation activity is not only to direct the search of innovation, but also in management and technology and investment process that is caused by and depends on past experience and the general state of the economy.

The basis for the implementation of an innovative breakthrough that under impossible without technological breakthroughs will be information (accumulated knowledge plus experience) that will determine the behavior of economic agents and innovators.

Economic policy should be geared toward the realization of competitive advantages of the national economy that may be carriers of economic growth in a world market. Having not lost their own scientific schools and unique advanced technology virtually ensure the development of competitive industries in the world-wide market.

At the same time it is advisable to shape the conditions for the formation ahead of the latest technological structure that would support the government were fundamental and applied research, forming the infrastructure of training required qualifications, creating a complete information system infrastructure and protection of intellectual property.

The main purpose of the formation of innovation and technological module Ukrainian economy is that by concentrating efforts to achieve a breakthrough on narrow segments of the global technology market. A thorough review , ranking and selection of priority scientific and technological development based on systematic evaluation of the effectiveness of existing scientific and technological capabilities should make a specific scheme " certification " programs of national innovation and technological development in Ukraine . With selective financial support implementation even some of them (such as the development of new generations air technologies, new production technologies, etc.) is able to provide the technological base of the first stage a breakout and bridgehead to include points of the Ukrainian economy in the global technology network and systems.

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Dubyk V.Ya., Osidach O. ACTIVIZATION THE PARTICIPATION OF UKRAINE IN THE NEW TECHNOLOGICAL ORDER AS INNOVATIVE BREAKTHROUGHS WAY AND CAPACITY OF PROFITABILITY

Purpose. Figure out the nature and reasons for the low technological effectiveness of national economy and to identify appropriate measures and mechanisms to ensure the transition to a postindustrial society.

Methodology of research. Methodological and theoretical basis of the article is the works of leading foreign and domestic scholars on the issues of technological structures, innovative breakthrough profitability and capacity of the national economy. This article uses methods of economic analysis, including logical and theoretical, historical and systematic, methods of analysis, synthesis and comparison, forecasting methods, economic models in the justification of recommendations to improve the innovative technological domestic economy in modern conditions.

Findings. Determined and analyzed the reasons of low technological effectiveness of the national economy and competitiveness and defined priority measures and mechanisms to ensure the transition to a postindustrial society.

Originality. Carried depth analysis of the reasons for the low technological effectiveness of the national economy and on this basis, developed and improved scientific and practical recommendations of appropriate measures and mechanisms to ensure the transition to a postindustrial society.

Practical value. The results and recommendations of article may be taken into account during the preparation of syntheses of research about innovative breakthrough and increasing profitability of the domestic economy in the new technological order.

Basic theoretical concepts, methodological approaches and conclusions of the article can also be used in the educational process of higher education finance and economic trends.

Key words. Technological orders, innovation, innovation economy, innovative breakthrough, innovation, technology, national economy, competitiveness, profitability, innovative technological effectiveness of economy.