

Poliakova J.V.,
cand.sc.(econ.), assistant professor of department
of international economic relations
Lviv Academy of Commerce

COMPARATIVE CHARACTERISTICS OF INNOVATION ACTIVITY IN THE EU AND UKRAINE

At the present stage the EU governments pay much attention to the innovation problems – that is an important factor in ensuring the country's competitiveness in the global market. EU innovation policy includes classic support of research, promotion of science and economy exchange, and shaping the framework conditions that are designed to promote innovation. Therefore, it is urgent for Ukraine to develop innovative policy that takes into account the experience of the EU, as the national economy will not be able to compete in the new environment without innovation, and will not be able to respond to new challenges effectively.

The purpose of the article is to present comparative characteristics of innovation activity in the EU and Ukraine and to elaborate approaches to the development of the innovation policy taking into account the experience of the EU, as Ukraine will not be able to compete with other countries unless it focuses on innovation.

A large section of the Treaty on European Union is devoted to politics in science, engineering and technology. The first paragraph of the Article highlights the priority goal of scientific-technological and innovation consolidation of the EU. Approaches to regulation of innovation activity cover the creation of new administrative structures and empowerment of coordinating bodies competence; extensive government campaign on innovation; dialogue between the scientific

community, industry and the public. The effective use of intellectual labor is important for European politics.

Information support of innovative development is of great importance. EU Member States are traditionally divided into four groups within the Innovation Scoreboard: leaders; countries following the leaders; moderate innovators; innovators with modest results. Ukraine, unfortunately, does not have measurements of the innovation level according to the principles of the European Innovation Scoreboard.

Share of total expenditure in GDP of Ukraine was 0.75% in 2012, which corresponds to Croatia. Across the EU-27 average expenditure level on research and development was 2.03% of GDP.

The conducted study of the effect scientific and technical work in Ukraine has on GDP during the 1996-2012 shows a positive effect of this indicator on the gross domestic product of Ukraine. The number of scientific and technical work performers in Ukraine is a downward trend, with the exception of a slight increase in 2009. One of the reasons for this situation is lack of motivation and incentives to encourage workers, low prestige of science.

The high level of competition on the world market determines efficiency of innovation policy; effectiveness of state measures aimed at boosting innovation and financing scientific and technical development from various sources, as well as national scientists participation in international programs, including the European Union ones. Creating favorable conditions for the development of innovation is a priority for Ukraine, without this it is impossible to succeed in economic growth. Positive European experience should be considered to build an innovative economy in Ukraine.

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