



Target functionals of innovation-investment provider of development of production-economic systems of infrastructure type.

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Abstract

The problems of innovation and investment development of the country's economy, industrial-production and transport enterprises of the railway industry are considered. The main factors influencing the innovation and investment climate of industrial and economic systems are determined and substantiated. In particular, the present state of transport enterprises of the Western region of Ukraine is investigated, problems and perspectives of formation of innovation and investment development of enterprises of infrastructure type are outlined.

Keywords

Innovation - investment climate - production-economic systems - innovation idea - strategic development - transport sector - economy - innovations

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Received: 09/20/2018, Accepted: 09/28/2018, Available online: 09/30/2018.

<https://doi.org/10.32557/useful-2-3-2018-0001> This is an open access article under the CC BY-NC-ND license. Maintained by SVP4U®

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1. Introduction

One of the most important problems of the present and the development of the economy of innovation type is to ensure the effectiveness of the introduction of new forms of entrepreneurial activity where the formation and development of adequate innovative systems capable of effectively implementing innovative ideas of a higher level on the basis of high organization, effective use of resources of different nature that will ensure the achievement of balance their functioning and elimination of destructive consequences in the process of innovations from roses Regional Committee effective strategy development and investment attraction.

We consider it worthwhile to note that the inefficient use

of innovative ideas by enterprises is due to the need to improve the efficiency of realization of the problems of economic development of domestic industrial enterprises and enterprises of the infrastructure type of implementation of targeted innovative projects, which is why the increasing priority is the question of determining priority directions of strategic development in the conditions of global changes and integration of the country's economy into the European dimension, taking into account the constructive and key factors behind conditioning their effects. Hence, the solving of the task that will allow the development and substantiation of theoretical and conceptual foundations for forming the basis of innovation development of construction and service enterprises to ensure their whole-oriented innovation development will be urgent.

At present, the transport industry is a key generator of the company, which ensures the efficient functioning of almost all sectors of the country's economy, and in a free market, the question of finding ways to the economic growth of the country's economy is urgent. With the introduction of a visa-free regime for our country with the countries of Western Europe, the necessary stage for socio-economic development is the process of increasing the economic indicators that are directly dependent on the effective operation of all components of

the industrial complex of the country. This requires a corresponding increase in the capabilities and capacities of all its parts. In the face of acute competition in the global market for limited access to financial and other types of resources, the highest chances for minimizing losses and quick recovery of economic indicators will be, first of all, those countries that were able to ensure sustainable development and political stability within the state, and resulting in the effect of such functioning is the achievement of a high-performing economy, based on the continuous improvement of production processes, the creation of innovative products, the optimization of the systems Belief and high innovation culture of the population.

The development of infrastructural enterprises depends in no small extent on the ability to solve complex problem problems at the state level, where the creation of a basis for the innovation and investment climate, both for the country as a whole and for a separate branch, the production-economic system, and a different structural link, should be the first ones. The issue of development of the transport sector of the economy, which is a balancing element of industrial-production systems, remains urgent, and it provides for creation of favorable conditions for the implementation of innovation and investment policy in the industrial-industrial sector of the economic complex, where it is expedient to highlight an essential factor - to promote the process of restoration of the national economy, which is indisputable is the role of transport, which serves the industrial complex of the country, providing it with the necessary resource potential for the continuous operation of the latter.

The gradual growth of volumes of production of industrial and construction purposes requires a process of expanding ties between enterprises, while the rules of the free market dictate increasing requirements for the quality of transport services and increasing the efficiency of the use of vehicles, it's continuous updating, and improvement, improving technical and operational capabilities, as well as constant improvement of the level of service. The process mentioned above is connected with the search for effective current organizational and economic mechanisms of innovation and investment development of all the railways of the country. This requires revision of existing norms and standards for the development of methodological approaches, principles, measures, and forms of organization of innovation and investment processes in the context of the formation of the national transport services market.

2. Experimental samples and the research program

The current stage of economic development of the country requires political will in matters of assistance to the state in developing and applying the mechanism of activation of the investment policy of the industrial-construction-industrial complex of the country. Infusion into the economy of any country of "fresh money" allows us to implement and intensify production capacities, new technologies, introduce funda-

mentally new approaches using new knowledge, techniques, development of scientific centers and applied institutes.

An important stage in the development of enterprises of the industrial-industrial complex is the renovation of its material base, the replacement of equipment with a more modern - innovative, which will allow the production-economic system to obtain the opportunity to produce competitive products of innovative type. In this way, the country faces some problems that need to be addressed comprehensively and systematically.

In order to develop further measures, the necessary stage is the analysis of the factors of the investment market, which influence the result on the efficiency of their attraction. Table: 1 Source: [1, 4] systematized and supplemented by the author.

At present, Ukraine has not developed a substantiated system of support for innovation and investment activity for industrial and construction enterprises of the industrial complex. This has become one of the reasons for a catastrophic decline in innovation and investment activity in the country, deteriorating indicators of a favorable investment climate, which led to a drop in production and a decrease in competitiveness, and the possible emergence of the current situation should be the intensification of economic growth, the development of new technologies, technological lines, energy-saving technologies, new types of innovative products that can only be achieved under the conditions of an effectively selected development strategy and accelerating the innovation-investment process processes [6].

At present, the innovative development of enterprises of the industrial complex in the country is developing under extremely unfavorable conditions, where the main reason is the production of products with a low share of value added and significant depreciation of fixed assets and production infrastructure in almost all sectors and sectors of the country's economy.

It should be noted that the current state policy does not contribute to the development and support of industrial and construction enterprises, railways enterprises and the maintenance of a favorable investment climate: there is a limited introduction of innovative projects, followed by a reduction in financing, and an increase in interest rates by banks, which creates a favorable basis for growth corruption in almost all sectors of the economy, the use of significant financial resources is not intended and low level of control over development provided funds. Under these conditions, the likelihood of a significant degree of threat of economic risk in long-term lending increases, which deters potential investors and lowers the investment climate as a positive phenomenon of economic growth of any production-economic system [5].

In addition to the above, we would like to emphasize that, with the help of specialists in international business, to overcome the scientific stagnation of the industrial complex and to develop new investment projects, we believe that the necessary action should be the activation of the EUREKA program, which ensures the implementation of innovation and investment projects, which various reasons can not be realized

Systems of factors	Negative influence and hinder the development of innovation and investment potential.	Positively influence and promote the growth of innovation and investment potential
Technical	Limitation or lack of sources of project financing, insufficient development of scientific and logistical base, outdated technology and technology, reduction of scientific potential of the state due to the lack or lack of staffing of the scientific and practical base.	Public funding and availability of state orders for products and scientific developments, availability of necessary scientific potential, provision of scientific and technical base, development of competition and shortening the life cycle of science-intensive goods, state support for innovation, support for young scientists and specialists, and the rate for scientific development of the state.
Economic	Availability of high economic risk, lack of demand for products, lack of product orders, low financial support to the scientific and technical sector, high level of competition, high economic barriers and interest rates on loans, non-transparency of origin and distribution of financial flows.	Positive dynamics of the growth of socio-economic indicators, increase in cash receipts and transparency of their distribution to the needs of the industry, low turnover of personnel at enterprises, a perfect legislative framework for the account of resources, the availability of professionals, favorable rates of payment for a loan for potential customers, etc.
Organizational and managerial	Systematic organizational structures, excessive centralization, lack of desire for new innovative strategies, orientation towards established markets, lack of international scientific and technical cooperation.	Adaptability and flexibility of organizational management structures, decentralization, self-control and self-discipline, international scientific and technical cooperation, creation of innovation infrastructure.
Socio-psychological	Active resistance to changes due to the fear of uncertainty, the change of persistent stereotypes, the low professional status of the innovator and his low level of professionalism, the outflow of scientific personnel due to unfavorable working conditions or insufficient level of remuneration.	Positive perception of changes, innovations, employee's personal qualities, fair moral and material rewards, the possibility of self-realization.
Informational and communicative	Insufficient information on innovations, sources of their development and distribution, lack or incomplete information about an investor or source of investment, inadequate information exchange for innovation management, closure and limited interbranch relations.	Ability to quickly obtain the necessary information, the right choice of information channels, the acquisition of licenses, patents, know-how, expansion of horizontal streams of information
Legal	The imperfection of the legislative framework for investment and innovation activities, the lack of knowledge of the legal framework in the field of intellectual property protection.	Legislative measures (special benefits, laws) that encourage innovation.

Table 1. Factors influencing innovation and investment potential

by the efforts of one country. Accession of Ukraine to this Program will facilitate the implementation of cross-border projects, especially in the western region of the country, with the participation of Ukrainian companies, research organizations and universities specializing in innovative technologies. Ukraine will have the opportunity to participate in this process and strengthen the position of Ukrainian technologies in the European space, which will contribute to the effective integration of Ukraine into the world's European space [7].

It is worth mentioning the importance of the problems of innovative development of enterprises of the industrial-construction complex, which requires the development of a comprehensive national innovation development program and would involve a coordinated solution of problems both at the state and regional levels. Therefore, it is advisable to thoroughly examine the features of investment attractiveness as separate enterprises, regional development, and special conditions inherent in each individual region. Table: 2 Source: [1, 6], systematized and supplemented by the author.

World experience shows that investment is a powerful driving force in economic development. Moreover, experience and examples of highly developed countries show that, with a well-balanced management of the process of attracting foreign and domestic investments, as well as the introduction of well-designed management, significant progress can be made in ensuring economic growth and providing competitive advantages. [5]

It is worth noting that in the conditions of an unstable market environment and resource constraints, infrastructure-type enterprises can be generated as strong factors and the emergence of structural conditions for the deepening of weaknesses, which will impede the formation of capacities in production-economic systems for the development of a new type of industrial production - innovation-informational. [2].

It is worth pointing out that in order to increase the level of trust in the national economy of foreign and domestic partners, the abolition of state registration of foreign investments was a positive factor. It positively affected Ukraine's position in the Doing Business rating and the International Business Compass index, and in the long run could lead to an increase in direct investment in Ukraine (in the World Bank's "Doing Business 2015" rating, Ukraine took an indicator of ease of doing business 96th place among 189 countries in the world (in 2014 - 112th place), according to the International Business Compass index, which is calculated by the international consulting network BDO, Ukraine in 2015 ranked 89th out of 174 countries (in 2014, - 109th place) [6].

In this regard, it is worthwhile to note that by the volume of attraction of capital investments, the leading spheres of economic activity in January-December 2016 remained: industry - 33.3%, construction - 12.6%, agriculture, forestry and fisheries - 13.8%, information and telecommunications - 4.8%, transport, warehousing, postal and courier activities - 7.6%, public administration and defense; compulsory social insurance - 5.9%. [4, 6]. Fig. 1

According to the chosen course of the Ukrainian economy, which is connected with the process of European integration, the issue of preparation of the legislative framework of the leading branches of the economy for the current norms of the European Union requires much attention. This means that the priority task should be to prepare for cooperation with the EU transport industry, as one of the key suppliers of almost all types of resources. The transport industry requires not only the updating of the fleet of locomotives and wagons, the provision of service, as well as significant innovative technologies and investments for the development of the industry.

In the European countries over the past 10 years, a program on interoperability in transport has been developed and implemented to ensure the effective cooperation of all railway systems in European countries. At the moment, the same program has been implemented in Ukraine. [8]

For more than three years, the national rail network of the Western region has been operating on the principles of interoperability of transport systems, which enables the gradual adaptation of national railways to the principles, methods, and methods of functioning of European lines. The principles of interoperability are intended to promote the creation of mechanisms for cooperation between the EU and Ukraine, not only in the transport sector, but also in the field of higher education, which will enable the training of future specialists to work within this European Program, the strategy chosen should become a convincing factor for improving the investment climate. Both in the region, in particular, and in Ukraine as a whole. [9]

With the activation of programs to increase the efficiency of cooperation of transport systems of our country with the countries of foreign countries, we can speak about creating positive conditions for injection into the transport industry of investments, which will allow to modernize the production base of transport enterprises, conduct scientific research, expert work, reduce the risk of transport by means of track improvement programs. The process of European integration requires bringing to a single European standard not only the rolling stock of the railway but also the railway industry, which will have a positive effect on the functioning of the leading sectors of the economy and enterprises of the industrial-construction complex. The foregoing requires significant funds that can be ensured by the logical consistent innovation and investment policy of the state taking into account the current market requirements.

However, the following fact should also be noted: the number of existing production-economic systems is determined taking into account their production and economic and technological characteristics and depends, first of all, on technological capabilities and the formation of the innovation and investment potential of the latter.

At present, Ukraine has not yet developed a single mechanism for effective investment for large-scale technological changes and improvements in technical bases for both industrial and transport enterprises. At the same time, the national

The region	Areas	Investment characteristics
West	Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Chernivtsi	High level of investment attractiveness, average level of direct foreign investments per capita and activity of regional economy growth, activity in development of new goods and transport routes.
Center	Vinnitsa, Kirovograd, Poltava, Cherkasy, Dnipropetrovsk	The level of investment attractiveness is higher than average, the average level of foreign direct investment per capita, the level of growth of the economy above average, investment in the construction sector
East	Donetsk, Kryvorizhsk, Lugansk, Kharkiv	Former leaders in the ranking of investment attractiveness, insignificant level of foreign direct investment per capita and the gradual growth of the economy, the development of industrial and construction enterprises
South	Crimea (temporarily occupied), Zaporizhzhya, Mykolayiv, Odessa, Kherson	Average level of investment attractiveness, FDI for 1 person, growth of regional economy, introduction of innovative technologies
North	Zhytomyr, Kiev, Sumy, Chernihiv	The average level of investment attractiveness, the growth of the regional economy, the introduction of innovative technologies

Table 2. Regional features of investment attractiveness of regions of Ukraine

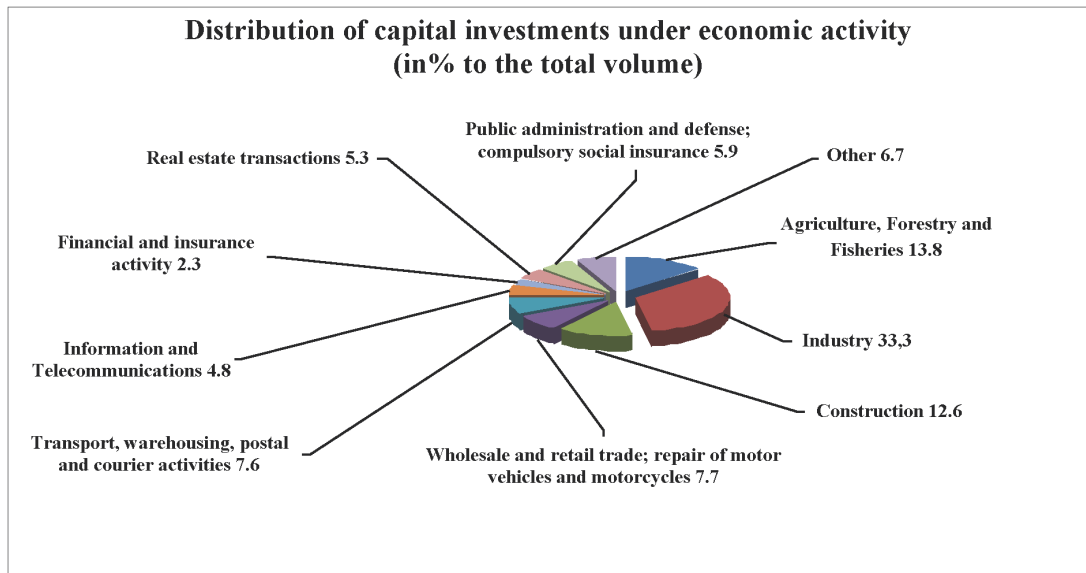


Figure 1. Distribution of capital investment in the sphere of economic activity (2016) [6]

base has unique technologies, but the general state of production and the limited resources do not create positive conditions for their implementation, does not create opportunities for the production of products that would meet the European standards. The importance of today's problems - the problem of activating innovation development requires the development and intensification of a comprehensive national program that would provide for their coordinated solution to regulate the innovation and investment market of almost all sectors of the

country's economy.

3. Conclusions

When analyzing the real situation of enterprises of the industrial-construction complex and the transport component of Ukraine it is expedient to emphasize that for international investors there is a significant risk of loss of invested capital, with the above-mentioned negative factors, such as high interest rates, opacity of the legislative base, low purchasing power of the

population. In view of this, it is necessary to implement the program of promotion of international investments, state insurance of investment risks and other means to increase the investment attractiveness of innovative domestic enterprises, which will contribute to the unconditional development of the national economy.

Consequently, the competitiveness of the country in the world community is ensured by an active innovation policy, which must be formed at all levels of economic management, and also take into account the global nature of innovation. For the effective implementation of innovations it is necessary to create an innovation core of the national economy at the expense of foreign investments and, on favorable terms, to participate in international scientific and technical cooperation.

Acknowledgments

We thank our colleagues from Kyiv National University of Construction and Architecture who provided insight and expertise that greatly assisted the research, although they may not agree with all of the interpretations/conclusions of this paper.

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