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UKRAINE'S INTEGRATION INTO THE GLOBAL INNOVATION AREA

Abstract. Summarized the gist of the concept of innovation and innovation area, considered strategic priority directions of high-tech activity in the coming years and negative factors that prevent from construction of an effective national innovation system, analyzed the situation and prospects of national production and trade of high-tech products and explored the place of Ukraine in the global innovationspace.

Keywords: innovation, innovation area, the strategic priorities of high-tech activity, the national innovation system, Ukraine.

The importance of subject matter is caused by the rapid growth of the impact of science and technology on the development of the world. Innovation is rapidly and radically changing the structure of the world economy. If the country is unable to promptly restructure of the economy according to new technological patterns, it leads to the inhibition of the development and economic downturn. This problem is very important for Ukraine. So if it doesn't want to be a raw materials appendage of the developed countries in the near future but to be among them, it should be involved in the processes of international technological exchanging, national scientific and technological capacity developing, innovative concept development implementation.

Theoretical researches of the impact of innovation on economic development are reflected in the works of foreign scientists such as T.Brayan, F.Valenta, H.Mensh, B.Santo, B.Tvist, K.Friemen, F.Yansen. The Ukrainian scientists who work in this direction are L.Antonyuka, Yu.Bazhala, V.Solovyova, V.Aleksandrovu and others. Despite a large number of papers on this subject, researching of the Ukraine's role in the global innovation space requires new scientific developments.

The objective of the article is the theoretical generalization of methodological approaches to the nature of innovation development in the context of globalization and identification priorities for innovation and Ukraine's place in the global innovation space.

The innovation is a key factor in the formation of a stable and competitive economy. Scientists of the world since the scientific and technological revolution of the nineteenth century till nowadays release their important role in the economic development of the country what can be proved by the large number of theories of innovation. It should be noted that there is no general and common understanding of this concept in modern society because of different approaches of the authors to this problem. However the most complete and commonly meaning have the following definitions: according to wide (classical) approach, innovation - is the embodiment of scientific discovery, technological invention of a new technology or a new type of product, and according to narrow - the outcome creation and development of a new or upgraded product (innovation) [1].

With regard to economic development and innovation potential core technology of the modern world economy is formed by such countries as USA, Japan, Germany, Britain, France,

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Sweden, Finland, the Netherlands, South Korea, supporting their economies to sustainable high level and ensure competitiveness on the international markets through efficient use of resources and innovative activity, while Ukraine, according to the World Economic Forum is one of the countries which developing due to factors of production and ranked only 89 among 142 countries in the global competitiveness rating in 2011. The most competitive country was called Switzerland which pressed Sweden into second place. Top 5 also includes Singapore, the U.S. and Denmark, while Ukraine dropped by seven positions this year [2].

In the period of globalization increasing of Ukraine competitiveness can be only provided through establishing a clear policy of reliable positioning in the global and European levels, which should be directed to timely respond to the dynamic changes occurring in the world economy with a goal to implement targeted measures to secure the releasing of Ukrainian economy on the high level of international attractiveness. Ukraine has to define the priorities for international competitiveness to integrate into the global innovation area as both developing and supporting many innovative directions irrational and even harmful to the state economy. This fact confirms the specialization of countries in the international markets of high-tech products. For example, in the EU market Ireland and the Netherlands specializing in computer and office technology, Britain and France - in the aircraft and spacecraft, Finland - in electronics and communication technology, Sweden, Italy, Austria, Portugal - in weaponry, Denmark - in pharmaceutical products, Germany - in scientific devices.

Mechanism of identification strategic priorities of research and innovative development projects is noticed at the relevant laws: "On amending to the Law of Ukraine" On priority directions of science and technology ", "On amending to the Law of Ukraine "On priority directions of innovative activity in Ukraine ", "On amending to the Law of Ukraine "On the innovation activities". Their consideration and approval by the Verkhovna Rada of Ukraine will intensify activity of research, education, business and other subjects of innovation in this sphere.

The main priorities of innovation for 2011-2021 years are:

- 1) development of new technologies of energy transportation, energy efficiency, energy-saving technologies, development of alternative energy sources;
- 2) development of new technologies of high-tech transport systems, space industry, aviation and shipbuilding, military equipment;
- 3) development of new technologies of materials production, their processing and connectivity, creating nanomaterials and nanotechnology industry;
- 4) technological innovation and the development of agricultural sphere;
- 5) introduction of new technologies and equipment for quality medical care, treatment, pharmaceuticals;
- 6) widespread use of cleaner production technologies and Environmental Protection;
- 7) development of modern information, communication technology, robotics [3].

As for Ukraine, an important market of high-tech products is a market of military equipment. In 2011 exports of these products was 484 million dollars. This is the twelfth place among world exporters. It should be noted that the main exporters are the United States and Russia, the average export of which for 2000-2010 years - 2.0-2.5 billion U.S. dollars [4]. Ukraine also belongs to the eight countries that have the necessary scientific and technological potential to create the most advanced aerospace technology. It is among the ten largest shipbuilding countries in the world, has a large share of employment in high-and medium-technology industries compatible with the EU countries, but its productivity in fact is several times lower than in these countries. Therefore Ukraine should focus on these priority industries and provide a significant increase in their state support.

One of the main negative factors which prevents from building an effective national innovation system and occupation of leading position in the global market innovation by Ukraine is insufficient spending on research and development. The overall level of funding for science is one of the key characteristics of the innovative country, its commitment to building a society based on knowledge. Average annual funding of science in 2010 in Ukraine was only 1% of GDP while in European countries with high human development research intensity of GDP are from 1.4% in Ireland to 4% in Sweden. Ukraine has one of the lowest levels of funding for science in the world - \$ 11 per capita, in the U.S. - \$ 1000, Japan - 900, Finland - 700-800, Russia - 60-66 dollars. The level of implementation of innovation is also extra low: from 40 thousand developments performed annually only 16% are used in production [5].

It is legislatively determined that expenditures on civilian research in Ukraine should not be less than 1.7% of GDP. However, in practice, the total cost of research and development (from all sources) in Ukraine over the last 15 years ranged between 1 and 1.5% of GDP, and in 2007 - 0.96% of GDP. Thus the state budget has never exceeded 0.5% of GDP (in 2007 - 0.39%).

The success of the innovation policy of Ukraine in the global market is determined by the size of investments, which it receives from the outside and also from internal sources for the development of high-tech domestic production, dynamics of growth of the share of high-tech exports, increased interest of foreign companies and highly skilled professionals to work with Ukrainian companies, as well as the extent of use savings for investment in domestic production. Particular attention should be paid to Ukraine's accession to the European programs to implement their own priority areas of scientific and technological capabilities and a whole European region. For example, currently Ukraine is a member program EUREKA (since June 2006), which task is cooperation for implementation of scientific achievements in the industry. Ukraine has the appropriate scientific potential to join the research trends: genomics (the study of the human genome) and biotechnology in health care, new production processes and devices, aeronautics and space exploration, radiation protection. However, Ukraine needs to use EU developments in the field of information society technologies, quality and food safety, global change and ecosystems.

The fact that ruling in Ukraine are resource-intensive low-tech areas while high-tech areas provide only about 3-5% of the product (the most advanced knowledge-intensive industry - nanotechnology, optoelectronics, biotechnology, genomics, photonics in Ukraine almost absent - their share in GDP is less than 0, 1%) shows that in contradiction to developed countries where 85-90% of GDP provided by the manufacture and export of high technology products, Ukraine's share in the market of high-tech products, which is estimated at 2.5-3 trillion U.S. dollars approximately 0.05-0.1%. Thus the share of high-tech exports in total manufactured exports in Ukraine in 2009 was 13.7%, whereas, for example, in Germany - 42% and in Finland - 22% [6].

Ukraine should increase the share of GDP invested in research and development, at least to the European criterion of 3% of GDP in 2010-2015 to make up positions of high-tech state and the real impact of science and innovation for economic growth, but the following next conditions: firstly, raise the share of the business sector in the volume of investments of at least two-thirds, and secondly, significantly change the funding models of science toward consideration of promising technologies, the expected results of their implementation, competitive selection of projects.

Conclusion. Today Ukraine significantly lags behind developed countries by the level of innovation economy. There are low indexes of competitiveness of the national economy, the country's readiness to function in the global market, the domestic yields of high-tech products, share of high-tech exports of goods and services and the national high-tech products in the world

market. At the same time, Ukraine keeps developing to the innovative model of economic. In many fields of scientific research and innovation its positions remain competitive. However, implementation of these opportunities is dependent on the direction of state policy in support of high-tech industries, the choice of a single vector of Ukraine's international integration and increasing participation in international scientific and technical collaboration with leading countries. In this situation European integration can serve as an effective tool to accelerate innovation and consequently economic development of Ukraine.

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