та стимулювання. Механізми прямої дії передбачають надання прямої фінансової підтримки тим галузям, які у регіональній політиці держави обрані як базові для вирівнювання розвитку регіонів. Стимулюючі механізми спрямовані на створення спеціальних умов для активізації внутрішніх регіональних процесів у тому напрямі, який необхідний для досягнення регіонального вирівнювання.

Враховуючи ситуацію, яка склалася у теперішній час в Україні, а саме післякризовий економічний спад, наявність депресивних гірничодобувних, гірських регіонів, проведення соціально-економічних реформ, можна обґрунтувати, що механізми прямої дії для регіонального вирівнювання на даному етапі є найефективнішими. Щоб утримати рівномірність у якості надання державних послуг населенню незалежно від місця проживання та забезпечити приблизно однакові стандарти якості життя на всій території України, прямі дотації та трансфери з бюджетів різних рівнів є актуальним механізмом. Однак, поряд з цим необхідно закладати фундамент для подальшого саморозвитку регіонів, зниження державної підтримки та нарошення їх конкурентоспроможності на основі розробки механізмів стимулювання регіональної інноваційної активності.

THE KEY ASPECTS OF INNOVATION-ORIENTED REGIONAL INDUSTRIAL AND ECONOMIC POLICY

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Integration processes taking place in the economy, the new requirements to enhance the effectiveness of production during international competition as well as the need to ensure the social conditions lead to the development and implementation of innovation-oriented regional industrial and economic policy, which in its turn, requires adopting substantial organizational and economic recommendations.

Traditionally, industrial policy implies the transition of the economy to the new structures and the growth of the regional industrial capital through providing the efficient specialized structure and competitiveness. State regulatory organizational mechanisms of innovative activities should ensure the consideration of the views of directly or indirectly interested structures and at the same time, should assist in carrying out predefined actions to stimulate the innovations. One of the main aims of the region is to enhance competitiveness and to increase the living standards of the population; to continuously improve qualifications of the staff at the expense of effective technologies and innovative mechanisms, to occupy leading positions on internal and external markets.

In order to determine comparatively effective directions the functioning of the regional structures, which carry out fiscal policy, is discussed. Disposing the resources the
regions are authorized to regulate investment and improve domestic investment climate; in addition, they are able to form a multilateral mechanism of innovative activities. A long-term strategy of innovative development should be a competitive advantage in various complex regions. First of all, these include innovative enterprises.

Innovation-oriented industrial policy implies the promotion of the formation of a new regional structure of the economy through the use of the innovative potential in order to increase informational, organizational and human capital. Formation and management of regional industrial policy requires a systematic approach that involves the combination of macroeconomic, socio-economic and corporate characteristics.

Macroeconomic approach forms the institutional conditions for the implementation of industrial policy. This includes the indirect methods of state support to use innovative potential - legislation, infrastructure, fiscal policy. Socio-economic approach determines the aims of the implementation of the industrial policy and social stability in the region.

Corporate approach implies the use of the direct support methods of the innovative development: the creation of an organizational platform in order to realise innovations in the region with the direct participation of the state and regional entities. We believe that on the regional level the main instruments for the implementation of the innovation-oriented industrial policy are the programs which provide integration and coordination of the activities of the local administration. Regional innovative programs include reasonable goals and priorities of innovative development, the ways and means of achieving them on the basis of cooperation of national and regional governing bodies.

Innovative programs should meet a number of requirements:

- Legitimacy, which offers the development and implementation of programs in accordance with legislation in force and eliminates any action against the legislation;
- Normativeness of a program at any level, which implies its approval by the relevant authorities and the obligation that it will be applicable for every party.
- Feasibility, which implies achievement of realistic aims, the existence of the necessary resources and the readiness of the parties to perform a task;
- Variantness, which implies the existence of several variants of fully or partially achieving program aims, even in case of different levels of resource provision;
- Specificity of goals and objectives - setting only such aims and objectives which can be expressed in parameters and are subject to the registration and control. It becomes possible to give an unambiguous evaluation to their achievement and solution;
- Controlability, which implies creating conditions to constantly control the efficiency and effectiveness of task performance;
- Responsibility, which implies taking direct and full responsibility by specific individuals and organizations for using resources, performing individual tasks or the overall program.

Regional innovation program, as part of the region's industrial policy, includes: analytical part, which provides analysis of the state of an innovative sphere in order to reveal the potential level and quality of use; the analysis of perspectiveness and direction of innovative activities, its scale and impact on the region's competitiveness, structural and
innovative changes, the terms of increasing innovative activity; action plan, which is aimed at improving the innovative climate in the region as well as supporting individual enterprises; control system of monitoring planned arrangements and innovative activities in the region.

In order to achieve efficiency of innovative programs it is necessary to follow a number of terms and procedures. In particular: the formation of organizational-financial resources in order to manage the development of innovative activities; integration of resources of innovative activities; raising resources in innovative sphere; creating favorable conditions for innovative activities. In order to work out the system structure of the aims of the innovative programs it is necessary to define priorities of innovative development within industrial policy.

The first priority is to orient towards the global criteria of scientific and technical progress which allows to select advanced technologies and products. The next priority is to achieve the objective of socio-economic development. Therefore, the main task of the regional governance should be the creation of favorable economic conditions in order to increase the activity in the field of scientific innovation. The third priority _ an innovative policy in the region should be selective and strictly chosen. It should not be inclined to cover all areas of scientific and technical development. However, one strategic direction should be chosen that can raise the technological level in the region.

To implement industrial policy and monitor innovative potential of the region it is expedient to form the Office of Analytical Services under the regional administration. We can say that the work of the office is very important in the region. Specialists of various sub-departments of regional administration will analyze the causes of the current situation in the region. The analysis of foreign experience shows that in the administrative management much attention is paid to analytical activities and not to various economic decisions.

Analytical operations are recommended to be carried out in two directions _ inviting experts on the basis of one-time contracts or giving analytical functions to commercial and non-commercial organizations under the regional administration. But it should be mentioned, that both forms have their disadvantages. Experts, who have signed one-time contracts, do not perform continuous monitoring of current innovative processes and apply to statistical authorities that usually process data.

In our view, the unit of regional monitoring should be: the objects, which use innovative potential, i.e. _ the enterprises; innovative potential of sources distributed among the industrial enterprises; development stages of enterprise (in accordance with the cyclical development), the level of organizational development, financial condition, general evaluation of the enterprise sensitivity towards changes. After monitoring we have to integrate the evaluations and formulate an unambiguous idea about innovative potential. Subsequently, it will be possible to estimate the perspective and conditions of using innovative potential.

An important goal of the Office of Analytical Services is to work out the evaluation criteria for program successfulness. The common criterion of today is the criterion of the budget efficiency (the phase of allocation funds) and the growth of per capita income of the
population. Widespread criteria are economic and social results, which are measured by the Human Potential Development Index - supported and endorsed by the UN. It is an integral index, which combines the three sub-indexes: life expectancy, level of education and GDP per capita.

Human potential development index, as an additional means of evaluating the results of innovative activities, seeks to compare the levels of regional development and to plan actions to balance them.

References: