

INNOVATION-INVESTMENT ACTIVITY AS COMPONENT OF COMPETITIVENESS OF ENTERPRISE

Nowadays, the enterprise innovative and investment activity is incredibly important. In order to be able to compete, the company must have a high level of product automation, well coordinated organizational system, the production improvement. All these factors give the opportunity to succeed. The innovative process is a process that combines science, technology, engineering, economics, entrepreneurship and management with the aim to guarantee the new results achievement to have a commercial success. It involves a range of measures from ideas and technologies development to the final product manufacturing, exchange and consumption. The main result of this process can be innovations applied to the economic activity.

We can see these innovations in the national economy competitive advantages and in the labor productivity growth, structural economic updating, marketing expansion due to the high quality of the production and better individual consumer needs accounting, creating the social welfare of the national financial foundation. Competitive advantages and general competitiveness of the country largely depend on the choice of the innovation strategy. In the process of innovation realization the global goods, technological, capital and labor markets are created.

The USA spends at least 4% of GDP on science and technology branches. All developed countries spend at least 8-10% of GDP on education. In recent years Ukraine has made serious steps to increase the funding in educational and researching branches. Thus, in 2009 from all sources of funding about 10% of GDP was spent on education, and 1,7% of GDP on science. In 2008-2009, the total funding in science and technology in current prices in comparison with previous periods increased by 19% and 30% respectively.

In Ukraine, the national legal field is represented by the set of various state regulations. However, the quality of legislation, according to skilled experts, leaves much to be desired. The absence of adequate legal mechanisms, frequent legislation changes, often leading to the administrative and tax conditions worsening don't not create positive dynamics of innovation processes.

In conclusion we can say, that the arrangements on the realization of the

innovative model of economic development is necessary to create a real intellectual production market, as well as to develop the technology transfer mechanisms, which can be ready to use, legal protection of intellectual property's rights. All these arrangements are the key components of the national economy growth that can improve international scientific and technical exchange.

Our state must take the responsibility for the innovation areas of the country, to analyze the mistakes that have been made in previous years, to use the successful experience of other countries, to develop and implement the measures which will improve investment and innovation climate of Ukrainian.