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**THE INNOVATIVE COMPONENT OF THE SYSTEM
OF ECONOMIC SECURITY OF UKRAINIAN
TRANSPORTATION INDUSTRY ENTERPRISES**

**ИННОВАЦИОННАЯ СОСТАВЛЯЮЩАЯ СИСТЕМЫ
ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ ПРЕДПРИЯТИЙ
ТРАНСПОРТНОГО КОМПЛЕКСА УКРАИНЫ**

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Рассматривается необходимость активизации инновационной деятельности в транспортной отрасли. Исследуются возможности кластерной концепции в формировании системы экономической безопасности предприятий транспортного комплекса за счет активизации инновационного развития.

Problem statement. The presence of effective economic safety system on the transportation industry enterprises of Ukraine is the basis of their stable functioning and development. Up to date the economic enterprise security providing more depends on the conformance level of using machinery and technologies of achievement of innovative sector on the enterprise. In other words much time is attended to the innovative component in the system of economic security.

At the same time on the level of innovative activities in the industry depends the level of the country transportation industry competitiveness. That is why today the support of the industrial economics capacity to the innovative development is needed to be referred to the number of the most important economic aims.

Economic development is impossible without comprehensive and continuous products of scientific and technological activities using. Innovations are up to speed the course of economic processes in the branch fundamentally and to promote the providing of the economic security of Ukrainian transportation industry. The experience of many economically developed countries indicates about this fact, they placed their best on the intensive technological changes and within a few short years provided themselves considerable economic growth.

Low innovative activity of the domestic transportation industry enterprises is due to different reasons. Among them are:

- Fragmentariness, inconsistency and noncompletion of the transformation processes of the control system in the branch;
- Economic commitment to realization of short-term projects without taking into account the long-term prospects;
- Practically full absence of the innovative infrastructure and its connection with manufacture;

– Imperfection of the legal regulation instruments of the innovative activities, especially in the sphere of intellectual property defense of rights;

– Absence of the qualify management of the innovative processes on the enterprises and in the whole brunch, focused on receiving the competitive advantages.

Analysis of researches and publications. Recently science and education acquire more importance for the economic development, which generate new knowledge and guarantee the training of the highly-qualified personnel. Specifically new knowledge become an essential component of the modern society [1].

They note, that on a present-day stage of the development of the world's advanced countries the main factor of the economic growth and the guarantee of economic security becomes not a financial capital and capital goods, but knowledge and new ideas, which provide the rival product output, being in demand on the market. In particular innovatively-intelligent character of the economic guarantee state dynamic development and an effective economic security system creation. [3, 4].

According to the “Ukrainian Transportation strategy for the period till 2020 year the economic perspective development of Ukraine was estimated as investment-innovative.

In the “Strategy of the Ukrainian sea posts development for the period till 2038 year “, approved on the 11 July 2013, among the expected results of the strategy realization the innovative activity carrying out by sea ports is indicated [8]. It is possible to realize on account of activation of transportation industry manufacturing companies' cooperation with the sectoral research. One of the most perspective organizational conformable cooperation forms are clusters, which creation are referred to the main conditions of the port brunch development.

Difficult combination of the competition and the cooperation realizes in clusters. The difference of the sea cluster from the other forms of economic associations is in that the cluster doesn't provide for integration but uses the mechanism of effective cooperation. It allows to activate the innovative activity in the industry and at the same time with it to provide a high level of economic security of all sea cluster participants, including due to a maintenance by them legal and economic independence.

A cluster can include both the small amount of enterprises (10-15 companies) and far of enterprises and organizations (6-7 thousands as in India and China) [5]. It can unite both small and large enterprises in different proportions. A cluster can be built as on the basis of geographical concentration of companies, so to consist of the participants located enough far from each other. Often the kernel of a cluster is a university or scientifically research institute, that provides the growth of innovative activity in the industry.

The aim of creation of the sea cluster is providing the competitiveness of industry due to cooperation and accent on innovative development and growth of welfare of the region. Thus because of high level of riskiness of innovative activity a question of providing of the necessary level of economic security of transportation industry enterprises gets up.

Research task. The task of the article is a research of possibilities of cluster conception in providing of economic security of transportation complex enterprises due to activation of innovative development.

Main material. The globalization of world economy, all accelerated rates of information technologies development, increasing of the role of scientific and technical process in humanity development stipulate the necessity to activate the science. Perspective of innovative type of development is confirmed. It is based on the systematic innovations, sent to the substantial improvement of all aspects of activity of the economic system, use of the certain resource factors for creation of the innovative products and forming the competitive edges.

Clusters showed oneself as instruments of innovative development of economy. They effectively function both in the economically developed countries of the world and in developing. Clusters arise up both on the national and on the regional levels. As a rule, the "kernel" of the cluster are large educational or scientifically research organizations, that it contingently the necessity of innovative development.

There are a large number of the most various forms and types of the cluster structures in the world practice. Exactly clusters are confessed by one of the most effective and productive systems of globalization epoch and of the Knowledge Economy, that confirms the necessity of their use in Ukraine too [5].

During the last 20 years it was created a generous amount of cluster organizations on national and regional levels in different countries of the EU in transportation industry. Usually next enterprises enter in the composition of the European sea clusters: navigable companies, ports, terminals, shipbuilding and ship-repair shipyards, enterprises of ship engineering and marine devices making, suppliers of contiguous industries to industry, national and regional levels state structures, project-construct companies, scientifically research centers, proof-of-concept pools, enterprises of a small and a midsize businesses, educational establishments for marine industry, classification societies, banks participating in financing of marine industry enterprises, marine broker and insurance companies and other [8].

Enterprises and organizations, uniting in a cluster, do not lose their legal and economic independence and continue to function in the competition conditions, at the same time they get a certain advantages. Part of the advantages carries "obvious" character, that is their result at once can be felt.

At the same time most of advantages carries "non-obvious" character, for example, the result from perfection of the staff educating process, from help in forming of the system of economic security of enterprises, from exchange by experience, from increase of being informed are a distribution of knowledge among the participants of cluster and activation of innovative activity.

Experience shows that the second group of factors render considerably greater influence on a job of enterprises and organizations – participants of the cluster, than "obvious" factors, although their influence is not so noticeably.

In spite of the long-term practice of cluster associations functioning until now in Ukraine:

- the normatively-legal bases of forming of clusters are not certain;
- scientifically-reasonable and approved in practice methodologies of estimation of expediency of creation and analysis of their activity results are absent;
- the single organizational forms of cluster construction are absent;

– estimation methodologies of efficiency of clusters functioning or cluster initiatives realization are not worked out;

– the necessary level of innovative activity in the context of cluster and its influence on the level of economic security of cluster participants are not grounded [2].

At forming of the system of economic security (SES) in ports innovative development is considered in the context of technical-technological component of SES. Thus due attention doesn't attend to the perspective projects, and an accent is done on the decision of the current tasks of enterprise. Lack of the strategic orientation in the innovative activity considerably reduces the level of competitiveness of Ukrainian transportation complex enterprises.

In a public policy within the state-private partnership much attention is spared to cooperation of business and power, forgetting about the necessity of scientifically-methodical accompaniment of this cooperation. This problem can be decided due to bringing in of branch scientifically research institutes to the decision of innovative tasks of the industry enterprises, for example, within the framework of sea cluster.

For this purpose it is necessary:

- in development of Ukrainian transportation complex enterprises to do an accent on innovative development taking into account a outlook;

- within the framework of forming of the SES of the transportation industry enterprises to envisage the separate measures on cooperation activating and bringing in of branch scientifically research institutes for development and realization of innovative projects on the orders of the transport complex enterprises on long-term basis;

- to work out the program of the innovative projects financing within the framework of strategy of development of enterprises without priority of projects with more short space of recoument;

- involvement of the branch institutions for preparation and retraining of specialists of Ukrainian transportation complex enterprises with an accent on innovative development.

Enterprises participating in the work of sea cluster will allow to improve their level of innovative potential, i.e. level of readiness of organization to realiz the project or program of innovative strategic changes.

Innovative potential depends on the organizational structures parameters of enterprise management, professionally-qualification composition of personnel, external terms of the economic activity etc. Therefore an estimation of innovative potential is the necessary constituent of forming and functioning mechanism of the system of economic security of transportation complex enterprises.

Realization of cluster conception by means of association of business and scientific and educational organizations representatives will assist activation of mutually beneficial collaboration in a transport complex of country and orientation on the innovative type of development in the industry. Currently it is one of basic terms of providing the necessary level of economic security of Ukrainian transportation complex enterprises security.

Conclusions. Conducted research allowed to do the row of conclusions.

1. Development and realization of innovative projects on enterprises assist the increase of the effectuality of production, improvement of products and services

quality, strengthening and withholding of market positions and as a result of providing of the economic security of enterprise.

2. Availability of effective SES considerably influences on the level of enterprise competitiveness. In the framework of creating the SES as of today not enough attention spared to the innovative orientation.

3. Effective cooperation between the representatives of science, education and business is one of the elements of realization of the public innovative policy. It influences on strengthening of the collaboration and the coordination in the process of integration of different industries economies within the framework of one region. Realization of the cluster conception due to activation of innovative constituent can be motive force of providing of the transportation complex dynamic development.

4. During development and realization of the innovative projects in the industry it is necessary to use scientifically-educational potential for the growth of innovative potential of country's transportation complex enterprises.

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Анотація

Економічний розвиток неможливий без всебічного і безперервного використання продуктів науково-технічної діяльності. Нововведення здатні істотно прискорити хід економічних процесів у галузі і сприяти забезпеченню економічної безпеки підприємств транспортного комплексу. Про це свідчить досвід багатьох економічно розвинених країн, які зробили ставку на інтенсивні технологічні зміни й за короткий період забезпечили собі значний економічний ріст.

В роботі розглянуті причини низької інноваційної активності вітчизняних підприємств транспортного комплексу.

Сьогодні серед очікуваних результатів реалізації «Стратегії розвитку морських портів України на період до 2038 р.» вказується проведення морськими портами інноваційної діяльності. Для цього необхідно співпрацювати з галузевими науково-дослідними та освітніми установами. Однією з найбільш перспективних організаційних форм подібної взаємодії є кластери, створення яких віднесено до основних умов розвитку портової галузі.

При формуванні системи економічної безпеки у портах інноваційний розвиток розглядається в рамках техніко-технологічної складової. При цьому не приділяється належної уваги перспективним проектам, а робиться акцент на рішення поточних завдань підприємства. Відсутність стратегічної спрямованості в інноваційній діяльності значно знижує рівень конкурентоспроможності підприємств транспортного комплексу України.

В статті розглянуті певні заходи, реалізація яких буде сприяти вирішенню наведеної проблеми, зокрема вказано, що участь підприємств транспортного комплексу в роботі морського кластеру дозволить підвищити рівень їх інноваційного потенціалу, тобто рівень готовності організацій до реалізації проектів або програм інноваційних стратегічних змін.

Розробка і реалізація інноваційних проектів на підприємствах сприяє підвищенню ефективності виробництва, поліпшенню якості продукції і послуг, зміцненню і утриманню ринкових позицій і як наслідок забезпеченню економічної безпеки підприємства.

Ефективна взаємодія між представниками науки, освіти і бізнесу є одним з елементів реалізації державної інноваційної політики. Реалізація кластерної концепції за рахунок активізації інноваційної складової може бути рушійною силою забезпечення динамічного розвитку транспортного комплексу України.

При розробці і реалізації інноваційних проектів у галузі необхідно використовувати науково-освітній потенціал для росту інноваційного потенціалу підприємств транспортного комплексу країни.