

THE ESTIMATION OF MARKET PROSPECTS OF ECOLOGICAL INNOVATIONS

Doctor of Economics, Professor, Illiashenko S.M.,
PhD, Associate professor, Shypulina Yu.S.,
Sumy, Sumy State University, Ukraine

According to the world experience, one of the most realizable ways of solution of conflicts between economic growth and preservation or improvement of the environment condition is the orientation on the innovative ecologically balanced development. It is provided by the manufacture and advancement in the market of ecological innovations (market formation – for essentially new ecological innovations), i.e. which assist for decrease of the integrated ecodestructive loading counting on the unit of the public product and are effective in manufacture and consumption spheres.

Ecological innovations allow special market methods to solve the specified contradictions. Because capital-intensive nature protection actions, economically imperfect interdictions and sanctions worsen the inconvenient financial condition of enterprises, narrow possibilities of the realization of available market possibilities of their development.

In existing conditions researches which are directed on the scientific substantiation and working out methodological, theoretical and methodical approaches to the estimation of market prospects of ecological innovations and the choice of actions for stimulation of innovative activity on this basis are got the special urgency. A lot of domestic and foreign scientists' works are devoted to these problems. Conceptual approaches to the estimation of chances of the ecological (including innovative) goods of market success are developed there. However they do not allow to estimate quantitatively the sufficiency of market potential for the perception of ecological innovations to develop soundly actions for stimulation of their working out, manufacture and consumption. The salvation of these problems will allow to management purposefully advancement processes in the market (market formation) of ecological innovations, to provide conditions of transition of domestic economy to the innovative ecologically focused development.

With that purpose authors offer the theoretical and methodical approach to the estimation on formal procedures of market prospects of ecological innovations (both improving and radical ones) on the basis of the comparison of their full expenses of consumption with expenses of usual analogues, taking into account consumer and public advantages of new goods. I.e., authors estimate the market potential as abilities of the market to apprehend concrete innovations which is defined with the presence of solvent demand or the possibility of its formation.

Analytical dependences which allow to plan soundly expenses for the state and (or) regional stimulation of manufacture and consumption of socially significant ecological innovations are offered and proved.

It is realized the analysis of features of the perception with the market of ecological innovations for different parities of expenses of consumption of the ecological and traditional goods in combinations with their consumer or public advantages.

The received results deepen theoretical and methodical bases of the estimation of the sufficiency of market potential for perception of ecological innovations, allow to plan actions of their regional and (or) state support, raise the degree of validity and chances of success of ecologically focused innovative projects.

Summary

Theoretical-methodic approaches and formal procedures of analysis of market prospects of ecological innovations, both making better and radical are developed. The terms of expedience of application of mechanisms of state and regional stimulation (mainly toward positive motivation) of development, production and consumption of ecological innovations processes are certain.

Key words: ecological innovations, ecologically balanced development, market prospects, estimation quantitatively.