

EFFICIENCY PROMOTION THROUGH INTRODUCTIONS OF INNOVATIONS AND TECHNOLOGIES

Yuriy Derevyanko, Dmitriy Vikhrov
Sumy State University, Ukraine

Human wants are known to be unlimited and tend to expand whereas in its turn physically available production resources get exhausted. Economic tasks how to produce, for whom and how have existed throughout all times, but for recent decades the mankind has attempted to give real evaluation to resources and these issues have become even more crucial.

Let's consider in details the production process. In order to produce goods any plant needs necessary factors of production, such as: capital, labour, information. All the components are consolidated in a production process which consequently makes commodities and unwelcome but inherent wastes.

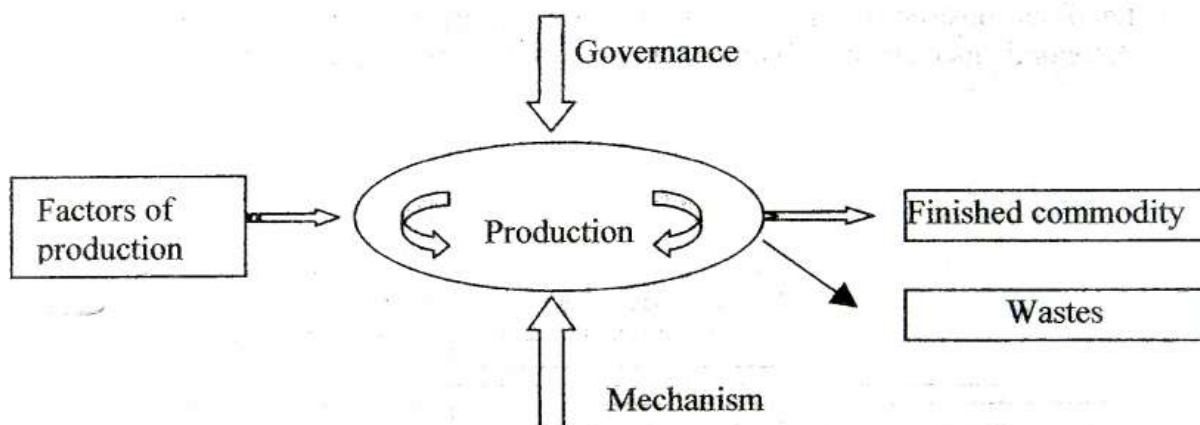


Exhibit – Production process

There is a consolidation of factors of production which when interacting with one another are capable of producing commodity or providing services. There are a variety of crucial factors given below for it.

1. **Innovations and technologies.** One can take a constant set of production factors but organizing it in a number of ways the final output may differ. By means of technologies resources can be utilized more complexly, fully and with greater output. A technology establishes real resource reserves predetermining as both effectiveness of recourse utilization and opportunity to seek, mine, determine, distribute and reserve them. From this standpoint all production processes have in their core material and immaterial components. The former is necessary for production of equipment and the latter is a production technology. Varying this ratio and implementing energization of innovation processes it is possible to increase the output for the factor of ΔP at constant exhausted resources.

2. **Information.** In order to produce at least costs effective consumed resource governance should be carried out. It is necessary to note that information is regarded

both as a resource and commodity. It becomes a strategic input of an organization so crucial for decision making and response to external events. As any other kind of a resource information needs governing and effective utilization. The former is implemented via information technologies. It is worth mentioning that introduction of information technologies doesn't entail the production efficiency by itself but turns a good instrument to imbed up to date governance methods. In order to promote governance effectiveness it is not the stocks of introduced technologies and software means so crucial but defining what sort of information is most relevant on that or other working place to support and encourage production. It is so because the stream of inessential data catastrophically decreases effectiveness of decision making process whereas getting it at the right time substantially increases it.

3. **Psychology and employees' incentives.** It is possible to underline that workers are one of the most precious resource of any organization. They represent intellectual resource which can solve present governance tasks and be a source of initiatives on improving processes. In order to work effectively a worker should get both sufficient initiatives on the part of an organization and favourable work conditions (availability of information). The purpose of introduction of information technologies is providing worker with relevant information. An organization's information system must contain data which reflects all processes of its activity with required completeness. It means any actions and alterations in organization must lead to changes in its information image imbedded in the information system.

In this way three above points are a mechanism (under impact of modern technologies) for strategic governance of production factors. An objective of strategic planning is defining necessary transformations inside the production in response to tendencies of external factors variations which can't be governed but which are capable of implementing substantial impact on organization's economic position.

PROBLEMS OF SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF GLOBALIZATION

*Katerina Dergachova,
Institute of world economy and international relations
of the National Academy of Sciences of Ukraine*

For 12 years that have passed since the "Agenda of the XXI century" was approved in Rio de Janeiro, processes of globalization have considerably increased the impact on the issues of sustainable development. The analysis of this impact and possibilities of the consideration of realities of globalization on the way to a sustainable development became the question of the day. The possibility of their constructive interaction is estimated not rather optimistically. The prevailing opinion