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**REGIONAL INNOVATIVE AND INVESTMENT PROCESSES ANALYSIS  
AND THEIR IMPACT ON FOOD-INDUSTRY WINE-PRODUCING  
ENTERPRISES DEVELOPMENT IN ODESSA REGION**

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*The article deals with the study of state of winemaking sector, trends of innovative development of industrial enterprises of Ukraine and Odessa region are analyzed and based on this the characteristic patterns and main shortcomings are identified. The regional innovation and investment processes are analyzed, the nature of its influence on development of wineries in food industry of Odessa region is identified.*

*It is proved that the regulatory impact on development of viticulture and wine-making should focus on conditions and behavior of industry enterprises and directly or indirectly affect the efficiency of its business processes. One of management tools of socio-economic development of regions is regulation of innovation and investment processes, strict control over the use of targeted funds for program solving of region development priorities.*

**Keywords:** *innovation and investment processes, region, winemaking enterprises, industry, food industry.*

**Introduction.** It is important for Ukraine to form coordinated industrial, technological and innovative policy, considering needs in development of internal and external markets. An old industrial potential has been already exhausted, and new one has not been formed yet.

The approach to form innovative and investment policy must have differential character for Ukrainian regions, which greatly differ between each other by investment processes inequality and particularly by the innovative activity level at the industrial enterprises. That's why, actions, which are able to start processes,

providing innovative potential increase, are of special attention and will create innovative development mechanisms, constantly giving innovative base to country economy.

It is of high priority for food-industry wine-producing enterprises, because since Ukraine has lost Crimea territories, where vast majority of vinery and the largest producers of the native wine, which had their own productive powers, famous trademarks and provided about 60% of the ready production, took place, grape-wine-producing branch needs special attention from state.

Since the main wine-producing region in Ukraine is Odessa, it is impossible to bring wine-producing to the level of successful mature economic branch without innovative-investment target state programs to support region.

**Analysis of the recent researches and publications.** Many scientists-economists, particularly L.V. Deyneka [1], D.F. Krisanov [2], T. L. Mostenska [3], M. P. Sychevsky [4], P. P. Sabluk [5] and other, devoted their works to find ways of the food-industry effective development in Ukraine.

Main aspects of economy mechanisms development and adaptation, perspectives of stabilization and industrial grape-winemaking subcomplex development in Ukraine were observed by such scientists-economists as Burkytsky B.V. [6], Matchyna I.G. [7], Garkusha O.Yu. [8]. At the same time, theoretical and methodological bases to estimate regional innovative and investment processes concerning food-industry wine-producing enterprises innovative orientation development providing, are shown incompletely.

Analysis of the mentioned authors' scientific works testifies the absence of the only one approach to the pointed problem. Besides, scientists have not paid enough attention to analysis of the regional innovative and investment policy and regional innovative and investment processes balance as precondition to form innovative development of the food-industry winemaking enterprises.

**Distinguishing of the unsolved problems, which are part of the general topic.** Under conditions of knowledge economy, innovatively oriented development has to be prior direction. Character of the regional innovative and investment processes has great impact on the innovative development at industrial enterprises, is determinant of their innovativeness. Balanced innovative and investment processes mean target regulation of investments by prior development directions, mentioned in the regional development strategy.

The urgency of the given work is to distinguish main disadvantages of the innovative and investment processes in Odessa region, to reveal places of food-industry wine-producing enterprises in regional industrial structure and to ground proposals to improve state control and to increase providing of regional innovative and investment policy in Odessa region to the innovative development at food-industry wine-producing enterprises.

**Object of the article.** The object of the research is to reveal peculiarities and main tendencies and disadvantages of the regional innovative and investment processes, regularities of their impact on food-industry wine-producing enterprises development in Odessa region and to investigate proposals for their improvement.

**Results and discuss.** Increase of the investment resources provision level in the industrial sector in economy is among the most important tasks of the economic development both in developed and developing countries in the world. Considering current economic conditions and perspectives uncertainty, the investment financing of industry development is the way of further economic growth. In view of the deep financial crisis, political instability and disadvantages of the investment activity level control system in Ukraine doesn't allow to store sufficient investment resource to modernize economy.

Analysis of the investments dynamics factors into food-industry in Ukraine shows that during 2011-2014 at average 16 % from the total capital investments sizes into industry to enterprises, therefore part of the food-industry has been shortened from 15,3% in 2010 to 14,5 % in 2013. Sizes of capital investments into food-industry during 2010-2014 were constantly growing, in 2013 increased 1,8 times in comparison with 2010. However, in 2014 they were decreased (to 17,68% in comparison with 2013) [9] (table 1).

**Table 1. Investments into industry of Odessa region  
by financing sources during 2010-2014 [9]**

Indexes, mln UAH / %	2011	2012	2013	2014
In total in Ukraine	259933,3/100	263727,7/100	247891,6/100	204061,7/100
<i>including</i> producing of food products, drinks and tobacco products in Ukraine	41299,6/17,3	38074,5/14,4	14454,1/14,2	13313,6/16,1
<i>In total</i> , to Odessa region	9960,4/3,8	13230,3/5,0	10415,4/4,2	8451,4/4,1
<i>Including to</i> industry in Odessa region	1488,8/15,9	5243,7/39,6	4062,5/39,0	1610,0/19,1
<i>including funded with:</i>				
State budget money	644,2/6,5	223,0/1,7	101,0/1,0	81,2/1,0
Local budget money	627,0/6,3	394,0/3,0	301,2/2,9	381,6/4,5
Own money of enterprises and organizations	5596,6/56,2	4880,1/36,9	4394,1/42,2	5563,9/65,8
Credits and loans from banks	1396,1/14,0	5657,7/42,8	4040,5/38,8	1179,0/13,9
Foreign investors' money	53,9/0,5	-	108,8/1,0	24,5/0,3
Other financing sources	462,3/4,6	2075,4/15,6	510,0/4,9	160,5/1,9
Investments into tangible assets	9723,9/97,6	13095,3/99,0	10340,9/99,3	8317,4/98,4
Investments into intangible assets	236,5/2,4	135,0/1,0	74,5/0,7	134,0/1,6

According to data from table 1, during 2011-2014 capital investments to

industrial enterprises in Odessa region came in irregularly. The biggest part was given to industry in 2011-2012 (39 % from total amount of investments into regional industry). Investments into food industry were shortened in 2014 (for 60,4%). Money of the enterprise play significant role in the structure of investing economy sources in both Ukraine and Odessa region. Almost full absence of investments state financing in processing industry is compensated by enterprises owing to bank crediting (which was decreased in 2014 for 70,8 % because of expensive crediting). In 2011-2014 great crisis lead to decrease of investments development tempos and introduction of new producing capacities, increase of incomplete building sizes, low parameters of capital investments technological and resuming structures.

However, food industry demonstrates high level of efficiency to use investments. Particularly, tendency of main means value increase during 2008-2013 and domination (except 2011) of main means renewing coefficient over their elimination coefficient (table 2) prove it. Efficiency to use main means in the branch is confirmed by use of capital coefficient index dynamics.

**Table 2. Indexes of the food insustry investing efficiency during 2008-2013 [9, 10, 12], mln UAH**

Indexes	2008	2009	2010	2011	2012	2013
Value of main means (for the end of the year), <i>mln UAH</i>	72957	80367	89453	93893	105624	116776
Reserve degree of the main means, %	44,9	44,7	45,1	45,8	47,2	48,5
Main means renewing coefficient, %	11,6	8,7	7,2	2,0	8,5	8,1
Coefficinet of main means elimination, %	5,4	7,3	5,5	9,7	3,6	4,3
Capital coefficient (value of main means for 1 UAH of the implemented production), <i>UAH</i>	0,48	0,49	0,45	0,42	0,40	0,43

Therefore positive tendencies concerning main means use efficiency increase didn't cause improvement of their state, because depreciation degree grew from 44,9 % in 2008 to 48,5 % in 2013.

According to State Statistics Service data, in 2010-2014 investing technological structure was greatly worsened, limited investment resources are irrationally distinguished between new building and technological renewing of production. Part of investments into building was increased in the structure of gross investments. In 2013 part of investments to machines and equipment was only 30% that is less than in crisis 2009 [11].

Sectoral structure of the investments during studied period was also greatly

worsened: in spite of the fact that their main part is falls within processing industry (in 2013 – 42,24% from the total amount of investments), third part of investment resources was directed to the mining industry (22,81%). At the same time investment activity in machine building sectors during independence years was decreased more than 13 times (from 29,3% in 1990 to 2,23% in 2013). Due to final results of 2013 considering investments coming to main capital, food industry 14,2%, metallurgical production and production of ready metal goods 10,5% were prior types in industry [9, 10].

According to the object of this article, we will observe situation in wine-producing sector in Odessa region (table 3).

**Table 3. Dynamics of the main indexes concerning wine-producing branch development in Ukraine and Odessa region for 2008-2014 [12]**

Indexes	Years						
	2008	2009	2010	2011	2012	2013	2014
Vineyards area, thousand hectare, <i>in Ukraine</i>	71,0	71,0	67,6	69,0	67,9	67,1	44,2
Vineyards area, thousand hectares, <i>in Odessa region / % to the index in Ukraine</i>	55,1/77,6	40,3/56,8	30,2/44,7	30,3/43,9	28,0/41,2	29,4/43,8	29,1/65,8
Yield level, c/ha, <i>in Ukraine</i>	50,9	66,0	60,3	75,6	67,2	85,8	98,6
Yield level, c/ha, <i>in Odessa region</i>	51,1/100,4	68,0/103,1	62,5/103,6	77,9/103,1	72,9/108,5	90,1/105,0	95,8/97,2
Grapes gross collection, thousand tonnes, <i>in Ukraine</i>	415,2	468,7	407,9	521,8	456,0	575,4	435,6
Grapes gross collection, thousand tonnes, <i>in Odessa region</i>	154,/ 37,1	206,/44,0	175,/ 42,9	229,/ 43,9	212,/ 46,6	256,/ 44,6	263,/60,5
Producing of wine-materials, mln. dal, <i>in Ukraine</i>	26,6	31,1	30,7	25,1	23,0	28,3	15,1
Producing of wine-materials, mln. dal, <i>in Odessa region</i>	8,1/ 30,5	13,8/44,4	13,5/44,0	8,9/ 35,5	9,8/ 42,6	12,6/44,5	9,1/ 60,3

The situation was changed in 2014 for wine-producing sector in Ukraine after we lost Crimea. 65,8% from total area of vineyards in Ukraine, 60,5% from gross

collection of grapes, 60,3% from wine-materials producing is for Odessa region now. And earlier it has only about 40%. The analysis shows that yield level was always higher in Odessa region (only in 2014 it became 2,8% lower than nationwide one).

Nowadays one can observe the process of wine-materials (for 50% in 2014 in comparison with 2009) and wine (for 80% in 2014 in comparison with 2009) producing amount decrease in Ukraine owing to poor weather conditions and grapevine areas reduction. In 2013 plantation areas were down by 101 thousand ha in relation to 1990. Therefore grapevine area in fertile age was down by 86 thousand ha in 2013 in relation to 1990. Accordingly the same situation was with wine-producing production. If dynamics of grapes gathering and processing, producing of wine-materials is unstable, so grape wine producing amounts are generally described by clear tendency that it will be decreased.

During the last three years wine production was down by 60,82 %, having achieved the production amount as in 2001. The highest tempo of production fall was in 2011. Then total amount of the produced wine production was down by 42,58 %. During next years this tendency was continued (in 2013 production fall was 7,26 %, and in 2012 – 26,43 % in comparison with proper periods in the past) [12].

According to data of State Statistics Service of Ukraine, during 6 months in 2015, one produced 10 % too much sparkling wines, than for analogical period in 2014 [12]. Continental enterprises used niche, formed in the absence of Crimea producers.

It is clear that it is impossible to bring vine-growing and wine-producing to the full successful sector in economy without loyal state support programs.

Wine-producing goods from enterprises are highly-elastic, that's why instability and crisis phenomena at the macrolevel impact wine-producing sector activity.

Ukrainian market of grapes and wine is at a standstill with tendency to be worsened. The reason is low level of producers' profitability, especially at small and medium-sized enterprises. It is connected with licenses value increase, low yield level of grape plantings, high value of production promotion to the market, transactional expenses, which are consequences of market mechanisms imperfection and economic processes insufficient state control, occurred at Ukrainian enterprises.

The existing problems of investments inflow and distribution in industrial sector in Ukraine consist in structural disproportions (technological, sectoral, regional, by investing sources), which endanger with disbalance of product and financial markets, producing inefficient structure conservation, separate strategically important or socially significant economic sectors monopolization, irrational use of raw-resource base and productive capacity.

We will try to estimate level of innovations extension in the light of intensity of new technologies creation and use intensity by industrial enterprises.

In order to make conclusions about innovative activity level in Odessa region, it

is necessary to observe innovative activity of industrial enterprises in region and results after innovations introduction (table 4).

**Table 4. Innovative activity of the industrial enterprises in Odessa region and introduction of innovations for the period 2000-2014 [12]**

Years	Share of enterprises, which dealt with innovations, %	Share of enterprises, which introduced innovations, %	Share of realized innovative production in the quantity of industrial one, %
2000	4,8	3,3	0,7
2008	11,4	9,8	1,3
2009	14,2	10,0	0,5
2010	15,7	12,9	0,8
2011	20,6	12,8	2,2
2012	22,3	14,0	3,6
2013	17,6	11,3	3,6
2014	16,8	9,8	2,4

We can see unstable dynamics concerning innovations introduction at industrial enterprises in Odessa region. The biggest percentage of innovative technologies introduction at enterprises in Odessa region is observed in 2012 (14%). After that this factor is decreased (9,8% – in 2014). During the studied period, amount of innovative production introducing at the industrial enterprises in Odessa region greatly exceeds size of new technological processes. During 2012–2014 the biggest part of innovative enterprises was at the processing industry enterprises (20,3%), on electric power, gas, steam and conditioning air (18,6%) supply, and information and telecommunication (16,3%)

Analysis of innovatively active enterprises dynamics in food industry points to increase of enterprise quantity growth, which dealt with innovative activity during 2008 – 2012. In 2012 18,72 % of observed food-industry total number was engaged in innovative activity. Situation has been greatly changed since 2013. Number of food-industry enterprises, which implement innovations, was by 5,2% shortened in 2013, and in 2014 – by more 16,1% incomparison with previous year. While analyzing innovatively active enterprises distinguish by innovations implementation areas, one found out that most enterprises (54,4 – 63,80 %) prefer purchasing and introducing of machines, equipment and soft ware. It proves enterprises wish to orient costs for production technical reequipment.

At the same time, in 2012 – 2014, in comparison with 2008 – 2011, enterprises share, which dealt with studies and investigations, was reduced – from 6,1% to 2,40% [10, 12] (table 5).

**Table 5. Indexes of the food-industry enterprises innovative activity for 2008 – 2014 [4]**

Indexes	2008	2009	2010	2011	2012	2013	2014
Total quantity of food-industry enterprises	2566	2594	2457	2383	2243	2158	1990
Quality of food-industry enterprises, which implement innovations	309	336	352	384	420	398	334
% from total total number of the observed enterprises	12,1	12,9	14,32	16,11	18,72	18,44	16,8
Growth in comparison with previous year, %	- 9,9	+ 8,7	+ 4,7	+ 9,1	+ 9,4	-5,2	-16,1
<i>Distribution of the innovatively active enterprises by directions of innovations implementation, among which dealt (number / % from innovatively active enterprises number):</i>							
internal SRW	19 / 6,1	15 / 4,5	16 / 4,55	19 / 4,95	17 / 4,05	17 / 4,27	15 / 4,49
External SRW	19 / 6,1	19 / 5,7	10 / 2,84	13 / 3,39	11 / 2,62	12 / 3,02	8 / 2,40
Purchasing of machines, equipment and soft ware	168 / 54,4	191 / 56,8	204 / 57,95	245 / 63,80	235 / 55,95	231 / 58,04	203 / 60,78
Other external knowledge	23 / 7,4	21 / 6,3	18 / 5,11	16 / 4,17	20 / 4,76	16 / 4,02	15 / 4,49
Study and training for personnel	26 / 8,4	53 / 15,8	43 / 12,22	63 / 16,41	71 / 16,90	79 / 19,85	81 / 24,25
Market introduction of innovations	20 / 6,5	22 / 6,5	21 / 5,97	30 / 7,81	25 / 5,95	23 / 5,78	16 / 4,79
Other expenses	41 / 13,3	42 / 12,5	42 / 11,93	47 / 12,24	37 / 8,81	31 / 7,79	19 / 5,69
<i>Number of enterprises, which realize:</i>							
Innovative production (in total / % from number of those, which realize food-industry production)	226 / 8,8	245 / 9,4	239 / 9,7	268 / 11,2	281 / 12,53	276 / 69,35	220 / 65,87
Innovative production out of Ukraine (in total / % from number of enterprises which implement innovations)	34 / 11,0	43 / 12,8	49 / 13,9	59 / 15,4	53 / 12,62	57 / 14,32	47 / 14,07

On the one hand, during this period, one can observe innovative activity activation at the big enterprises, which have financial abilities to carry out researches and investigations, to involve prepared specialists on food-industry technology, to conduct marketing activity and advertising to promote production to markets. On the other hand, there were a few enterprises, which directed their money to buy know-how and technologies, to perform technological preparation of production.

On the whole, food-industry expenses structure is characterized by disproportions between some types of the innovative activity. However, one can observe positive tendency, which proves the fact that enterprises pay much attention



to teaching and training of the personnel. That's why proper sum of innovative expenses was given for it in the studied period (from 8,4% in 2008 to 24,25% in 2014).

For January 1, 2014, only 65,87% of total number of native food-industry innovatively active enterprises realized the produced innovative production, and 14,07% - out of Ukraine.

Nowadays there is gap of innovations, which will deeply change the industrial structure. Most technological innovations are oriented to production modernization.

Innovative processes, introduced at the food-industry enterprises, are mainly represented by new or improved methods of production processing or producing (from 89,1 in 2010 to 80,5% in 2014). Great part of enterprises introduced innovative goods (from 45,6% in 2010 to 50,6% in 2014). Productive innovations are described by low level of novelty, because new production for market was turned out only by 18% (in 2014) of enterprises.

Therefore there was negative tendency, which meant decrease of the radically new production.

If in 2008 24,6% of the food-industry enterprises, which introduced product innovations, produced new goods for market, in 2010 - only 15,6% and till 2013 they were decreased to 14,5%.

Quantity of enterprises, which dealt with technological innovations in food-industry during 2008-2014, was steady decreased. Analysis concerning technological processes introduction by food-industry enterprises for 2010-2014, shows stable situation when number of enterprises, which introduced innovative technologies (from 73,6% in 2010 to 87,2% in 2014), was totally reduced.

In 2013 each seventh enterprise in food-industry introduced progressive investigations in producing technology. Each tenth enterprise is connected with wastes decrease and resources saving (from 29,8% in 2010 to 19,1% in 2014 fall on low-waste and resource-conserving industries). However, one has to focus on the fact that number of enterprises, which introduce technological innovations, has not stable positive, but variative tendency in food industry in Ukraine. Analogical dynamics is shown by number of technological innovations change: periodic growth is substituted by fall, as a result factors of 2014 don't achieve the level of 2005. Negative dynamics is demonstrated by factors of new low-waste, resource-conserving and non-waste technological processes share (their part was reduced during analyzed period from 55% to 19%). Such situation doesn't provide enterprises transfer to sustainable development strategy and prevents to form competitive advantages at internal and external markets.

Organizational innovations have small part (about 10%, the the lowest value – 6,54% – in 2013). Enough attention is not paid to marketing innovations at the food-industry enterprises (from 17,6% in 2010 to 16,2% in 2014). Unfortunately, national

enterprises observe marketing as a mean, which is necessary for production sales. The efficient innovative marketing allows to avoid risks and functions to stabilize enterprise work.

Thus, great potential of the food industry goods competitive production innovative development, including, wineproducing production, concentrated in the given sector, is not involved to the economic growth processes and activity efficiency increase.

It is necessary to modernize industry. It underlines the necessity to solve strategic tasks in the investing sphere of industry and to distinguish directions of industrial development investing system improvement to medium term perspective. In order to develop innovative activity of the food industry enterprises, one requires state financial support. Unfortunately, under conditions of large state budget deficit, one doesn't have to expect support from state. On the contrary, since 2012 compensations were stopped to be paid according to the winegrowing, gardening and hop growing support program. In 2013 having paid 1,5% of winegrowing, gardening and hop growing development fees, money was transferred to general fund of State budget (earlier it was a special fund, which foresaw excluded objective use of money). It put an end to any expectations to get compensation [14].

Therefore 1,5% was extracted. In 2014 total sum of incomes was 1 billion 38 thousand UAH. [10]. Winegrowers were promised to contribute small part into expenditure budget, but they were used to pay off a debt, which is 250 million UAH for today [14].

The problem consists in selection of grapes new sorts. After Crimea detachment the only one specialized scientific institution is NSC "V. Ye. Tayirov Institute of winegrowing and winemaking" NAAS Ukraine. The center has professional team, working also on selection problems; however it is necessary to create conditions in order to achieve results: material and technical base, to give ability for specialists to continue study, to take foreign colleagues' experience etc.

Besides, selection includes not only scientific centers, but also transplant nurseries. In due time, there were a few transplant nurseries in Ukraine. Today there are only two – "Prydunaysky" and agrofirma "Bilozersky". In order to revive this fond, one needs ten years [14].

Insufficient financing and state inability to support these processes are the most important problems of the innovative activity development in Ukraine. The table 6 demonstrates main sources of the innovative activity financing at industrial enterprises in Ukraine and Odessa region.

**Table 6. Sources of the innovative activity financing at industrial enterprises in Ukraine for 2010 – 2014 [12, 13]**

Indexes, mln. UAH	2010	2011	2012	2013	2014
Total sum of costs for innovative activity at the industrial enterprises in Ukraine, mln. UAH/%	8045,5/ 100	14333,9/ 100	11480,6/ 100	9562,6/ 100	7695,9/ 100
<i>In Odessa region /% from total amount in Ukraine</i>	<i>157,0/ 2,0</i>	<i>172,5/ 1,2</i>	<i>1497,4/ 13,0</i>	<i>91,1/ 0,9</i>	<i>323,9/ 4,2</i>
They include:	4775,2/	7585,6/	7335,9/	6973,4/	6540,3/
Owing to own money, mln. UAH/%	59,4	52,9	63,9	72,9	85,0
<i>In Odessa region</i>	<i>107,5/ 68,5</i>	<i>147,5/ 85,6</i>	<i>135,9/ 9,1</i>	<i>88,3/ 96,9</i>	<i>320,6/ 98,9</i>
From state budget, mln. UAH/%	87,0/ 1,1	149,2/ 1,0	224,3/ 2,0	24,7/ 0,3	344,1/ 4,5
<i>In Odessa region</i>	<i>2,1/ 1,3</i>	-	-	-	-
Local budgets	5,7/ 0,1	12,3 / 0,1	17,6/ 0,1	157,7/ 1,6	-
<i>In Odessa region</i>	<i>1,0/ 0,6</i>	<i>0,2/ 0,1</i>	<i>0,6/ 0,0</i>	<i>1,5/ 1,6</i>	-
Owing to money of extrabudgetary funds	-	-	0,02/ 0,0	2,1/ 0,0	-
<i>In Odessa region</i>	-	-	-	-	-
Owing to native investors' money	31,0/ 0,4	45,4/ 0,3	154,5/ 1,3	123,7/ 1,3	-
<i>In Odessa region</i>	-	-	-	-	-
Owing to foreign investors' money	2411,4/ 30,0	56,9/ 0,4	994,8/ 8,7	1253,2/ 13,1	138,7/ 1,8
<i>In Odessa region</i>	<i>42,9/ 27,3</i>	-	<i>600,0/ 40,1</i>	-	-
Owing to credits	-	-	2407,8/ 21,0	630,2/ 6,6	-
<i>In Odessa region</i>	<i>3,5/ 2,2</i>	<i>24,7/ 14,3</i>	<i>757,1/ 50,6</i>	<i>1,2/ 1,3</i>	-
Other sources, mln. UAH/%	735,2/ 9,0	6484,6/ 45,3	345,8/ 3,0	397,6/ 4,2	672,8/ 8,7
<i>In Odessa region</i>	-	-	<i>3,7/ 0,2</i>	-	<i>3,3/ 1,1</i>

In total amount of the innovative activity financing at the industrial enterprises in Ukraine, enterprises from Odessa region comprise little percentage (2,0% – in 2010, 1,2 – in 2011, the highest value – 13% – in 2012, the lowest – 0,9% – in 2013, 4,2% – in 2014).

Analysis shows that innovative activity of the industrial enterprises in Odessa

region was financed through own money (68,5% – in 2010, 85,6% – in 2011, the lowest – 9,1% – in 2012, the highest – 96,9% – in 2013), only in 2012 there was foreign investors' great financing to amount of 600,0 mln. UAH and owing to credits to amount of 757,1 mln. UAH. Other financing sources (from state budget, local budgets, etc) are of little importance. There is no financing from extrabudgetary funds and native investors.

The conducted analysis concerning innovative activity of the industrial enterprises, innovative activity financing sources and so on, gives ability to make conclusion, that for this time industrial enterprises are not interested to introduce innovations.

Table 7 shows how enterprises, which supposed that mentioned factors had great impact on their decision to develop innovative projects or slowed down innovative activity during 2012-2014, are distinguished.

**Table 7. Dinstinguish of the innovatve enterprises by reasons, which preven from innovations implementation during 2012-2014 % [12,13]**

<b>There are no essential reasons to implement innovations</b>	<b>82,2</b>
Including	
Low demand for innovations at the market	6,0
Owing to previous innovations	3,9
Owing to low competition of the enterprise at the market	3,0
Absence of good indeas or opportunities for innovations	7,4
<b>Possible introduction of innovations is blocked by essential factors</b>	<b>17,8</b>
Including	
Absence of money within enterprise	11,4
Absence of credits or direct investments	6,1
Absence of qualified workers within enterprise	1,7
Difficulties in state help or subsidies for innovations receiving	5,8
Absence of partners to cooperate with	1,9
Uncertain demand for innovative ideas	2,1
Huge competition at the market	4,3

It is necessary to mention that these results are estimated in relation to the country and show only existing tendencies. The situation can be different at the activity type level, at the enterprise level, and also considering the fact that list and significance of impediment factors can depend on age, size, branch and enterprise innovativeness [12,13].

Data from analysis point the disability of state management to control innovative activity at the industrial enterprises at national and regional levels. Experience and world practice prove that efficient innovative policy implementation is impossible without its complex support at state level. One of the tools to control social and economic development in regions is special purpose approach to plan and

to manage. Its advantage consists in abilities to concentrate resources for program solving of prior tasks in regional development. However, unfortunately, development of wineproducing and winemaking subcomplex is not distinguished as a leading field for Odessa region, there is no target program for this sector development.

Legal and regulatory base of the observed processes has been developed, however it requires investigation of the concrete mechanisms to introduce main statements into practice, which are absent or don't work today.

**Conclusions and directions for further researches.** Considering the mentioned above, renewing and quick development of food-industry is an important precondition to prevent crisis phenomena in industrial sector of the country economy. Food-industry in Ukraine is not perfect considering its conformity with modern conditions concerning technical and technological development at the industrial enterprises, both by the existing producing power, their physical, technical and technological state and by the infrastructure development level. Besides, it greatly depends on production amount of native raw material resources to food product release. It causes its essential falling behind development level of the analogical branch in economically developed countries.

Production of wine traditionally differs from other branches of alcohol goods (production of vodka, vermouth, cognac etc) by technological peculiarities. Researches show that wineproducing sector doesn't have leading position in introduction of innovative technologies, modern tools of management and marketing, advertisement means and sales motivation. However, this segment of alcohol production always differs by stability and high factors of economic growth. Recently, the results of analysis show that native wineproducing sector has hard times in development. Low level of the research intensity in native production is determined not only with money deficit, but also by lack of motivation and discounts. That's why regulatory impact on development of the wineproducing and winemaking has to be concentrated on conditions and behavior of enterprises, directly and proximately influence their business-processes efficiency.

Slow innovative and technological modernization of the enterprises in Ukrainian industry is a result of inefficient structure of the innovative activity financing. The main source of the innovative development at the industrial enterprises in Odessa region is own money, part of which is about 90% (in 2005 the given factor was 69,5%). Industry is badly in need of state support.

Wineproducing and winemaking subcomplex requires special attention from state, because its vast majority is given to Odessa region after 2014. Analysis showed absence of such attention and participation. It can lead to full destruction of this sector under competition growth conditions.

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**АНАЛІЗ РЕГІОНАЛЬНИХ ІННОВАЦІЙНО-ІНВЕСТИЦІЙНИХ ПРОЦЕСІВ ТА ЇХ  
ВПЛИВ НА РОЗВИТОК ВИНОРІБНИХ ПІДПРИЄМСТВ ХАРЧОВОЇ  
ПРОМИСЛОВОСТІ ОДЕСЬКОЇ ОБЛАСТІ**

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*У статті досліджено стан виноробної галузі, проаналізовано тенденції інноваційного розвитку промислових підприємств України та Одеської області, на основі чого виявлено характерні закономірності та основні недоліки. Проведено аналіз регіональних інноваційно-інвестиційних процесів, виявлено характер їх впливу на розвиток виноробних підприємств харчової промисловості Одеської області.*

*Доведено, що регуляторний вплив на розвиток виноградарства та виноробство слід зосереджувати на умовах і поведінці підприємств галузі і прямо або опосередковано впливати на ефективність їх бізнес-процесів. Одним із інструментів управління соціально-економічним розвитком регіонів є регулювання інноваційно-інвестиційних процесів, жорсткий контроль за використанням цільових коштів для програмного вирішення пріоритетних завдань розвитку регіону.*

***Ключові слова:** інноваційно-інвестиційні процеси, регіон, виноробні підприємства, промисловість, харчова промисловість.*

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ПРОЦЕССОВ И ИХ ВЛИЯНИЕ НА РАЗВИТИЕ ВИНОДЕЛЬЧЕСКИХ  
ПРЕДПРИЯТИЙ ПИЩЕВОЙ ПРОМЫШЛЕННОСТИ ОДЕССКОЙ ОБЛАСТИ**

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*В статье исследовано состояние винодельческой отрасли, проанализированы тенденции инновационного развития промышленных предприятий Украины и Одесской области, на основе чего выявлены характерные закономерности и основные недостатки. Проведен анализ региональных инновационно-инвестиционных процессов, выявлен характер их влияния на развитие винодельческих предприятий пищевой промышленности Одесской области.*

*Доказано, что регуляторное влияние на развитие виноградарства и виноделия следует сосредоточить на условиях и поведении предприятий отрасли и прямо или косвенно влиять на эффективность их бизнес-процессов. Одним из инструментов управления социально-экономическим развитием регионов является регулирование инновационно-инвестиционных процессов, жесткий контроль за использованием целевой средств для программного решения приоритетных задач развития региона.*

***Ключевые слова:** инновационно-инвестиционные процессы, регион, винодельческие предприятия, промышленность, пищевая промышленность.*