

THE IMPORTANCE OF UNMATERIAL RESOURCES IN CONDITION OF THE TRANSITION TO SUSTAIN DEVELOPMENT

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Before recent time it was spared not enough attention to questions of protection the surrounding nature in Ukraine in consequence of which appeared the crisis in this sphere. The deteriorating quality of the environment has served the stimulus for activation of the research progress in the sphere of ecological innovations. These new technologies are an important component part of each enterprise, which influences on the environment. The inventions, know-how, rationalizing proposals, directed on improvement of surrounding natural ambience quality, are an unmaterial resources, importance of which increases when turning to sustain development.

In the scientific literature notion "unmaterial resources" is interpreted by miscellaneous scientists differently. The most wide-spread is the following determination: unmaterial resources are a component part of enterprise potential, which is capable to provide the economic profit during long-lasting period.

On our opinion, it is possible to give the following determination of the notion "unmaterial resources in the sphere of nature using": they are a component part of nature using enterprise potential (industrial, agricultural enterprise), which is capable to provide the economic profit during long-lasting period.

The discriminating features of these resources are an absence of the material base and uncertainty of the future income sizes arrived from their use. The notion "unmaterial resources" is used for feature of the intellectual property objects.

For a long-lasting time attitude to intellectual property in the Soviet Union was rather inconsistent: the rights were confessed, but most often they were not kept. Since public property had legislative bolted advantage so this property was above interests of separate physical and juridical persons. In USSR, as a rule, the certificate about invention was given i.e. the document, which confirms the authorship of the inventor and possibility of the reception of the remuneration in severely specified by state size, rather than patent, which gives the author exclusive, "monopoly" rights. Only in 60-ties years of the XX century USSR has corrected a little the attitude to intellectual property, about than signing of Stockholm convention and participation in the Worldwide intellectual property organization witnesses. It is obviously that scientists were not interested in the results of their labour, and it did not promote the creation of ecological innovations.

Using of the software-target method helped to create leading for its time samples of military technology, be a leader in cosmic area, some other area, certainly, important, but such, which did not promote increasing of an environment quality and level of living populations. As a whole in USSR in spite of separate attempts they did not manage to create an efficient innovational oriented management mechanism, which was adapted to introduction innovations, which rendered the positive influence upon economy and environment of the country, provided the real growing to capacity of the work and well-being of soviet people.

In existing research and innovation activity system the old approaches and stereotypes in organization, stimulation and management of researches and institutions exist in spite of deep changes in Ukrainian society, realizable for the last 10-12 years.

Before this time in Ukrainian practice a socialist method of the planning and development of the science is used. Besides, it is not designed and is not introduced identical to market relations efficient economic mechanism to mutual interest and responsibility of the science and potential consumers for its product, technician-technological and organizing-economic developments etc. Also an effective, independent and objective expert operation of the research programs and technological developments is absent. This brings not only to shaping and organization of the

performing the research functioning on outdated base, to continuation of the studies in directions, begun several groups of ten years ago and most weakly connected with modern social-economic development state priorities, structured realignment of the national facilities etc., but also to irrational, inefficient spending of limited budgetary funds, which state selects on financing of the research institutions.

The specified defects, undoubtedly, are negatively reflected on efficient use and qualitative growth of the national scientifically-technological potential, but then - on progressive technician-technological development, rate of modernizations and structured reconstruction of the national economy, increasing to its competitiveness on internal and world market. Finally Ukraine more and more will lag behind from developed countries of the world at all points. Globalization, figuratively, "pops" on periphery of civilization development first of all that state, which is not capable neither to use rationally the most modern scientific achievements and innovations, nor to reconstruct structure and to consolidate constructively the own research potential.