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## DETERMINATION OF INTEGRAL INDICATOR OF COMPANY'S INNOVATION POTENTIAL AS A PART OF BUSINESS EFFICIENCY MECHANISM

Аннотация: исследуются современные аспекты трактовки категорий «инновация» и «инновационный потенциал». Разработан теоретический подход к определению интегрального показателя уровня инновационного потенциала предприятия в контексте повышения эффективности бизнеса.

Annotation: researched modern aspects of interpretation categories "innovation" and "innovative potential". Found a theoretical approach to determine the integral indicator of the level of enterprises innovation potential in the context of improving business efficiency.

Formation of the knowledge society and functioning of national economies in the modern global world depends of competitiveness, which based on innovation of the foundation of society's development. The need for substantial strengthening of cooperation and interaction between individual components and stages of the innovation process in the creation of national innovation system of Ukraine has caused the problem placed the economy on an innovative model of development. Based on that, the increasing of business efficiency and competitiveness of Ukraine, needs the ability of economy to generate and quickly master the scientific, technological, industrial, institutional innovations, determine the relevance of the integral indicator of company's innovation potential. In this case, a very difficult question is a building of sole conceptual approach to the category of "innovative potential". Increasingly there are efforts to build comprehensive indicators of various aspects of integral indicator of company's innovation potential, but the integral index does not exist yet. Development of theoretical approaches of this problem would allow without detailed comparison of a large numbers of indicators to compare innovation potential of the company's. Treatment categories of "innovative potential", "innovative perception," "scientific potential" in the economic literature, in our opinion, is incomplete and contradictory. Austrian economist Y.Shumpeter first introduced into practice the category and considered the issue of new combinations of factors of production, new products, new technologies, new markets, new raw materials. According to his theory the innovation is the main source of income. Regarding the category "innovative potential" there is no single methodological approach to the analysis of it and its structure. For example, some economists consider that the innovative potential - a characteristic stream of innovation, corporate R&D efficiency, speed of bringing innovations to the market, the level of technological leadership, which makes "synergetics" innovation activity various business units. According to other experts, innovative potential - a combination of human, logistical, informational and financial resources that are served by its infrastructure to implement innovations.

In conclusion, it should be noted that some economists focus on resources for innovative projects, financial, economic and organizational - technical aspects of the company, others - pay attention to the corporate spirit of enterprise policy about innovations. But the majority of authors highlights the implementation of innovative

initiatives and innovations to market entry as the most important feature of the innovation potential in contrast to, for example, scientific - technical. This emphasizes that the high level of innovative capacity is a means of achieving profits with the use of intensive methods of farming.

Thus, in our opinion, we should agree with this definition: "Innovation potential - a characteristic of the enterprise that reflect the company's provision of scholars and highly qualified, the perception of outside innovation and the ability to implement innovations in manufacturing or organizational structure, market potential, which suits the owner of production "[3].

Advanced and dynamic processes of introduction an innovations in the enterprise requires a comprehensive assessment of its innovation potential. Analysis of existing approaches to the evaluation of innovative potential of the company showed that they have certain drawbacks which prevent their use in practice, namely:

- different approaches to the selection of indicators to assess the innovative potential give results that contradict each other;

- use for the determine integral indicator of company's innovation potential such methods as adding or multiplying the individual indicators which are included in system, result in that the resulting figure has no economic sense.

Therefore, to determine the integral indicator of company's innovation potential should use methods of multivariate analysis, allowing the set of individual indicators to get the integral indicator. To determine the integral indicator of company's innovation potential to use the method of distances [4]. Thus by applying this method is to standardize the values of economic indicators which are included in the matrix study and divided into two groups: stimulants and destymulyators. The stimulants are: indicators of growth which is desirable, and the destymulyators – the indicators with opposite properties.

Thus, the distribution of parameters into two groups makes it possible to construct so-called reference rate, which is characterized by maximum values performance - stimulants and minimum values of the parameters - destymulyators. The integral indicator of innovation potential of the enterprise is determined from zero to one. The closer the value to 1, the higher the innovative potential of enterprise. To construct the integral indicator of company's innovation potential to use, we believe that performance on the following components: financial, intellectual and human resources, logistics, information, technical.

Such a system must meet the next requirements: include indicators of innovative potential of all components, to ensure comparability of indicators used for the analysis of different enterprises, focus on execution now current and future, must be reconciled with existing enterprise reporting, costs of the the collection and processing of information by the chosen system parameters should be minimal. Thus, building in Ukraine a competitive, innovative economy requires attraction of intensive type of financial and human resources, increasing the share of innovative products in industrial output, increased innovation activity of enterprises.

Therefore, the innovative potential of the enterprise is regarded as a complex category, which characterize the frequency and efficiency of the business integral indicator of company's innovation potential to develop innovation, willingness to change his staff. Therefore, data on the innovative potential of enterprises is an important information resource when making management decisions to improve business efficiency.

Thus, the proposed approach is based on the use of individual indicators for integrated assessment of innovation capacity on the basis of integral index. This system includes a list of the best indicators that allow you to objectively measure the components of integral indicator of company's innovation potential to establish dynamic and the relationship of general and individual tendencies of innovation to improve business efficiency.

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