

THE PROBLEMS OF TRANSITION OF DOMESTIC ENTERPRISES TO ECONOMICALLY EFFECTIVE AND ECOLOGICALLY SAFE INNOVATION DEVELOPMENT

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The results of domestic researches and foreign experience made clear, an innovation development has not alternatives. It is known that innovations are noted from others products for the level of economic efficiency and environmental safety.

For the implementation of the goal of the sustainable development approved in The Report of the Roman Club we have to introduce only those innovations which have resources productivity twice as much and half resources costs; it is guarantee cost efficiency and environmental safety.

The transition of domestic enterprises to economically effective and ecologically safe way of development relates with many financial, organizational, informational and other problems.

We spend not enough money on governmental financing of priority directions of scientific and technical development in Ukraine (on average \$240 on one project). But it is not the main problem. Really introduction of innovation is the more important problem (only approximately 10% of innovations are really introduced).

Innovations exist (more than one thousand innovations a year are developed), we only have to introduce their. The main reasons of difficulty of innovation introduction are as follows:

- there are not support mechanisms of innovative activity in Ukraine, although their effectiveness is confirmed by many other country;
- there are not enough experienced experts in the field of technology commercialization and innovative management;
- there is a long term from innovation development to innovation introduction (for example, world patent of making an examination of invention in Ukraine is granted only in 4-5 years after handing an application; so invent newness and relevance of it introduction are lost).

The down level of introduction of ecological innovations relates to financial difficulties of domestic enterprises, which do not permit investing a lot of money in innovation projects, and also relates to imperfection of mechanism of government support of innovations introduction and mechanism of motivation of ecological innovations introduction. As a result – more than 90% of all Ukrainian products have not enough scientific and technological support nowadays.

Domestic enterprises also need informational support for making decisions about kinds of economically effective and ecologically safe ways of development. For this we have to create corresponding infrastructure.

On the whole, realization of conceptual model of sustainable (economically effective and ecologically safe) development may be only on conditions that system of administrative, organizational, technological, financial and juridical measures is introduced (Veklich O.):

1. qualitative transformation of technological mode of production, which must guarantee conservation of ecological systems and their ability to remain basis for further development;
2. changes in the branch structure of economics with accent for ecologically neutral development of economic branches and especially nature protection branch ("green" industry);
3. ecological modification of target priorities of macroeconomic policy; orientation of manufactures toward ecological investment and recourse-saving innovations, and orientation customers toward ecologically-clean products;
4. formation of sustainable development mechanism, ecologically safe model of market relations;
5. embodiment of sustainable development principals in international system of financial relations;
6. formation of socio-political structure of society, which guarantees citizen participations in decision making processes of environment protection;
7. transformation of mass stereotypes, which define ecological behavior of society.

Development of socio-economic tactics of transition to sustainable development model is adequate to process of improvement of national household mechanism of sustainable development. Such mechanism is set of forms and methods of functioning of social production as integral ecology-economic self-sustaining, balanced system.

In authors' opinion, transition of domestic enterprises to economically effective and ecologically safe way of development will assist to improvement of indexes of enterprise activities and whole Ukrainian economics, improvement of ecological situation, and increase of image of Ukraine in the world market.