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CREATION OF THE VALUE OF NATIONAL ENTERPRISES WITH THE HELP OF THE INNOVATION CENTERS IN THE CLUSTER FORMATIONS

Abstract. The present article generalizes the arguments and counterarguments within the scholarly discussion of creating the value of enterprise through the intensification of efforts of the innovative development of enterprises and searching for the better organizational forms of the innovative politics realization both on the national and on the regional levels. Special focus is on the possibility of adapting the international experience of the innovations-active countries.

Main objective of the research is the grounding of the new formation of the innovation center within the cluster formation of enterprises for the purpose of creating their value.

Systematization of the literature sources and approaches to the solution of the problem of creating the value of enterprises through the use of the innovation centers in the cluster formations proved that such a suggestion is reasonable, since the existence of clusters in Ukraine is already traditional and has certain economic effects, but their direction towards the realization of the innovative priorities of the development will stipulate the growth of their value both at the national and on the international markets.

The topicality of the solution of present scholarly issue is constituted by the fact that the realization of the innovative development strategy in Ukraine is impossible without searching for the better form of the enterprise innovative activity realization, studying the foreign experience of the countries which have successfully overcome the crisis and realize the innovative development programs both on the macro and micro-levels.

The issue of the enterprises value creation through the realization of the innovation centers in the cluster formations was studied in the article in the following logical order: The forms, functions and results of the international models of the innovative development management are analyzed with the allocation of the standards of the United States of America, some EU states (Great Britain, Switzerland and Poland) and the East Asian standards in the context of the experience of Japan, Singapore and South Korea) for the purpose of finding the best forms of the innovative development management for the possible adaptation at the international enterprises; the positions of the world community countries are studied according to the Global innovation index, business facility rating and index of the information and communication technologies, the rating of the countries is analyzed according to the innovative activity level.

The methodological tools of the research are constituted by the methods of the scientific abstraction, in the aspect of finding the forms of the innovative development, economic modeling acceptable for realization in Ukraine, when constructing the cluster formation model by the innovation centers, economic experiment during the suggestion of the business-plan of the innovative project, the analysis and synthesis methods, comparative advantages, statistical and logical methods, etc.

The period from 1989 to 2018 inclusive was selected as a research period. The research object is constituted by the innovations-active countries of the world economic area, since they successfully realize the principles of the enterprises value creation through the innovative development management. The article presents the results of empirical analysis of the national conditions and foreign experience of the enterprises values creation due to the realization of the innovative development priorities which proved that the experience of using the cluster formations with the innovation center in each region of Ukraine is one of the most topical and possible ones for the implementation.

The results of the conducted research may be useful for the formation of priorities of the regional innovative policy and for the enterprises, institutions, organizations which together with the educational institutions will create the condition for the successful innovative partnership and growth of the value of each component.

Keywords: creating value, innovations-active countries, innovative partnership, cluster formations with the innovation center, international models of the innovative development management.

JEL Classification G32, O30

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КРЕАЦІЯ ВАРТОСТІ ВІТЧИЗНЯНИХ ПІДПРИЄМСТВ ЧЕРЕЗ ВИКОРИСТАННЯ ІННОВАЦІЙНИХ ЦЕНТРІВ У КЛАСТЕРНИХ УТВОРЕННЯХ

Анотація. Узагальнено аргументи і контраргументи в межах наукової дискусії з питання креації вартості підприємства через інтенсифікацію зусиль інноваційного розвитку підприємств і пошуку кращих організаційних форм реалізації інноваційної політики як на національному, так і на регіональному рівнях. Особливу увагу надано можливості адаптації зарубіжного досвіду інноваційно активних країн.

Основною метою проведеного дослідження є аргументування формування нової формації інноваційних центрів у межах кластерного утворення підприємств з метою креації їхньої вартості.

Систематизація літературних джерел і підходів до розв'язання роблеми креації вартості підприємств через використання інноваційних центрів у кластерних утвореннях засвідчила, що така пропозиція є доцільною, оскільки існування кластерів в Україні вже має свою традицію і приносить певні економічні ефекти, але спрямування їх саме на реалізацію інноваційних пріоритетів розвитку зумовить зростання їхньої вартості як на національному, так і на міжнародному ринках.

Актуальність розв'язання цієї наукової проблеми полягає в тому, що реалізація стратегії інноваційного розвитку України неможлива без пошуку кращих форм реалізації інноваційної діяльності підприємств, вивчення зарубіжного досвіду країн, що успішно вийшли з кризового стану і реалізовують програми інноваційного розвитку як на макро-, так на мікрорівні.

Дослідження питання креації вартості підприємств через реалізацію інноваційних центрів у кластерних утвореннях здійснено в такій логічній послідовності: проаналізовано форми, функції та результати закордонних моделей управління інноваційним розвитком із виокремленням моделей Сполучених Штатів Америки, деяких країн Європейського Союзу (Великобританії, Швейцарії та Польщі) і східноазійських моделей у розрізі досвіду Японії, Сінгапуру і Південної Кореї) з метою виявлення найкращих для можливої адаптації на вітчизняних підприємствах форм управління інноваційним розвитком; досліджено позиції країн світового співтовариства за Глобальним інноваційним індексом, рейтингом легкості бізнесу та індексом інформаційно-комунікаційних технологій, проаналізовано рейтинг країн за рівнем інноваційної активності.

Методичним інструментарієм проведеного дослідження стали методи наукової абстракції, в аспекті виявлення прийнятних для реалізації в Україні форм інноваційного розвитку, економічного моделювання при побудові моделі кластерного утворення інноваційним центром економічного експерименту за запропонованого бізнес-плану інноваційного проекту, методи аналізу та синтезу, порівняльних переваг, статистичний і логічний методи тощо.

Періодом дослідження обрано роки з 1989 до 2018 рр. включно. Об'єктом дослідження обрано інноваційно активні країни світового економічного простору, оскільки саме вони успішно реалізують принципи креації вартості підприємств через управління інноваційним розвитком. Представлено результати емпіричного аналізу вітчизняних умов і зарубіжного досвіду креації вартості підприємств унаслідок реалізації пріоритетів інноваційного розвитку, який засвідчив, що одним із найбільш актуальних і можливих для впровадження є досвід використання кластерних утворень з інноваційним центром у кожному регіоні України.

Результати проведеного дослідження можуть бути корисними для формування пріоритетів регіональної інноваційної політики і для підприємств, установ, організацій, що разом із навчальними закладами створять умову для успішного інноваційного партнерства та зростання вартості кожної складової.

Ключові слова: створення цінностей, інноваційно активні країни, інноваційне партнерство, кластерні утворення з інноваційним центром, міжнародні моделі управління інноваційним розвитком.

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КРЕАЦИЯ СТОИМОСТИ ОТЕЧЕСТВЕННЫХ ПРЕДПРИЯТИЙ ЧЕРЕЗ ИСПОЛЬЗОВАНИЕ ИННОВАЦИОННЫХ ЦЕНТРОВ В КЛАСТЕРНЫХ ОБРАЗОВАНИЯХ

Аннотация. Обобщены аргументы и контраргументы в научной дискуссии по вопросу креации стоимости предприятия через интенсификацию усилий инновационного развития предприятий и поиска лучших организационных форм реализации инновационной политики как на национальном, так и на региональном уровнях. Особое внимание уделяется возможности адаптации зарубежного опыта инновационно активных стран.

Основной целью проведенного исследования является аргументация формирования новой формации инновационных центров в пределах кластерного образования предприятий с целью креации их стоимости.

Систематизация литературных источников и подходов к решению проблемы креации стоимости предприятий через использование инновационных центров в кластерных образованиях показала, что такое предложение является целесообразным, поскольку существование кластеров в Украине уже имеет свою традицию и приносит определенные экономические эффекты, но направление их именно на реализацию инновационных приоритетов развития приведет к росту их стоимости как на национальном, так и на международном рынках.

Ключевые слова: создание ценностей, инновационно активные страны, инновационное партнерство, кластерные образования с инновационным центром, международные модели управления инновационным развитием.

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Introduction. The country's orientation towards the knowledge economy is already not the innovative idea of the society formation but rather its necessary condition. The creation and growth of the enterprise value through the use of the innovative organizational business forms, creative characteristics of the personnel and the intensification of the enterprise innovative development is one of the preconditions of the national competitive economy formation.

The purpose of the article. The article objective is the grounding of the new formation of the innovation center within the cluster formation of enterprises for the purpose of creating their value.

Analysis of recent research and publications. The research of the enterprise value creation due to the growth of the efficiency of involvement and use of the intellectual capital was dealt with by the following scholars: S. Illiashenko O. Kendiukhov, T. Kopeland, T. Koller, G. Murin, O. Mendrul, O. Tereshchenko, T. Momot, O. Sobko, A. Yablonskyi, etc. In their turn, essential contribution into the development of the essence, content and parameters in the sphere of the

innovative development of the enterprises was made by the national and foreign scholars: L. Antoniuk, V. Anshyna, V. Apopii, S. Brazinskas, S. Vanko, T. Vasyltsiv, N. Heorhiadi, M. Honcharova, O. Datsii, T. Zakharchyn, O. Ihnatenko, M. Kalinichenko, Yu. Kovtunenko, G. Kozmetskyi, V. Korsun, S. Kostsyk, S. Kravchenko, O. Kuzmin, O. Lapka, G-G. Lambin, L. Lozovskyi, O. Mnykh, E. Monastyrnyi, V. Mukhopad, I.Pidkaminnyi, V. Savchuk, B. Reisberg, H. Fedulova, G. Khiks, V. Tsipurynda, D. Chervanova, A. Chukhno, N. Chukhrai, etc.

The main material. To sum up the studying of the definition of impact of the intellectual capital and innovation potential on the creation of the enterprise value, it should be noted that these two components provide for the exceeding of the enterprise potential value over the market value, i.e. generate the value creation effect [1]. Studying the international experience of the enterprises innovative potential realization allows assuming the presence of certain list of the organizational methods of the innovative development management (table 1).

Table 1

Forms, functions and results of the foreign innovative development management models

Organizational forms of the innovative development realization	Functions	Results
American standards		
State funds of the research activities funding [2]	Funding of the research activities, elaboration of the business-plans of the ideas of the universities, combination of the industrial and scientific sectors of the national economy	Growth of the amount of the new companies. Growth of the amount of the work positions. Growth of the amount of investments involved
Subdivisions of the technologies transfer at the universities	Licensing of the innovations. Patenting and assessment of the commercial benefits from the inventions.Marketing research of the potential markets	Growth of the amount of the received security documents by the university which conditions the additional cash receipts into its budget
Start-up of the transfer of rights to the intellectual property objects	Elaboration of the algorithm of the innovations commercialization	Diffusion of innovations in the market environment. Creation of the intellectual products market
Models of the EU countries		
Great Britain		
Professor's Privilege model	Granting the privilege in acquisition of ownership of the created innovation	Growth of the innovative activity of the scientific institution
Sci-tech complexes at the universities with the developed infrastructure	Provision of the complex of services connected with the process of the management of innovations created by the university.	Concentration of all financial flows and responsibility within the scientific institution
Sweden		
Swedish Agency for Innovation Systems	Determination and coordination of the innovative programs of the development on the international and regional levels	Creation of the systems of financial and non-financial encouragement of the realization of innovative projects of all complexity levels.
Industrial research institutes	Insurance of the creation of the research platforms at the business-structures	Reduction of the gap between the fundamental and practical character of the formation and realization of the innovative ideas.
Switzerland		
State Secretariat of Professional Education and Technologies	Analysis of the design documentation and making the decisions on the support of the innovation projects	Compensation of the expenses for the innovation projects realization
Commission for the development of technologies and innovations	Rendering the financial or consultation support to the innovative process participants [3]	Support of the small and medium business

The Swiss National Science Foundation	Protection of the intellectual property rights	The development of creative abilities of the employees, creation of the enterprise value through the growth of the efficiency of the intellectual capital utilization
Agency for the economic development facilitation	Stimulates the innovative development of the region on the basis of the cluster approach	Rendering the financial, organizational, consulting services for the business-structures
Poland		
Technological Crediting Fund of the National Bank of the Republic of Poland	Technological crediting of the small and medium business	Partial reduction of the credit capital quota.
Institute of the Knowledge and Innovations of the Republic of Poland	Encouragement and support of the social and economic development based on the knowledge and innovations, through the formation of the public opinion, publishing, research, educational and expert activity [4]	Conducting of the consulting activity for different types of public or political entities, cooperation with the enterprises, students and scholars.
Technological clusters and business incubators	Support of the innovative initiatives of the small and medium business	Creation of conditions for the introduction of innovations and achievement of the competitiveness in the world economic area
Clusters	Creation of the regional and industrial infrastructure for the innovations commercialization	Stimulation of the innovations management process Growth of the efficiency of enterprises - members of the cluster Transfer of the technologies Development of regions and spheres of the national economy
The East-Asian models		
Japan		
Organizations involved with the university possessing the exclusive rights to the innovations management	Transfer of risk during the realization of the innovations management process at the university	Specialization of works in commercialization of the research activity of the universities, receipt of the additional financing from the interested investors
Organizations within the university (technologies licensing departments)	Management of the intellectual property rights	Practical utilization of the intellectual property rights and creation of the spin- off companies
Creation of the corporations with non-exclusive right of cooperation with the university	Introduction and realization of the research, transfer of technologies	Growth of the awareness of the teachers and professors as to the market tendencies, growth of the amount of patents, licenses, creation of the start-up companies.
Clusters	Production concentration [5]	Protectionist measures Production optimization Concentration of capital for quick and efficient innovations management process
Singapore		
Patent system of “positive grant”	Giving the bank credits on the intellectual property, checking the intellectual ownership object for the patent purity and industrial implementation	Involvement of the developers and business structures into the innovative activity through the participation in the financial risks allocation
Service center of the intellectual property	Rendering the educational, informational and other consulting services to subjects of the innovation process	Implementation of the unified complex approach to the registration of the intellectual property objects, extending the specter of relations between the persons interested in the process commercialization
Intellectual property	Unification of the scholars, creators as a	Conclusion of the franchise and licensing

clinics (IP Clinics):IP Business Clinics and legal clinics (IP Legal Clinics)	result of the research works and the business entities	agreements. Assessment of the intellectual property objects. Conducting the audit of the innovations-active enterprises
South Korea		
National Council for the issues of science and technologies	Coordination of policy in the sphere of the development of science and technologies, extending the investments into the research and development works and elaboration of the priority programs of the research works.	Increase of the efficiency of investments into the scientific elaborations due to the concentration of efforts in such knowledge-intensive industries, as information technologies, biotechnologies, nanotechnologies, environmental and aerospace technologies and preservation of cultural heritage of the country
The programs of coordination and determination of innovative development priorities of the Republic of Korea	Supporting 25 large interdisciplinary projects according to the key technological Industries [6]	Grants for the opening of the new faculties and subdivisions by the foreign professors at Korean higher educational institutions. Grants for the foreign scholars at the existing academic university subdivisions. Grants for the involvement of the world-known scholars and engineers, a Nobel prize winners, members of the USA National Academy of Engineering .

Source: authorial.

For the selection of the organizational forms of the intellectual capital involvement and realization of the enterprise innovative potential reasonable for adaptation at the national enterprises in the process of management of its value the innovative capacities of the countries shall be considered according to the values of the Global Innovation Index (fig. 1).

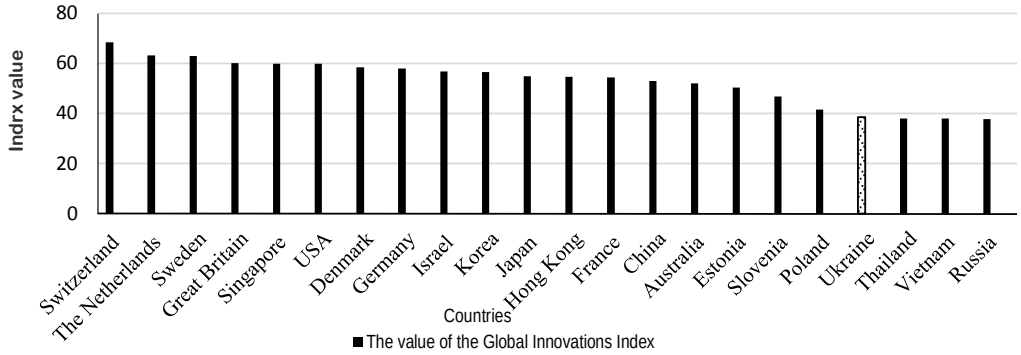

Fig. 1. Position of some countries according to the Global Innovations Index

Formed by the author on the materials [7]

Analysis of the presented countries according to the Global Innovations Index allows Ukraine choosing Switzerland and Netherlands as the models in the realization of the innovative development principles, since they have the traditional approach to the creation of conditions by the state for the innovative development of all public economy industries: realization of the target programs for the support of the innovative activity of enterprises, funding of the priority innovative projects, insurance of the education dualization, etc.

Monitoring of the innovative activity of the world community countries according to the criteria of the share of expenses for the research and development in GDP and nature of the high-tech export tendency is important for the solution of the research objective and business facility rating (fig. 2).

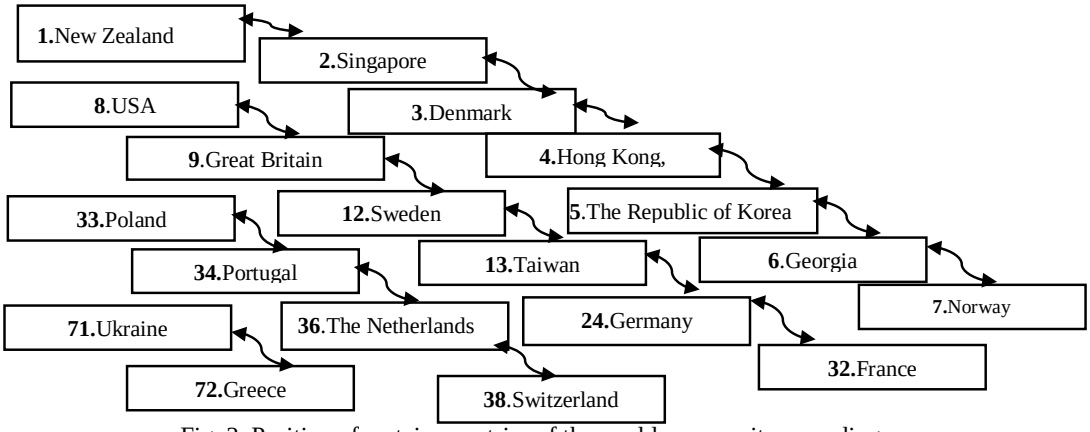

Fig. 2. Position of certain countries of the world community according to the business facility rating

Formed by the author on the materials [8]

First of all, positive for the national innovation structure is the country's place in the group of the "innovations-active countries", but changing characteristics of the high-tech export testifies to the negative tendency of the foreign-economic activity.

New Zealand occupies the best position in this rating, which is conditioned by the crediting facility, ownership and enterprises registration, and to Singapore due to the national support of the innovative development of the regions and enterprises.

Noteworthy that the 12th place of Switzerland as a leader according to the innovative development index is conditioned by relatively low complexity of the crediting and low level of the minority investors protection.

The width and globality of the informational space facilitates the diffusion of the innovations and ensures the creation of the competitive environment of the innovative potential realization. For the purpose of assessing the informational environment the index of the development of informational and communication technologies is used. It can be used as an instrument for the comparative analysis at the global, regional and national levels. The index components reflect the access to the informational and communication technologies, their implementation by the population of the countries [8].

According to the index of the development of informational and communication technologies the first positions are occupied by Iceland, South Korea and Switzerland.

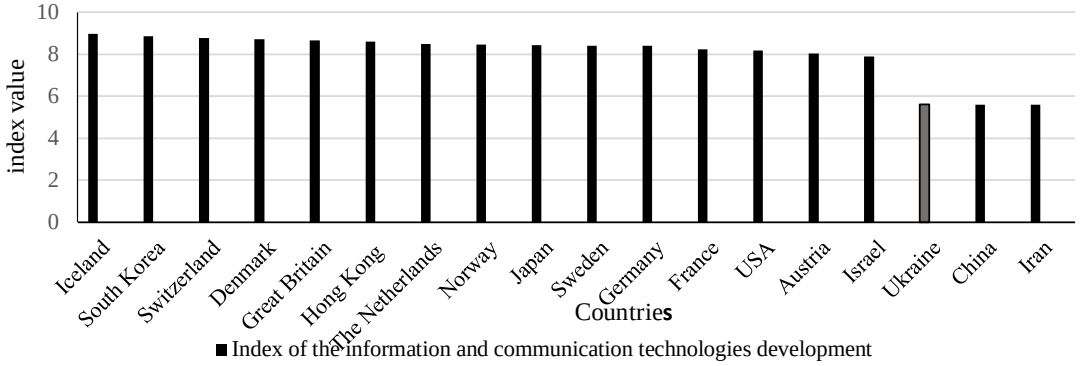

Fig. 3. Position of certain countries of the world community according to the level of index of the informational and communication technologies

Formed by the author on the materials [8]

Thus, with regard to the innovative development indexes it is noteworthy that the first places are occupied by the countries which have long facilitated the development of the innovative potential of their enterprises and ensure the development of the small and medium business. The

national innovations system, with regard to the conducted research may adopt the experience of the countries-leaders in future, and during the short-term planning of the enterprises innovative development objectives for the purpose of the creation of their value through the growth of the efficiency of the intellectual capital the experience of the successful countries close by their culturally-ethnic characteristics and the history of the economy development shall be adopted. As to the long-term models, noteworthy that Switzerland occupies the leadership positions in the world innovations ratings, the leadership positions according to the amount of patents per one resident due to the creation of the system of the social and business-partnership, tolerant and liberal legislation, reasonable policy and labor market and the system of the efficient education. Such levers of influence on the innovative development provide for the formation of platform for the long-term synergic effect from the cooperation of the state, business-structures, educational environment and innovative mediators. The attention of the innovative policy of Switzerland is focused on the cluster development of the regions (cantons), this tendency provides for the even development of the regions, exclusion of the depressive tendencies in them, equal allocation of the workforce, etc. [3].

Realization of the innovative policy in Ukraine may rely upon the experience of the innovative leader — Switzerland in the sphere f decentralization of management and insurance of the creation of competitive advantages of each region through the creation and efficient functioning of the clusters.

The countries close according to the economy history parameters include the Republic of Poland which has currently overcome the critical phenomena of the early 2000s and accumulates the positive results of the utilized reforms.

For the purpose of finding the identities in the development of Ukraine and Poland the periodization of the economic expansions and booms in the researched countries during 20s on the basis of the analysis of the inflation ratios and levels of unemployment (fig. 4).

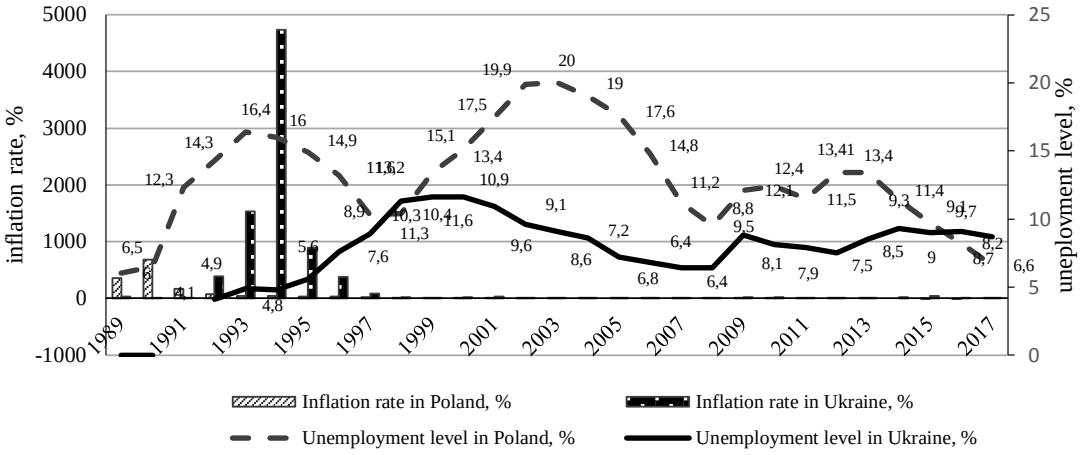

Fig. 4. Dynamics of the unemployment levels and inflation ratios in Ukraine and Poland for 1989—2018
Formed by the author on the materials [9; 10**].**

Conducting the comparative characteristics of periodization of the crisis phenomena of Ukraine and Poland, noteworthy that the peak of negative phenomena in Poland according to the indexes of the unemployment levels and inflation ratio was in 1990 (inflation ratio 685 %) and in 2003 with the unemployment level of 20%, in Ukraine such periods correspondingly were observed in 1994 (inflation ratio 4735 %) and 2001 (unemployment level 10.9 %).In its turn, the defined indexes achieved their relative minimum in Poland and Ukraine in 2008.The relative coincidence of the periods of crisis and stabilization in the compared countries allows studying and adapting the experience of the successful reforms in Poland by the national enterprises.

In particular, the Republic of Poland has become the first from the Central Eastern Europe whose economic program was supported by the International Monetary Fund.

The Republic of Poland was the first out of the countries with the controlled economy, which started realizing the program of economic transformations in 1989. The first stabilization

program of 1990 (“The Balcerowicz Plan”) and following programs provided for the radical reforms, implementation of the harsh fiscal policy.

In 1996 “The package 2000” was passed — the strategic tasks and standards which develop the index of “Strategies for Poland” [11].

The National Development Plan was passed in 2003, which determined the socio-economic strategy of the country for 2004—2006, with the following objective: Development of the competitiveness of the economy, growth of the employment of population and EU integration [12]. Such strategy was adopted by the government of the Republic of Poland, despite big amount of the acting reforms in all spheres of the social and economic life of the country.

The acceleration of the economic growth after 2006 was possible due to the growth of export, reduction of the interest rates and inflation rates.

The stable economic growth insured the possibility of realization of the innovative development strategies in the country, evoked the interest to the cluster initiatives realization. Thus, from 2005 to 2009, more than 50 clusters were created with innovative orientation and facilitated the development of regions in general and small and medium business in particular [13].

The stable development of the economy of the Republic of Poland under the global crisis is the result of the successful implementation of the reforms and reasonable economic policy formed as the essence of the west- and east-European methods of economic management.

With regard to the historical and economic peculiarity of the national economy and the experience of Poland which is the closest according to the mental and economic peculiarities and innovations-successful Switzerland, it would be reasonable to suggest the following: Elaboration and practical realization of the innovation platforms on the national level among all members of the innovation partnership in the creation and commercialization of innovations, and on the regional and micro-level not only the cluster organizational form, but also the creation of the innovation centers within it aimed at the formation of common society with the center of cluster (professional environment) or its supervisor and additional organizations first of all with the educational institutions which feel a large gap connected with the absence of the financial and practical means for the commercialization of the acquired knowledge in the form of the mature ideas (4) (fig. 5).

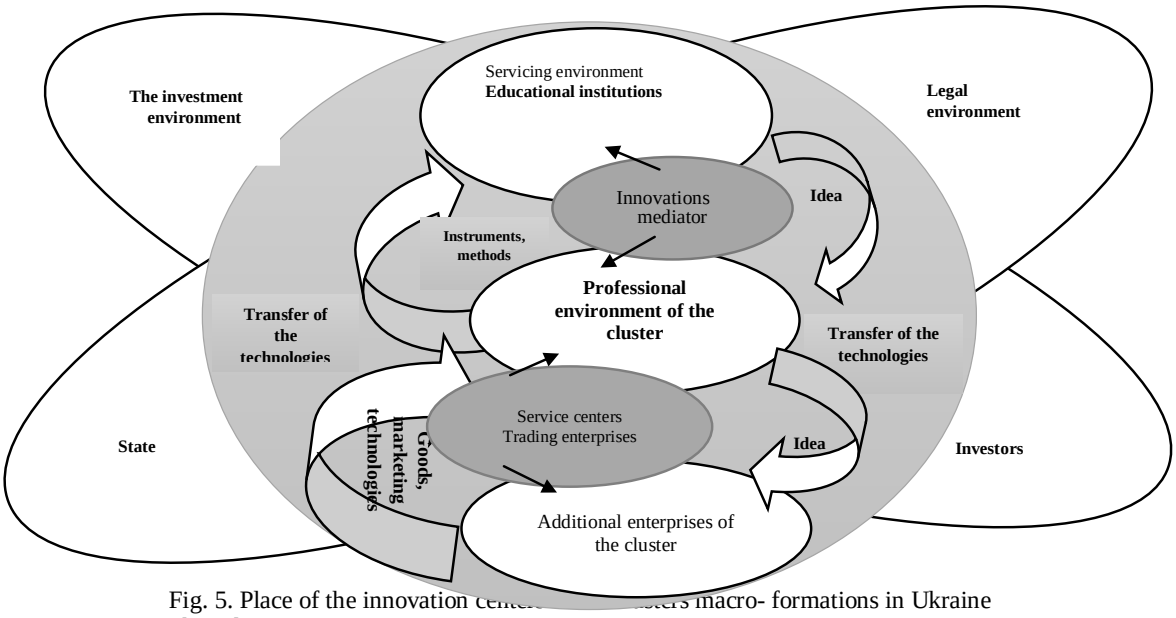

Fig. 5. Place of the innovation cent[illegible]sters macro- formations in Ukraine

Source: authorial.

The notion of cluster for most of the national economies is not new and progressive, but most of the scholars within the cluster formations find the new advantages which will provide for the efficiency to each formation member

Important contribution into the theory and practice of the formation of cluster models of the national enterprises was made by S. Sokolenko [13], M. Vonarenko [14].

Since such structure will be new, its objective will be the elimination or reduction of the stated divergences in the interests for the purpose of the receipt of maximum effect in the process of the innovations commercialization.

Such macro-formation is represented by the tendency of the economic environment globalization, will ensure not only the specialization growth within the cluster and, consequently, the growth of the efficiency of its components, but will also facilitate the appearance of the breakthrough technologies which will provide for the economic security of the state and its competitive advantages at the world market of the goods and services. Clusters with the developed infrastructure, essential innovation potential, high level of the self-organization of all members provide for the development of specialization at the national level [15].

Besides, the international and so far small Ukrainian experience demonstrate the following advantages of the production schemes on the basis of the cluster model:

–due to the involvement of enterprises of different size and property forms into the production, they insure the combination of the production specialization on the one hand and flexibility of this process on the other hand;

–the clusters allow increasing the volumes of production and services and, besides, due to the utilization of the scale economy reducing the costs for the production of the product unit and services rendering;

–cluster organization of production provides for the wider utilization of the innovation technologies;

–cooperation of enterprises within the clusters allows increasing the specialization processes and labor allocation;

– extend the inter-company flow of the ideas and utilize the innovative potential of greater amount of the workers of the international sphere;

–extending the activity allows creating the new workplaces and increasing the social liability of the business;

–orientation of many enterprises towards the production of one type of product and rendering one type of services allows more efficient utilization of the local natural resources.

Noteworthy that in future the key role in the insurance of stable competitiveness for most clusters will belong to the corporate strategy — development of the system of connected institutes and industries as a result of the market relations and efficient competitiveness.

Clusters with the innovation centers will constitute only one step out of a large list of steps facilitating the creation of the enterprises value on the basis of the realization of the innovative development principles. The instrument of the innovation centers will be constituted by the aid in the formation of business-plans of the innovation projects. Their objective was to ensure the growth of value through the production of goods new for the enterprise or the market. Since the economy of the state through their strong innovative stimuli should facilitate the formation of the enterprises' ability of accepting and commercialization of the innovative solutions, business-plan of the innovative project should first of all be aimed at the formation of the consumer's innovation culture.

Conclusions. Organization of the innovative development system under the conditions of the severe competition of enterprises for the better production and sale conditions is possible only due to the creative endeavor, innovative culture and creative system which stimulates it. The creative component of the system is integrated into the fixed innovative culture formed on the basis of the organization and is based on the principles of creativeness of the management activity which will provide for the commercial success of innovation in future, regardless of the utilization methods.

To sum up, it should be noted that the formation of clusters with the high efficiency of synergistic connection in Ukraine will provide for the creation of the new technological platforms with the high level of innovative partnership.

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