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THEORETICAL APPROACHES TO THE RESEARCH OF ESSENCE OF INNOVATIVE CAPACITY OF NATIONAL ECONOMY OF RUSSIA

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Abstract

In article authors provided different theoretical approaches to a research of essence of innovative potential: resource, productive, systematic, subjective, integrated approaches; analysed, generally views of such domestic economists as I. Balabanov, A. Gorovoy, M. Danko, G. Zhits, O. Zueva, D. Kokurin, M. Matveeva, R. Mironov, A. Nikolaev, A. Trofilova, L. Cherednikova, V. Yakimovich, O. Yares, etc., researching essence of innovative potential; the essence of such category as "the innovative potential" is disclosed, need of application of an author's integrated approach to consideration of a phenomenon of innovative capacity of national economy of Russia is proved

Keywords: theoretical approach, resource approach, systematic approach, productive approach, subjective approach, integrated approach, innovative potential

For further development of the innovative capacity of valuation techniques the authors to analyze the different theoretical approaches to the study of the category of innovative potential and its structure.

To solve the above problems of the study need to clearly understand the phenomenon and the structure of the national economy innovative potential of Russia.

As previously designated [1], the first category of innovation potential, contributing to economic growth of such a system as the national economy

through innovation, has been applied K. Freeman [2]. In his view, innovation is a system of measures on research, familiarization, application and exhaustion of industrial, social and organizational capabilities that characterize this innovation.

"Potential", in our opinion, it is necessary to understand "prime cause", "opportunities", "method", "inventory" which under certain circumstances can be involved, applied to the solution of a certain task, implementation of a specific purpose" [3] as general content. In effect categories "innovative potential" of specific system shall be reflected characteristic features of innovative opportunities of this system.

In modern economic science the terms "innovation" and "innovative potential" is rather urgent. Significance of the concept "innovation" provides a polysemy of approaches to its determination. It affects an interpretation of a concept "the innovative potential".

The question of what it is necessary to understand as the innovative capacity of national economy of Russia of subjects of real and financial sectors is open now. Let's analyse the existing approaches to an interpretation of this concept (see table 1).

A number of domestic scientists connect essence of innovative potential with a complex of the resources necessary for subjects of real sector for implementation of innovative activities.

From the point of view of A. Trofilova, it is necessary to understand economic opportunities of subjects of real sector on productive implementation of new technologies in economic circulation as innovative potential [4].

The question of what should be understood by the innovative potential of Russia's national economy, the real and financial sector entities is currently open. Let's analyze the existing approaches to the interpretation of the concept (see table 1). Several Russian scientists associated with the essence of innovative potential resources complex, required subjects of the real sector for innovation.

From the point of view of A. Trofilova, under the innovative potential should understand the economic opportunities of the real sector entities for the effective implementation of new technologies into the economy [4].

In this position the category "innovation potential", in our opinion, is identified with the economic concept of "resources" of economic entities. This approach to the study of the phenomenon and assessment of the innovation potential is called a resource. Of course, the fact that the subjects of the real sector of the necessary resources is a prerequisite for an effective innovation, but not sufficient.

Therefore, in our view, to equate these two concepts, describing the innovation potential as a synergistic effect of the complex of resources, not fully justified.

Table 1. – Theoretical approaches to an essence research "the innovative potential"

The approach	The Essence of innovative potential	Scientists
Resource	Research of innovative potential as the interconnected complex of the limited resources promoting implementation of innovative activities of subjects of the real and financial sectors considered, as microsystems, and the organization of system of convergence of the researched sectors researched as a macrosystem.	I. Balabanov, A. Bovin, G. Zhits, A. Nikolaev, L.Cherednikova, V. Yakimovich
Productive	Consideration of innovative potential as aspiration of subjects of real and financial sectors from implementation of innovative activities to eventual efficiency of national economy.	M. Matveeva E. Mukhanova, T. Shapovalova O. Yares
Systematic	Determination of innovative potential in the form of the complete system including set of the applied and hidden opportunities of subjects of a high-technology split: scientific and technical, technological, financial, structural, legal, social, cultural, etc., the innovations promoting development.	D. Kokurin, B. Kuzyk, B. Lisin, R. Mironov, V. Fridlyanov Yu. Yakovets
Subjective	Likening of innovative potential of essence of terms scientific, scientific and technical, production, economic and other types of potentials	M. Danko, O. Korobeynikov, I. Korshunov, I. Novikov, A. Trifilova
Integrated	Research of innovative potential as ability, aspiration and real opportunities of subjects of real and financial sectors to provide implementation of effective innovative activity in national economy	Authors

Quite often in the scientific works presented productive approach to the study of the innovation potential of the phenomenon in which a key feature of the innovation potential is considered to be the level of preparedness of the real sector entities to the development and implementation of innovative development strategies.

T. Shapovalova treats the considered concept as degree of readiness of accounting entities for implementation of innovative activities by means of application of personnel material, technical, financial and other resources [6].

M. Matveeva understands degree of readiness of an object of real sector to guarantee the sufficient level of upgrade of production factors and their combinations in engineering procedure of the issued a product, organizational and managerial structures and a corporate culture [7] as innovative potential.

Some scientists link the phenomenon of the innovative capacity of the complex used and hidden eventual subjects of the real and financial sectors in the national innovation system. One of the supporters of this systematic approach is D. Kokurin considering innovative potential as a unified system, containing eventual accumulated unused resources that can be applied for the purposes of the implementation of innovative development of the real and financial sector entities [8].

From the point of view of R. Mironova, innovative potential includes possibilities of a production system of real sector to create and apply innovations, considering resource ensuring potential of accounting entities. [9].

Considering these opinions, the key part is assigned here to categories of the probabilities and opportunities arising in the endogenous and exogenous circle of subjects of real sector which cause effective enhancement of innovative activities. In our opinion, this belief testifies to lack of a specific line item in a problem of authentication of this sort of opportunities.

Supporters of subjective approach to a research of essence and assessment of innovative potential, most often, identify innovative potential as separate concepts scientific, scientific and technical, production, economic and other types of potentials.

So, M. Danko implies cumulative certain amount of information on productivity of inventions, scientific and technical and design developments, samples of the new equipment and products by innovative potential [10]. In this case, innovative potential is considered as aspect of scientific and technical potential.

A supporter of this point of view is also A. Nikolaev. He considers that innovative potential includes system of the factors and conditions necessary for implementation of innovative process [11].

In our opinion, subjective approach to a research of innovative potential represents superficially this concept and limits the sphere of its application.

Therefore, the most fruitful is complex application of the approaches to a research of essence of innovative potential stated above within an author's integrated approach to a research of a phenomenon and measurement of innovative potential of subjects of the studied sectors. The hypothesis of bilateral convergence between expenses and results is the cornerstone of an author's integrated approach.

In our opinion, it is necessary to understand abilities and possibilities of subjects of system of convergence of real and financial sectors of national economy of Russia determined by efficiency of use of the complex of intellectual, scientific and technical, personnel, material, information, organizational, financial and other types of resources providing efficiency of innovative development of national economy and its resistance to influence of exogenous factors as innovative potential.

In this concept it is noted that, first, innovative convergence between subjects of real and financial sectors of national economy is reached due to their effective cooperation as on micro-; meso-; macro-; and on the world level that is reached, due to productive use of all available resources of these subjects by the organization of interaction of businessmen of different forms of ownership, society and individuals, the state and business, the different states.

In – the second, in this category it is emphasized that innovative potential is characterized by innovative activity of subjects of real and financial sectors of national economy at the organization of their effective interaction.

In our opinion, innovative activity of these subjects depends on several indicators. First of all, at the heart of interaction of subjects of the studied sectors of national economy of Russia and formation on the innovative way of development the motivation of receiving excess profit at the expense of effective innovations lies. The following not less important indicator of innovative activity are real opportunities for economic entities to introduce innovations. The main prerequisite of implementation of an innovation is, at least, existence of the generated innovative idea suitable for technological use, and as a maximum, the invention or other result of activity of subjects the scientifically - technological split which has got operational experience or last expert research.

Thus, now, often use the concept "innovative potential". Besides, domestic scientists have no uniform approach to a research of essence of this term that allows to systematize determination of this potential according to the general understanding. The fullest approach to a research of essence of innovative potential is an author's integrated approach.

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