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Zueva O.A., Gorovoy A.A.

INTEGRATED APPROACH TO RESEARCH OF ESSENCE AND THE ASSESSMENT OF INNOVATIVE POTENTIAL

**Zueva O.A., Russia, Candidate of Economic Sciences,
associate professor of business and commercial activity of
St.Petersburg State University of ITMO**

**Gorovoy A.A., Russia, Doctor of Economic Sciences,
associate professor of business and commercial activity of
St.Petersburg State University of ITMO**

Abstract

In article authors have systematized different approaches to research of a phenomenon of innovative potential and its measurement: resource approach is based on a hypothesis of direct interrelation between costs and results of innovative activity of subjects of national economy, productive approach – on the return interrelation between costs and results, an integrated approach – on bilateral interrelation between costs and results; views of such domestic and foreign economists as A. Bovin, A. Gorovoy, G. Zhits, O. Zueva, E. Mukhanova, A. Nikolaev, K. Freeman L. Cherednikova, V. Yakimovich, O. Yares, etc., researching essence of innovative potential and its assessment are analysed; the essence of such category as "the innovative potential" is opened, need of application of an integrated approach to research of essence and an assessment of innovative capacity of national economy of Russia using aggregative approach and measurement of certain elements of

potential based on bit-by-bit approach which act as the complementary and enriching each other methods of the analysis of enhancement of such system as national economy of Russia is proved.

Keywords: methodological approach, resource approach, productive approach, integrated approach, innovative potential

The innovative way of development of national economy of Russia is caused by globalization of the world economy and is a necessary condition of enhancement of interaction of real and financial sectors, and also integration into the world economy. In our opinion, it is necessary to compare needs for innovative development of national economy to real opportunities of their satisfaction that allows to establish proportions between extent of development of a high-technology split and national economy in general, and also to choose parameters of this compliance.

Rates of innovative development of national economy and upgrade of society have pronounced interrelation with a ratio of the specific parameters which are giving in to the quantitative and high-quality analysis. One of such indicators, in our opinion, should consider the innovative potential including the limiting and maximum opportunities of society taking into account generation and implementation of innovative ideas. Innovative potential, depends on extent of evolution of science, production capabilities, limitation of resources of a raw split. It is a condition of the innovative opportunities which are saved up for the last periods and cannot be implemented completely. Innovative potential represents one of central subjects of research of innovative national economy. Efficiency of its application promotes such level of development of national economy which exceeds world level of development.

The state innovative policy shall be based on value of all elements of innovative potential. Consideration of innovative potential gives the chance to analyze efficiency of its application, to develop and prove recommendations for implementation of decisions in the field of the organization of interaction of real and financial sectors of national economy of Russia in the conditions of the limitation of all available resources amplifying during crisis and the existing sanctions.

Need for measurement of own opportunities in case of innovative development of national economy arises, as at microsystems – subjects real and financial sectors, and macrosystems – systems of convergence of real and financial sectors, national economy, in general. Therefore the level of readiness for innovative development in the conditions of uncertainty, it is possible to determine by an assessment of

innovative potential. At the same time, it is necessary to represent accurately that needs to be measured and what methodological approaches will be more effective. Now there is no single approach to research of essence and an assessment of innovative potential that, in our opinion, rather explainably. This concept changes the essence according to a goal-setting, and also belonging to a certain type of activity of an accounting entity, trends of innovative designing, types of engineering procedures etc. It is at the same time possible to systematize concepts along with general essence of innovative potential.

Under the general content of the "potential", in our opinion, should be understood as "the root cause", "possibility", "method", "margin", which under certain circumstances may be involved, used for a specific task, the implementation of a particular purpose. " In essence the category "innovative potential" of a particular system should reflect the characteristics of the innovative features of this system.

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 [1]. 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.

At the present time, often use the term "innovation potential". It should be noted that of the domestic and foreign scientists there is no single approach to the study of the essence of the term, that allows you to organize the definition of the potential, respectively, with a common understanding.

In our view, under the innovative potential should understand the ability and the eventual subjects of the system of convergence of the real and financial sectors of the national economy of Russia defined by the effective use of intellectual, scientific, technological, human, material, informational, organizational, financial and other resources, providing innovative sustainability development of the national economy to the impact of exogenous factors [2].

This concept states that, firstly, the innovative convergence between the subjects of the real and financial sectors of the national economy is achieved through their effective cooperation at both the micro -; meso -; and at the macro level, which is achieved due to efficient use of all available data resources by the subjects of interaction of businessmen of different forms of ownership, the state and business, society and individuals.

In - the second in this category it emphasizes that the potential for innovation is characterized by innovative activity subjects of the real and financial sectors of the national economy in the organization of their effective interaction.

In our view, the innovative activity of these entities depends on several indicators. First of all, based on the interaction of subjects studied sectors of the national economy of Russia and of becoming an innovative way of development is the motivation of obtaining excessive profits at the expense of effective innovation. Another no less important indicator of innovation activity are eventual for businesses innovate. The basic premise of the innovation is, at least, the presence of innovative ideas generated, suitable for industrial use and, as a maximum, the invention of a result of activity of subjects of scientific - technological subsector, received operational experience or peer study. Most researchers believe that the most common approach to the study of the nature and assessment of the innovation potential is a resource-based approach. The basis of this approach, innovation potential often perceived as an eventual resource (scientific - technical, human resources, manufacturing, organizational, informational, financial - economic, etc.) of such a system as the national economy [3], primarily dealt with in scientific - technological subsector. On the basis of this approach is formed by a certain system of indicators measuring the innovation potential.

Along with the resource approach to study the nature and measurement of innovation potential, some scientists believe that the most effective approach is universal. In applying this approach point out that the innovation potential of the phenomenon is linked directly to the development of society and includes not only the activities of the subjects of scientific - technological, high - technological subsectors, etc., but also the social sphere, which is used in a specific set of indicators.

It should be noted that both approaches are based on different interpretations of the phenomenon of innovation potential. The first approach is based on the premises of innovation actors, and the second - on the effectiveness of innovation, which is a definite prerequisite for effective performance of the real sector entities.

In our opinion, the phenomenon of innovative potential has the cyclic nature. The cycle of innovative potential includes the certain stages which are characterized, on the one hand, the determined independence, and on the other hand, dialectic convergence connecting them in single system. It is possible to distinguish the following from stages:

- generation of innovative potential;

- the embodiment of innovative potential as the main regularity of innovative activities of the researched subjects;
- the use of innovative potential, first of all, as a crucial element of real sector.

Table 1 - Methodological approaches to the study of the nature and evaluation of innovative potential

The approach	The hypothesis of	The Essence of innovative potential	Scientists
Resource	a direct interrelation between costs and results	the interconnected complex of the limited resources promoting implementation of innovative activities of subjects of national economy	A. Bovin, G. Zhits, A. Nikolaev, L.Cherednikova, V. Yakimovich
Productive	the return interrelation between costs and results	aspiration of accounting entities from implementation of innovative activities to eventual efficiency of national economy	E. Mukhanova, O. Yares
Integrated	bilateral interrelation between costs and results	the ability and the real possibilities of subjects of the real and financial sector entities to ensure the implementation of effective innovation	Authors

Given the cyclical nature of the innovation potential, it should be noted that the effective approach, in fact, combines two different methodological approach. One of them takes into account the efficiency of innovative activity subjects of scientific - technological subsector and, consequently, relates to the second phase of the innovation potential of the cycle, and the other includes the impact of innovative activity of the real sector entities in practice through the use of innovations produced and relate to the third stage of the cycle.

Resource approach to the review and assessment of the innovation potential determines the hypothesis of a direct link

available resources and productivity of activity of subjects of scientific - technological subsectors. In our opinion, this hypothesis does not meet the valid laws and practices of the subjects of the national innovation system. The scientific - tech sub-sector costs are not always determine the state of the economic system and the efficiency of its operation, as opposed to the material production of the real sector. In fact, there is a convergence between the costs attributable to the activity of subjects of scientific - technological subsectors and the productivity of their operations. Therefore, to some extent, effective approach to measuring innovation potential is not quite correct.

In case of different approaches to measurement of innovative potential and forming of quantitative results of each of the indicators realizing innovative potential there are two different approaches to the subsequent assessment of potential:

- the piecemeal approach allowing to create innovative potential in the form of a complex of the numbers reflecting manifestations of its specific components.

- aggregative approach in case of which transformation of separate parameters to the integrated indicator allowed as a numerical assessment of potential is performed.

Piecemeal approach is often used to solve certain management tasks, aimed at a general, in-depth assessment of elements of innovative potential, improving the search for reserves and capacity-building, the formation of measures for the use of the reserves data. The aggregated approach can be used for a comparative analysis of the innovation potential of the different national economies. In addition, it is used in the analysis and forecasting of trends and improvement potential trends.

In our view, the most fruitful is the combined application of the above approaches to measuring innovation potential within the author's integrated approach to the study of the phenomenon and measure the innovative capacity of the sectors studied subjects. The basis of this approach is the hypothesis of a bilateral convergence between costs and results. In this case, the evaluation of innovative potential of using the aggregate approach and measurement of certain elements of the building on the basis of piecemeal approach, in general, act as complementary and mutually enriching analysis methods of improving such a system as the national economy of Russia, as well as the convergence of the system of two subsectors of the national economy.

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