

MANAGEMENT

Abuzyarova M.I.

METHODICAL APPROACHES TO THE IMPLEMENTATION OF INNOVATIVE APPROACHES IN THE MANAGEMENT

Abuzyarova Maria Ivanovna, Samara State University
of Economics Department of "Management"

Abstract

The present article deals with the increase in the level of provision of a new round of technical and technological development of the productive-economic and social environment, which is observed in the economic space all over the world. This suggests a widespread innovative transformation of unused capacity in the form of a partnership mechanism as one of the not in full used resources based on the alliance of business and government. A new level of innovative achievements is associated with the active participation of science and the entire scientific community. The relevance of the study is determined by the development of recommendations to improve the methods and forms of partnerships with the interests of society and business in the improving of economic efficiency. The focus is to obtain new knowledge in the field of improvement of business partnerships, science and state, on which effectiveness depends the formation and development of the social economy.

Keywords: innovations, innovation systems, competitiveness, business and innovations

Formation of innovative economy is based on a sequential transformation of the national economic system with the use of strategic management.

In the context of global uncertainty the necessity of inclusion of this arsenal is as follows:

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- Improvement of the operational environment of innovative enterprises, research organizations, business structures, particularly in the form of public-private partnerships;

- Determination of specific goals and objectives of innovative industrialization;

- Arrangement of conditions, favorable for innovations;

- Formation of different instruments to support industrial enterprises, which are especially using completely new technology of products (goods and services) at both the national and regional levels;

- Encouragement of the development of the market outlets of the within the country and abroad produced goods;

- Implementation of strategic plans and programs developed and adopted at the state level;

- Establishment of a system of the effective control over the implementation of strategic plans and programs;

- Regularly assessing the effectiveness of strategic management, as well as a strategic plan, etc.

Formation of a sustainable development of the economy we seen in the establishment of an effective model of public-private partnership, and in its more perfect shape - a trio-partnership, the participants of which, in our opinion, should be state, science and business.

In the context of increasing globalization and the search for new ways of economic the provision of performance is implemented through the increasing level of innovation of the country's economy [1].

Tasks` setting of industrialization in modern conditions has its own characteristics.

From our point of view, it becomes necessary to use along with the term industrialization the concept of innovation.

In the modern economy the basis for achieving competitiveness of goods and services and as a consequence the maintenance of its stability are the latest technologies.

Mankind has accumulated for centuries a huge amount of knowledge, information flows are increasing with every passing day. This leads the fact of higher demands on the quality of their products.

In the course of this progressive development the pace of technological change, economic and scientific-technical progress is accelerated. In the implementation of these processes science plays an important role. These research organizations should carry out

Science and Society #2 2016

fundamental and applied research in various fields and sectors of the economy.

By the innovation is meant the creation of a new product (good or service). This product can be obtained only after a certain number of studies, carrying out of different experiments, tests, etc. depending on its complexity.

By innovations many people understand only the invention of any novelties, mostly new equipment; in fact, the term can be interpreted more broadly.

The starting point in understanding the features of the process in terms of the national economy is that innovative development must be considered not just in terms of the use and creation of technological innovations, because under the conditions of weak development of innovative sector of our economy it is inaccessible due to the high cost of launching the process.

The process of innovation industrialization is associated with the present stage of scientific-technical change, allowing a qualitatively new level of focus on perspective high-impact changes, that will fit into the general process of the world's innovative achievements and perceptions, and thus will accelerate the use of intensive factors of production and, consequently, the sustainable economic development [2].

The decisive step in the development of an innovative state can be called a transition to a "knowledge economy", focused on increasing the share of innovation in all sectors of the economy.

The onset of this stage requires the transformation of the economic mechanism: public administration, mechanism of legal regulation of new forms of business and management practices, the establishment of new types of relationships between entities, improvement of the institutional structure of science involved in the production process, updating of social processes in society. It also requires the active involvement of scientific advances, the introduction of the latest equipment and technology in the production process.

Of course, this process requires and obtains new expertise that puts education and science system to a higher level, increases the demands on it.

As a result, the moral and social responsibility of scientists and developers increases, because in creating of new technologies also emerge harmful to society technologies.

An example is the use of atomic energy technologies, which are able to help humanity in the course of its development, and, on the contrary, to aggravate its situation.

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To make innovativeness to the process of interaction of state and business structures, it is necessary to attract the scientific community.

Increasing of innovative potential of the country solves a significant problem of increasing the country's competitiveness. As everywhere one of the main priorities of development in recent years is to ensure competitive advantages of national economies in world markets.

Abroad are created favorable conditions for business, development of a competitive market environment, supporting those areas where competitive advantages for one reason or another can not be realized only by the help of the mechanism of the free market. To achieve the goals are used a range of measures, which include budget-financial, credit-and-monetary, antitrust, science and technology, innovative and other mechanisms.

In modern conditions is noted that to support the domestic business are constantly implemented various measures by public authorities. Thus, barriers to the registration of business entities are significantly reduced, such as the number of registration procedures and deadlines for their implementation; there is a gradual reduction in the tax rate for entrepreneurs.

Business development as a subject of economic activity leads to an increase in the basic macroeconomic indicators of the country [3].

At the present stage of economic development in order to achieve a higher level of competitiveness is assigned a task not only to increase the number of business entities, but to improve their quality component.

To achieve these objectives the drive to combine the activities in science and business is relevant. Due to the fact that the economic structure, including manufacturing, takes a more stable position, the achievement of such structure is possible with the constant introduction of new technologies, which are the result of research activities.

But the innovation sphere is insufficiently developed, which is confirmed by the low technological level of the country, and the small number of innovative enterprises, small fraction of the introduction of new technologies at the macro, meso and micro levels, and many other factors.

The necessity to involve the scientific sphere is because the business structure can not independently carry out basic research because of the difficulty of patenting and the protection of the results of the research.

Science and Society #2 2016

Thereby they can not improve their competitiveness on their own.

Funding of ongoing projects by the state provides a motivation for private companies to participate in the trio-partnership, reducing the risks of the private companies.

Thus, the US researchers believe that the private and academic organizations that participate in projects of public-private partnership have:

- High probability of survival,
- The possibility of increasing the number of employees,
- Higher growth, produce more patents,
- More cited publications compared to organizations, which do not participate in the partnership projects.

Thereby, upon reaching certain benefits at the micro level, can be also achieved the efficiency at the macro level.

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Each state has its own level of scientific and technological development, which determines its position in world space.

That is why governments in the preparation of state programs pay great attention not only to the socio-economic development, but also as priority areas they emphasize the scientific and technological sphere.

Moreover, this cooperation should not take place just at the level of individual bonds of the «state - science», «state - business», «business - science».

To make such a project successful is required:

- Understanding from the side of business representatives how successful this kind of cooperation can be for business. Benefits for business structures, can be expressed in improving their performance;
- Cooperation with scientific organizations and creation of innovative products significantly improve the competitiveness of the organization;
- Costs of production (goods and services) will be reduced;
- Possibilities to enter international markets emerge, etc.

The government gets many advantages at participation in the trio-partnership. The main one is to enhance national competitiveness, which is the ultimate goal of development plans.

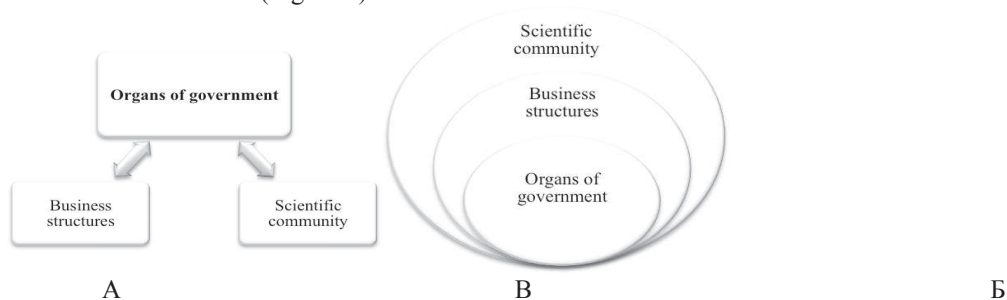
The scientific community has advantages such as the commercialization of new ideas, i.e. their manufacturing application and, consequently, achievement the greatest benefit.

Science and Society #2 2016

The Russian government is in charge of all relations, creates conditions for the functioning of all entities, including not only the scientific and business structures, but also agriculture, manufacturing, financial sector, etc., interacting on the present scheme.

This model has been effective in an environment where most organizations are owned by the state.

Figure 1 model A is the current model of economic cooperation between state authorities with scientific organizations and business structures (Figure 1).



Note - Compiled by the author.

Figure 1 - Model of interaction between business, science and government

But with over time a different model of the relationship of denoted entities (model B) becomes essential, which at the present stage of economic development is intended to ensure effective cooperation and the expected results.

With this interconnected method of joint activities appears an opportunity to take into account the interests of the three sides and adjust their activities in terms of obtaining the maximum benefits for each of the party.

Support for scientific sphere the state can not provide alone. Therefore, in our opinion, it is advisable to connect to this process business structures. They are intended to locate users for the developed innovative products (goods and services).

In modern conditions are carried out changes in the quality of business environment, which is given a more stimulating character, especially in terms of innovation, which makes a necessary to develop a new approach to the interaction of state

bodies and business structures. All this is impossible without such cooperation, which shall be established by public administration.

In modern conditions the task of uniting businesses with the scientific community is essential, because exactly this alliance is able to bring the economy to a higher level of development.

This can be explained due to many factors. For example, business can ensure the creation of economic and social conditions in the community, the use of the latest achievements of science through the use of technology, advanced equipment, etc.

Business performs important functions in social development: economic, political, leadership, ethics, innovation, etc.

To some extent, solution to the problem of economic innovation can serve an institutional public-private partnership.

The advantages of public-private partnership are linked with the possibility of connection of the state resources and business in the implementation of infrastructure projects by attracting of investment mechanisms.

Public funds in the form of budget and private investments can be targeted within the framework of a partnership agreement for the implementation of capital-intensive infrastructure projects.

Interaction of the state and business is caused by the possibility of the application of modern management approaches, having a mobility decision-making and effective management methods, by the possibility of a rational use of funds and, thus, by the possibility of saving costs in the implementation of projects.

Thus, business management has the flexibility and mobility in the economic functioning in general and in the implementation of projects of public-private partnerships in particular. For its part, the state system is involved in the partnership with its institutional content, favorable environment of economic functioning.

The research and innovation sphere provides the necessary innovative quality of the public-private partnership projects. Therewith, key positions in the implementation of these projects, in our opinion, have business management with performing project management of public-private partnership.

Business entities have a tremendous impact on all the processes taking place in society. This business is the link that makes possible the existence of relations between the various economic players.

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Science and Society #2 2016

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