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## PHENOMENON OF INNOVATIVE POTENTIAL AND ITS STRUCTURE

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### Abstract

In the article the authors studied the phenomenon of innovation potential through an integrated approach, based on the hypothesis of a bilateral relationship between costs and results, taking into account the limited resources of the innovative activities of economic entities of Russia and their productivity in the form of new knowledge developed in the scientific - tech subsector and applied in the real sector practice; disclosed the essence of such categories as "innovative potential" and its elements: financial, human, scientific - technical, production, export potential; describes the innovative potential of constituting the basis of the economic model of innovative development of national economy of Russia in the form of the formula of calculation and the innovative capacity of the structure; developed a pyramid of improving the innovative development of Russia, describing the mechanism and sequence of creation and perfection of his macrosegments; substantiates the necessity of the use of copyright of an integrated approach to the study of the nature and assessment of the national economy of the innovation potential of Russia.

**Keywords:** methodological approach, an integrated approach, innovative potential, financial potential, personnel potential, scientific – technical potential, production potential, export potential, national economy of Russia, real sector

Author's integrated approach [1] to the study of the phenomenon and evaluation of innovative potential of fully reflects its essence. Justification of the spirit and the measurement of the

national economy innovative potential of Russia is a multi-faceted challenge that requires a comprehensive approach, which implies the definition of primarily qualitative state of innovation potential thanks to the integrated analysis of all its components. Author's integrated approach to the study of the nature and assessment of the innovation potential is based on the hypothesis of a bilateral relationship of costs and results, taking into account the basis of the resource and efficient approaches. This approach is based both on the Incorporation of the limited resources of innovation, first of all, the real subjects of the national economy of Russia, as well as their productivity in the form of new knowledge developed in scientific - technological subsector and their use in the real sector in practice.

In our opinion, under the innovation potential is to be understood abilities and real possibilities of the subjects of the system of convergence of the real and financial sectors of the Russian national economy [2], defined by the effective use of intellectual, scientific, technological, human, material, informational, organizational, financial and other resources ensuring the stability of innovative development of the national economy to the impact of exogenous factors [3].

This concept states that, firstly, the innovative convergence between the subjects of the real and financial sectors of the national economy [4] 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 [5] 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.

Consideration of structure of innovative potential allows to

disclose most more deeply its essence and to create the base of economic model of innovative development of national economy of Russia [6]. In structure of innovative potential, in our opinion, it is necessary to allocate the following elements: financial, personnel, it is scientific – technical, production, export potentials. Therefore innovative capacity of national economy of Russia needs to be considered as difficult system of convergence and interaction of its structural elements, considering influence of endogenous and exogenous factors of the environment.

As an important resource stream, stimulating the functioning and development of the subjects of the national innovation system are the resources allocated, in particular, on the scientific and technical activities. Most often, the criterion of these resources inflow intensity is the amount of funding for research and development - design development, characterizing the financial capacity of the national economy. The share of funding is spent on filling elements of the national innovation system, and some - on its functioning, and some - to its perfection.

Scientific - technical potential is an innovative activity and the possibility of economic entities of the national economy of Russia, providing formation and implementation of innovation and the information needed to improve the social and economic impact of all areas of activity of the subjects of the national economy. Scientific - technical potential characterizes the level of development of science, the real possibilities and resources, which belong to the society, the state in order to solve scientific and technical problems.

Personnel potential is the most important component of innovative potential because live human labor carries out a key role in scientific, scientific and technical, productive activity. First of all, a personnel causes movement of other components of potential. Other structural elements of innovative potential are created in close interrelation with a personnel component. The personnel component of innovative potential consists of the different types of the scientific and technical personnel creating and realizing the new ideas and finding the new fields of use of scientific and technical results.

The potential production of national economy of Russia characterizes real and potential opportunities of production of subjects of real sector, production factor endowment, availability of the determining types of resources. The size of potential production is the generalizing characteristic of production capabilities of activities of subjects of real sector. The potential production of national economy of Russia depends on a complex of the resources provided at its order for innovative activities. High-quality and quantitative indicators of these resources and their integration create production capabilities of accounting entities.

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The export potential is the integral component of innovative economy of national economy of Russia. It characterizes innovative activity and capabilities of subjects of national economy to make goods and services, competitive in the international markets and to export them in enough at the world prices. Characteristic regularity of enhancement of national economy of Russia is strengthening of world economic communications which act as material resources of forming of system of convergence of world real and financial sectors, and also the world economy, in general [7]. Scales of the international relations are influenced considerably by stability of economic development of national economy of Russia, financial, is scientific – technical, personnel, potential production of each country.

Price movement in the world economy, the transformation of the export potentials of different national economies, structural shifts in the world economy, and operation of the world's monopoly affects the interests of various entities of the national economies of the world [8]. Improving global economic cooperation subjects of the real and financial sectors on mutually beneficial terms plays a fairly important. First of all, it contributes to an increase in the level of use of innovative potential of various actors in the international division of labor, as well as the highest satisfaction of society's needs in manufactured products, catalyzing the development of scientific and technological progress, the convergence of different cultures, reduction of threats to international security.

Thus, author's approach gives the chance to describe the innovative potential constituting basis of economic model of innovative development of national economy of Russia:

$$\mathbf{IP} = \mathbf{FP} + \mathbf{STP} + \mathbf{PP} + \mathbf{PrP} + \mathbf{EP}, \quad (1)$$

where **IP** - Innovative Potential

**FP** - is financial potential;

**STP** - scientific – technical potential;

**PP** - personnel potential;

**PrP** - production potential;

**EP** – export potential.

On the basis of the provided formula of calculation and structure of innovative potential, the pyramid of enhancement of innovative development of Russia describing the mechanism and a priority of creation and enhancement of its macrosegments (fig. 1) was developed by the authors

At the pyramid are three makrosegments characterizing certain levels improve innovative capacity. At the same time,

without accretion of indicators on macrosegments of lower level enhancement of components of structure of innovative potential of higher level is impossible. This type of structure requires a holistic approach that includes the necessary elements of the building. Moreover, there is no separation of extremely small part on its structure, which can interfere with subsequent measurements of potential value. This structure includes all periods and aspects of the innovation activities of economic entities of the national economy.

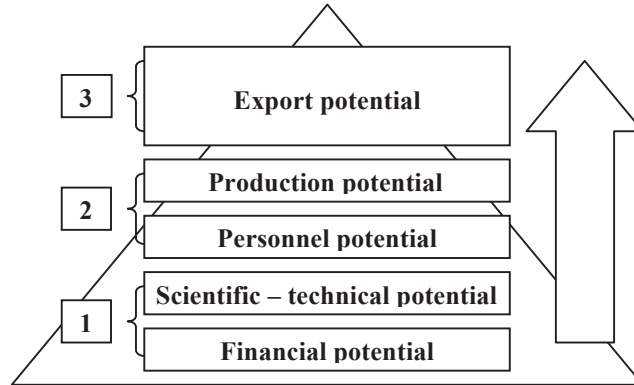


Fig.1 - Pyramid of improving the innovation potential of Russian national economy.

Thus, the most rewarding is the combined application of the above approach to the consideration of the nature and measurement of 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 relationship 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 sub-sectors of the national economy. In addition, the author's integrated approach to the study of the nature and assessment of the national economy of Russia and its elements of innovative potential can also develop a methodology to assess the national economy innovative potential of Russia, which will be as quickly as possible to promote the analysis of innovative development to give a relatively accurate result. Assessing the

current state of innovation potential is a key factor in the creation of innovative strategies for national economy development of Russia [9]. In addition, the use of the author's technique in practice allow fundamentally solve the issue of innovation activity and the eventual subjects of the real and financial sectors of the Russian national economy to innovate and realize opportunities.

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