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INNOVATIVE ACTIVITY AS A TOOL TO INCREASE THE COMPETITIVENESS OF CORPORATIONS IN CONDITIONS NON-INDUSTRIAL ECONOMY

Given the need to adapt national economies to the goals of sustainable development of the 21st millennium, it is necessary to create a solid foundation for the implementation of an innovative model of economic growth [1, 2].

The neo-industrial economy must come to the rescue. This is one of the brightest trends in the modern development of the world economy at the beginning of the XXI century, which consists in the revival of interest in the industrial sector, purposeful formation of its progressive structure (technological and sectoral), significant efficiency and competitiveness.

An important factor is, in particular, the unexpectedly rapid movement of the "workshop of the world" from North to South, to the countries of East and Southeast Asia, which occurred in the late twentieth - early twentieth century. The result was a noticeable cooling to the ideas of the Washington Consensus (imperatives of privatization, liberalization, stabilization) and a revival of interest in active regulation of the economy, especially in industry, the search for new, more effective forms and methods "[3, p. 7].

There has been a clear paradigm shift in the world regarding the choice of ways to develop the national economy. Now it is no longer a common post-industrial problem of priority of the information sector, but the establishment of production of material goods, without control over the production of which, as it turned out, the information economy loses even in the most developed countries (at least in part) its potential competitiveness.

The main purpose of the neo-industrialization of national economies is the transition to knowledge-intensive "smart" leading production, ie "a set of measures based on the use and coordination of information, computational automation, software capabilities, sensor devices, computer networks, leading materials and new opportunities, natural sciences in the fields of nanotechnology, chemistry, biology, etc. Such production includes both new methods of manufacturing already known products (which cannot be abandoned) and the production of new products using advanced technologies "[3, p. 8].

In this regard, countries seeking to actively participate in the formation of a new global economic structure, including industrial, face the task of developing and implementing a national model of neo-industrialization that can respond in a timely manner to environmental challenges and threats. Within the national model of neo-industrialization, the set economic, environmental and social goals of the 21st millennium are realized through effective management of innovation activities of corporations, leading to an innovative product or innovation process (Table 1).

Table 1

Definition of "innovation"

Author	Interpretation
International standards (Oslo Textbook) [4]	According to international standards, innovations are defined as the end result of innovative activities embodied in a new or improved product sold, a new or improved technological process used in practice, or a new approach to social services.
The document "On the creation of the European Institute of Innovation and Technology "[5]	Innovation is a process, including its outcome, through which new ideas respond public or economic interests and generate new goods, services or models of enterprises or organizations that have been successfully introduced into an existing market or are capable of creating new markets.
Green Paper [6]	Innovation is seen as synonymous with the successful production, implementation and operation of innovation in the economic and social spheres
Law of Ukraine "On innovation" [5]	Innovations have recently (applied) and (or) improved competitive technologies, products or services, as well as organizational and technical solutions of production, administrative, commercial or other nature, which significantly improve the structure and quality of production and (or) social sphere.
Androschuk G. [6]	Innovations are: a) improvement and expansion of the range of goods, services and related markets; b) the use of new methods of production, supply and marketing; c) making changes to management, organization and working conditions, training of the workforce.
Vodachek L., Vodachek O. [7]	This is a new scientific and organizational combination of factors of production, which is motivated by entrepreneurial spirit. This is a new function of production, a leap from the old production function to the new
Santo B. [8]	This is the practical use of ideas, inventions, which leads to the creation of the best products, technologies, focused on economic benefits, profits, additional profits, covering the entire range of activities - from research and development to marketing.
Schumpeter J. [9]	Embodiment of a scientific discovery, technical invention in a new technology or in a new product.

Source: summarized by the authors.

Therefore, to create conditions for the implementation of sustainable development goals, it is necessary to build a neo-industrial economy (Fig. 1).

Increasing the competitiveness of corporations through effective innovation management will not only increase their profits, but will also become, according to the results [10], the basis for the formation of the middle class in the national economy.

When the number of the middle class grows and reaches more than 61.8% of the population (the rule of the golden ratio [11]), the state and the economy become stable, which will positively affect the level of satisfaction of vital interests of society, society and the state as a whole.

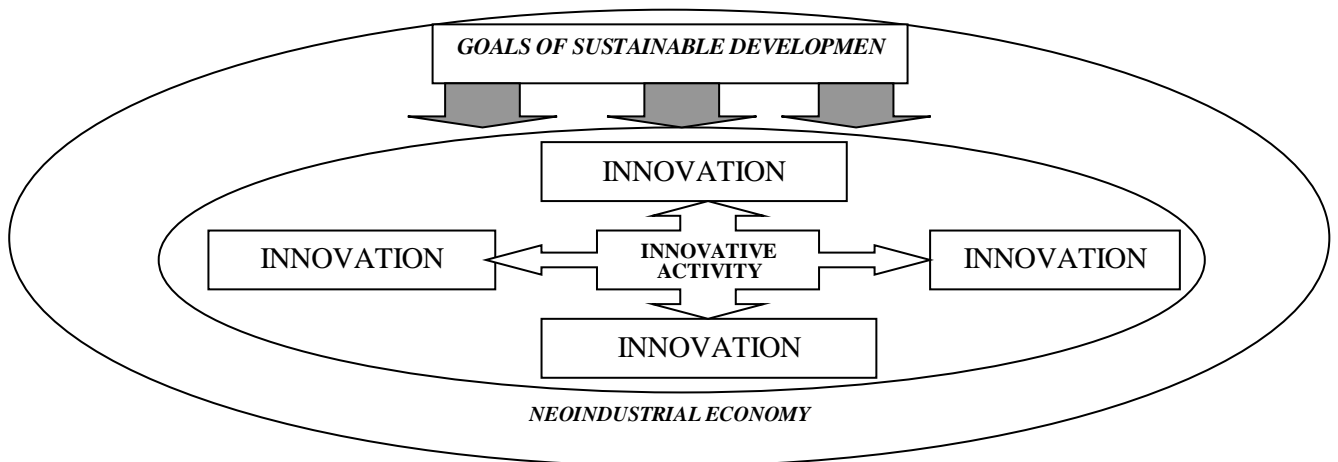


Fig. 1. The scheme of substantiation of expediency of use of innovative activity as the tool of competitiveness of corporations in national economies of the world

Source: author's development

Thus, innovation is a tool to increase the competitiveness of corporations in the format of the neo-industrial economy, which creates the necessary conditions for achieving the goals of sustainable development of the 21st century. This will make future generations more progressive than they are today.

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