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THE IMPLEMENTATION PROBLEM OF INNOVATIONS IN INDUSTRIES

Summary. *The article highlights the role of introducing innovations in production. The peculiarities of the influence of innovations on the development of the modern economy and society are determined. The current state of Ukrainian industries is assessed and the challenges (externalities) they face in the current period of integration and globalization processes are analyzed. The problems of production related to the lack of innovations are highlighted. A solution to current production problems by introducing certain innovations is proposed. The optimal sources of innovation potential have been studied.*

Key words: *innovations, production, innovative potential, current problems, development of society, scientific and technical progress.*

The modern world is characterized by rapid scientific and technical progress, which affects all areas of economic and social development. This multi-stage way of forming a post-industrial society requires the active introduction of innovations into the production process. On the one hand, the introduction of innovative activities in state production can provide it with intensive development and give it the opportunity to assert itself in the world market of goods and services; on the other hand, the introduction of innovations (modernization of the production process) will mean for enterprises a meeting with new challenges that will create certain barriers between them and innovations, which determines the need to identify the main causes of the specified problem and find optimal ways to solve it.

The issue of introducing innovations in production, in particular the introduction of the latest information technologies into the production process, was dealt with by such domestic scientists as Pyrig S. O. [7] and Kulynych O. O. [6] Prospects of sustainable development of the national economy of Ukraine using the innovation-investment model were studied by V. G. Bodrov, V. O. Gusev. and V. F. Martynenko [1]. The problems of innovative development were considered by: Y. M. Bazhal [2], O. G. Baranov [3].

The purpose of the article is to assess the state of innovative activity in Ukrainian and foreign industries, to identify the main advantages and disadvantages of its components, to highlight the most large-scale problems and modern realities associated with the low use of innovative potential, to develop proposals for the introduction of innovations into the country's production process.

The state's innovative development is a reflection of two large-scale processes: integration and globalization. Its basis is the active introduction of innovations (new equipment, production technologies, products, services) into all spheres of social life with the aim of improving their functioning, thereby increasing the overall level of the country's competitiveness. Increasing the country's competitiveness means improving the functioning of the economic, social and political (legislative) components of the population's life. In order to be able to compete on the world market of goods and services, in the modern period of development, the state must be distinguished by innovative infrastructure, namely innovations in:

- production;
- financial market;
- social security (health care, education, services);

- engineering and technical support;
- logistic connections;
- tourism.

Each of the specified branches has the main principles of innovative development (Fig. 1).

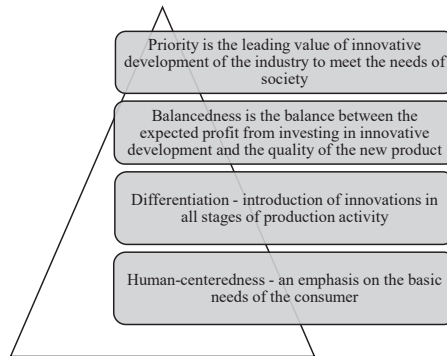


Fig. 1. Principles of innovative production development

Currently, the introduction of innovations is the strengthening factor that will help to secure the country's leading positions in world trade. It is possible to clearly understand the importance of introducing innovations in the country, especially in production. After all, the economic and social well-being of the population depends on the development of production activities in the state.

In order to make proposals for innovations in production, I suggest starting with an assessment of their current state. First, I want to start with an analysis of the challenges faced by modern Ukrainian production [6; 7].

The first, most significant challenge is the lack of an organization in Ukraine that would deal with innovation and investment issues. In fact, the state and some entrepreneurs are not too interested in updating the production process. Domestic entrepreneurs do not feel adequate state support, and employees are not motivated to improve their field of activity.

Current problems are the lack of stimulation of innovative developments, an insufficiently developed system of concessional lending to developers of innovations, inadequate state insurance of foreign and domestic investors.

We should not underestimate the fact that a huge number of new foreign products are appearing on modern markets, which are gradually displacing traditional products. This is primarily due to the rapidly changing consumer requirements for a modern product.

Production faces the task of quickly adapting to the new needs of the population and using innovative methods to make their products competitive in world trade.

I want to focus on the trends in the innovative development of agriculture, food industry and pharmaceuticals. Why exactly are these areas of production considered the most attractive for investing in innovative activities? As a rule, production data is characterized by the fact that it does not require large-scale capital investments and is more flexible to the introduction of innovations.

The above-mentioned problems make it possible to assess the current state of production in Ukraine and to identify the main trends in their development (Fig. 2).

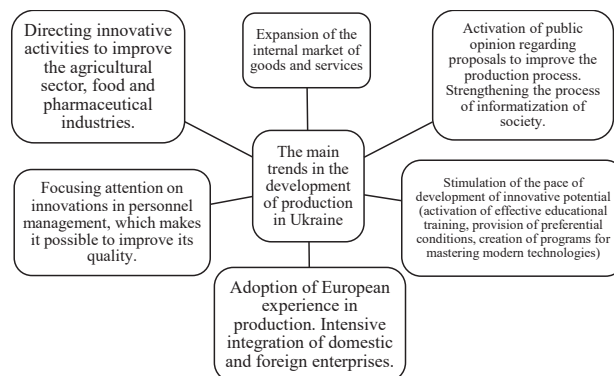


Fig. 2. The main trends in the development of production in Ukraine

I propose to trace a similar practice, the essence of which is to advance from lighter, primitive innovations to more complex and capital-intensive ones.

South Asian countries are the first example of effective implementation of innovations in the production process. They achieved significant success in the fields of instrument construction thanks to the latest changes in the production process: they began to assemble simple devices from cheap foreign components, which did not require large investments and still gave the desired result.

As a second example, I propose to consider the world leader in economic development – the USA, which is actively implementing innovative methods of production management, focusing on the consumer factor. Thus, in the American company "Boeing" a system of "simultaneous engineering" (simultaneous engineering) appeared, which made it possible to significantly shift the production process and interest as many consumers as possible. As we can see, the principle of innovation does not require large monetary contributions. Its basis is direct contact between the manufacturer and the consumer, synchronization of product production processes and consideration of the current needs of the client. Such, at first glance, primitive innovative method of improving production, as a result, led to an increase in the share of profit per unit price of manufactured products by 42% [8].

Returning to the innovations of Ukrainian enterprises, it will be appropriate to analyze the main areas of product export. Thus, by understanding the general picture of needs on the market, you can orientate yourself with which industries are the most profitable to start introducing innovations. Consequently, Ukraine's position in the export of goods and services is developing, in spite of war problems. Ukrainian exports are mainly focused on the goods shown in fig. 3 [8].



Fig. 3. Ukrainian exports in 2023

Having studied the indicators of the export of basic goods, it can be concluded that the agricultural sector of industry and food production are the most attractive for foreign consumers.

During the introduction of proposals for innovations, questions arise: what innovations should be introduced to make products competitive, high-quality and attractive for the foreign market; by what means to do it; where to find sources of innovation potential?

My proposal: to start the process of introducing innovations in production from the field of labor potential. After all, it is the employees and experienced specialists who are the driving force and the main source of innovative progress. If factories enable their personnel to participate in the production process, to propose ways to solve certain problems and ways to improve the manufactured product, the enterprise itself will have:

- more chances to secure leading positions,
- encourage as much labor as possible
- greatly facilitate the production process.

The proposed method can be implemented more efficiently with the help of IT technologies. In our time, IT technologies are not only the basis of the development of society, but also play an important role in the formation of the economic potential of the state, in particular, combining with all branches of production.

Combining the latest achievements of the STP (scientific and technical progress) with innovations in cooperation with workers at factories, an effective innovation would be the creation of a special IT platform, the essence of which would be the free expression of the opinions and suggestions of workers to improve the production process. Such an implementation is able to give good changes in the fields of agriculture and food industry, because in this case, the labor resources of the mentioned industries are simultaneously consumers who have their own vision of the product they consume.

Returning to the achievements of the STP, one cannot but agree with the fact that in the period from 2020 to 2024 the use of QR codes – the newest method of presenting information – has become significantly popular. Considering the introduction of innovations in production, it is possible to propose the printing of QR codes on each unit of finished products, which would contain detailed information about the composition of the product, conditions, technologies and the process of its manufacture. And the following problem is still relevant:

An absolutely new product for the consumer has appeared on the market, which he does not intend to buy, because he is not sufficiently confident in its quality and does not have extensive information about it. Due to low awareness of the new product, society does not show much demand for it, giving preference to traditional products, thereby blocking the introduction of innovative products to the markets.

This approach would ensure close interaction between the consumer and the producer, would instill trust in him.

The realities of modern industries are such that the problem of economical use of resources and the search for alternative energy sources is a large-scale, growing problem. Industries need innovative energy sources, resource- and energy-saving, environmentally friendly raw material processing technologies. An example of an innovative approach to the problem is the use of bioelectric power plants that work on biofuel, which reduces the harmful impact on the environment and allows enterprises to save on heat and electricity in the process of product production.

The needs of the modern consumer are aimed at increasing life expectancy, improving health and, as a result, increasing the productivity of his work. It is worth noting that for a long period the agricultural industry of Ukraine has been developing in difficult conditions. But, despite the difficult economic situation, agriculture remains the industry that demonstrates sustainable development and is the subject of investment. In order to maintain the aforementioned stability in the field of agriculture, it would also not hurt to introduce innovations to confirm leading positions and attract more consumers in foreign and domestic markets.

The task of introducing innovations in agriculture and food production will be the production of an ecologically clean product using bioresources, organic fertilizers and reducing man-made pressure on the environment. In this case, my proposal will introduce eco-products into the facility of production and export abroad, i.e. environmentally friendly products grown without the use of antibiotics, pesticides, herbicides, growth hormones and packaged in eco-packaging that will not harm the environment.

This innovation will be relevant, because nowadays the majority of the population in the developed countries of Europe and the world prefer just such food products, so eco-products are in great demand on international markets. The mentioned innovation can be implemented by replacing the use of insecticides when growing agricultural crops with a natural weapon against pests – entomophagous insects (insects that are safe for plants, but pose a threat to crop destroyers), and it would be advisable to use recycled material as eco-packaging (waste from plant products).

As for quality control, the production of food industry and agricultural products lacks high-tech equipment for testing soils for chemical, bacterial and physical contamination, which allows you to calculate the limit values for the concentration of agrochemicals, heavy metals, trace elements and radionuclides, reducing their quantity as much as possible and making the manufactured the product is safe and useful for humans.

The use of modern biotechnologies in the production process of products is no less popular innovation in the industries of this industry. Biotechnology is one of the most promising areas of industrial development, which involves the combination of the latest achievements of scientific research and development with the use of natural resources. Their interaction with the economic and political reformation of production can lead to major changes in all spheres of social life:

- increasing the efficiency of agriculture;
- satisfy the need for quality food products;
- increase state revenues;
- save the environment;
- implementation of environmentally friendly methods of production;
- minimize contact with dangerous toxic chemicals in the production process.

Such an innovative proposal will lead to an increase in the share of the state's exports, will reduce the financial costs of production and will make the domestic product more competitive on international markets.

To achieve such a result, all productions, without exception, lack an active, coordinated interaction of the production process, scientific and technical progress, the social factor (labour resources) and the state. Foreign investment is an important factor in shaping the competitiveness of industries and their development as a whole. Based on the given problem, the goal of an innovative approach to production is to find sources of investment,

because at the current stage of progress, production lacks the latest technologies for the development of new products.

I want to draw attention to the pharmaceutical industry, whose innovative activity is aimed at creating more effective and safer drugs for humans. The industries of this industry lack modern equipment and technologies due to inadequate financial support. Using the example of pharmaceutical enterprises, it would be advisable to introduce such an innovative solution as cooperation between enterprises to solve the problem.

In my opinion, this is exactly the kind of innovative approach that many industries need. Of course, this approach negates the conditions of competition among manufacturers, and on the other hand, the integration of production capacities during the development of a certain product will make it possible to attract more qualified specialists and resources, which will significantly speed up the process of its development.

We should not reject the fact that this method is likely to be an impetus for active investment of the innovation being developed, because even a short cooperation of several strong enterprises can increase the chances of successful implementation of the idea with maximum profit.

Conclusions and prospects for further research. Therefore, in the conditions of the modern development of production, their main problem is the lack of innovations that could significantly facilitate the production process, make the manufactured product more competitive on the foreign and domestic markets, maximize profits and reduce resource costs. In particular, factories lack modern high-tech equipment, innovations in personnel management and interaction between consumers and entrepreneurs, updated technologies of the production process itself. The process of spreading innovations primarily depends on the harmonious functioning of the state and society, the effectiveness of reforms, therefore, to expand the scale of innovative progress in production, it is necessary to develop a correct innovation policy, focusing on integration interaction with foreign countries and consumer needs.

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Г. Шмелькова, О. Руднік. Проблема впровадження інновацій на виробництвах. – Стаття.

Анотація. У статті висвітлено значення інновацій у процесі виробництва. Визначено вплив інновацій на економічний та суспільний розвиток. Авторами проведено оцінку сучасного стану української промисловості та проаналізовано виклики, які постають перед галузями в сучасний період процесів інтеграції та глобалізації. Висвітлено проблеми виробництва, пов'язані з відсутністю інновацій. Запропоновано вирішення поточних проблем виробництва шляхом впровадження певних інновацій. Досліджено оптимальні ресурси введення інновацій у процес функціонування інноваційного окремих галузей.

Ключові слова: інновації, виробництво, інноваційний потенціал, актуальні проблеми, розвиток суспільства, науково-технічний прогрес.