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INNOVATIVE ENTREPRENEURSHIP AS A FACTOR OF REGIONAL COMPETITIVENESS: MANAGEMENT CONTENT

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Complicating relations, increasing turbulence, the novelty of the challenges facing the regional economy determine the feasibility of finding new factors to increase regional competitiveness. The article shows the role of innovative entrepreneurship in the process of forming regional competitiveness. It is proposed to consider innovation as an economic value in its economic significance: it creates fundamentally new resources that the region's economy needs for its intensive, high-quality growth. It is proved that the activation of innovative entrepreneurship occurs in the presence of political, economic, cultural and managerial conditions. The importance of management as a basic consignment of successful strategic development of innovative entrepreneurship in the region is revealed. The elements of the mechanism of innovation development management are described, as a part of which proactive and interactive components are allocated. Proactive management is future-oriented and is part of strategic management, includes strategy, strategic infrastructure, education. Interactive management ensures compliance with the interests of all participants in regional life and is a component of current management, forms a coherence of interests in the implementation of regional development tactics. Interactive management, as it is manifested in the article, consists, for example, in the following: consulting startups on choosing the most optimal legal form of business, financial support of current shares of innovative entrepreneurs, regional targeted programs to support innovative business. Managerial efforts and conditions include a combination of proactive component of management with interactive, which allows regional administrations to coordinate strategic decisions with the tactics.

ІННОВАЦІЙНЕ ПІДПРИЄМНИЦТВО ЯК ФАКТОР РЕГІОНАЛЬНОЇ КОНКУРЕНТОСПРОМОЖНОСТІ: УПРАВЛІНСЬКИЙ КОНТЕНТ

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преактивне управління,
реактивне управління.

Ускладнення відносин, посилення турбулентності, новизна викликів, що виникають перед регіональною економікою обумовлюють доцільність пошуку нових чинників підвищення регіональної конкурентоспроможності, одним з яких виступає інноваційне підприємництво. Метою публікації є обґрунтування пропозицій щодо застосування сучасних управлінських технологій активізації інноваційного підприємництва як фактору підвищення конкурентоспроможності регіону. В статті показана роль інноваційного підприємництва в процесі формування регіональної конкурентоздатності. Запропоновано розглядати інновації як економічну цінність в її економічному значінні: вона створює принципово нові ресурси, які потрібні економіці регіону для її інтенсивного, якісного зростання. Доведено, що активізація інноваційного підприємництва відбувається за наявності політичних, економічних, культурних та управлінських умов. Розкрито значення управління як базової консігнації успішного розвитку інноваційного підприємництва в регіоні. Регіональний менеджмент

є умовою, коли рішення сприятимуть підтримці інноваційного підприємництва, яке буде створювати інновації, і перетворюватися на детермінантну конкурентну перевагу регіонального розвитку. Описані елементи механізму управління інноваційним розвитком, у складі якого виділені преативні та інтерактивні складові. Преативне управління спрямоване на майбутнє і є частиною стратегічного менеджменту, включає стратегію, стратегічну інфраструктуру, освіту. Інтерактивне управління забезпечує дотримання інтересів всіх учасників регіональної життєдіяльності і виступає складовою поточного менеджменту, формує узгодженість інтересів в процесі здійснення тактики регіонального розвитку. Інтерактив, крім застосування на етапі розробки стратегії розвитку регіону та його інноваційного підприємництва, проявляється, наприклад, в наступному: консалтинг стартапів стосовно вибору найбільш оптимальної організаційно-правової форми бізнесу, фінансова підтримка поточних акцій інноваційних підприємств, регіональні цільові програми підтримки інноваційного бізнесу. Управлінські умови перетворення інноваційного підприємництва на чинник регіональної конкурентоздатності передбачають поєднання преативної компоненти управління з інтерактивною, що надає можливості регіональній адміністрації стратегічні рішення погоджувати з тактикою розвитку території, здійснити в процесі підтримки інноваційного підприємництва адекватні фінансові, кредитні, консалтингові та інші заходи.

Statement of the problem

Complicating institutional and political relations, increasing turbulence of the regional economy external and internal environment, increasing the unpredictability of territorial and national business-players, strengthening the manufacturability of management processes necessitate the search for new ways of regional development and the formation of strategic advantages. The competitiveness of the regional economy is the result of a set of concerted actions of all participants in regional life. However, world experience shows that the most effective factor in building a strategic system of regional competitiveness is innovative entrepreneurship.

The value of innovation as a strategic competitive advantage of regional development lies in its economic significance: it creates fundamentally new resources that the region's economy needs for its intensive, high-quality growth. Innovative entrepreneurship, turning novation into innovation [5], implementing them for the benefit of the regional society or individual consumers, is an important factor in shaping a competitive economic system. The importance of innovative entrepreneurship, especially in small business, [12] becomes higher at the stages of crises. The meaning of innovative entrepreneurship as the main generator of innovation is growing due to the transition of the economy to an informational and at the same time innovative basis.

All said above determine the theoretical analysis feasibility of opportunities and mechanisms of regional management aimed at boosting innovative entrepreneurship.

Analysis of recent studies and publications

The issue of the economic systems strategic competitiveness is in the center of attention of

a wide range of researchers, who distinguish two main perspectives: resource and factor. Porter M., in contrast to the resource approach, identifies the most important factors that are not inherited (as resources), but are created within the region (country) through various process-specific processes [14]. Among such factors the world scientific thought allocates innovative business. Thus, Bratislava researchers (Kroslakova M., Kubichkova V. and others, 2015) highlight the importance of innovative entrepreneurship for the so-called "gazelles" - companies that have high speeds of economic development and which «make up an important part of enterprises of all compared countries, and they contribute significantly to competitiveness of given economies» [3]. The interdependence of innovative entrepreneurship and the knowledge economy was noted by Roger R. Stough (2016), who proves that «the huge growth of knowledge has also created expanded opportunities for innovation and entrepreneurship and related growth at a seemingly ever increasing rate» [6]. Transcarpathian apologists of theories of innovative development (Moshak S.M., Miklovda V.P., etc., 2017) emphasize strategic entrepreneurship and management of innovative venture business, emphasizing its prospects and from the standpoint of human potential: "Development of innovative entrepreneurship that creates labor market for creative, mobile, innovation-oriented workers» [13]. Innovation activity as a basic element of competitiveness and theoretical aspects of the management by competitiveness are described by O. Gamova (2020) [8], [9]. Kubinbiy N., Kosovilka T., Marhitich V. (2019) emphasize the need to motivate innovation activity in the region, argue that «the development and implementation of a motivation system for creative-innovative activity ... forms the creative class as the personnel base of a competitive regional society» [4].

With all the breadth of these views, the problem of conditions, the presence of which allows innovative entrepreneurship to become a factor of regional development, is ignored. In addition, the issue of types of management of innovative entrepreneurship in the region, which creates obstacles in the very system of strategic management of regional development, is not covered.

Objectives of the article

The purpose of the study is to substantiate proposals for the use of modern management technologies to enhance innovative entrepreneurship as a factor in increasing the competitiveness of the region. To achieve this goal, the tasks are solved: the conditions of transformation of innovative entrepreneurship into a factor of strategic development of the territory are highlighted; the essence of management of innovative entrepreneurship, which leads to the development is described.

The main material of the research

One of the main ways to achieve long-term goals of building a competitive organizational and economic system of the region is to diversify innovation activity while increasing its efficiency. Innovative entrepreneurship is a system that combines innovation, business and regional components, which interact on the basis of technological, product, resource, business and management convergence, which occurs through the combination of creativity and its product, which implements innovation in the commercial plane, and through development systems of innovative entrepreneurship and its management on the basis of convergence of forms and methods of doing business.

The condition for intensifying innovation in the region, among others, is the support of innovative entrepreneurship, which allows the region to gain benefits such as attracting highly developed, creative and mobile human resources, additional highly intelligent jobs, “Smart” financial support, image enhancement. region, etc. Thus, innovative entrepreneurship is a strategic factor in the development, the study of theoretical aspects of which and the justification of practical measures is the task of regional governance. Innovative entrepreneurship acquires substances of

competitive advantage in the presence of the following conditions (Fig. 1).

Management conditions play a leading role in transforming innovative entrepreneurship into a competitive advantage. The importance of creating a proper system of administration for regional development (follows from the statement of S. Dokholyan, V. Petrosjanc, 2007) is “the ability of local authorities through the use of management and regulatory functions to create conditions for the rational use of the economic potential of the region to better meet the needs of society” [10].

At the same time, regional management, adequate to modern challenges, is a condition when decisions will help support regional innovative entrepreneurship, which will create innovations that are a determinant of the competitive advantage of regional development.

The mechanism of strategic management of innovative entrepreneurship in the region determines the dominance of proactive [2] and interactive [1] types (levers) of management in the process of strategic decision-making. The significance of various types of behavior in the process of strategic management was revealed by S. Moshak, who notes that “the proactive type of behavior in the process of strategic management is future-oriented and determines different options for economic system development and its potential... Interactive type of behavior in the process of strategic management ensures the participation of all components of the economic system in the development of goals, objectives and methods for their solution, capacity building» [13].

Thus, the decisions of the regional administration should be proactive, although there should be constant interaction between the regional environment and business. This shows the unity between the strategic actions of regional governance and the current ones. Although the interactive component is present in the early stages of strategic management (in the process of preparing a draft regional development strategy), this lever is mainly related to the current management – the management of the direct implementation of certain decisions.

An important example of proactive decisions is the innovation strategy of the region, which should consist

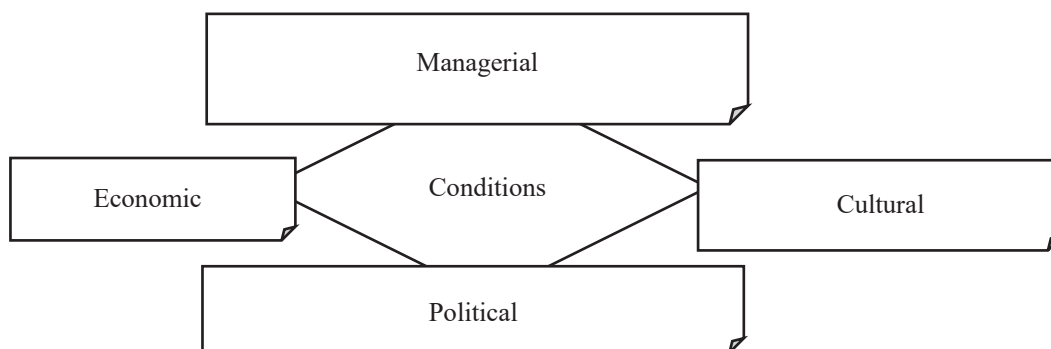


Fig.1. Conditions for transforming innovative entrepreneurship into a competitive advantage

Source: developed by the author

of several priority areas, based on which the planning of specific activities to implement the innovation strategy: 1) “stimulating the use of innovation, increasing attention to the effective component of the innovation process; 2) development of small and medium business; 3) increase of investment attractiveness (mainly high-tech sphere); 4) creation of an effective infrastructure of the national economy; 5) increasing the level of innovation activity and innovation culture in the region. A key element of the mechanism for managing innovation processes at the regional level is the coordination of various strategic directions and initiatives (state, regional programs and projects) implemented by different participants in the innovation strategy, use and simultaneous capacity building, concentration of resources on priority area” [16].

The next element of proactive solutions is the construction of regional infrastructure of the market of innovative products. “The innovation market, like any other market – is an economic system in which there is a coordination and realization of economic interests between sellers and buyers through the mechanism of market prices” [11], therefore, its role in transforming innovative entrepreneurship into a competitive advantage is as follows: market demand and, consequently, business performance depend on it. The market infrastructure is supported by the system of strengthening innovative entrepreneurship, the system of accelerating the transfer of innovations in innovation

An important example of the proactive elements of the management mechanism for the development of innovative entrepreneurship in the region is education, which provides the strategic needs of business in the formation of adequate, capable of working in the innovation sphere of human resources.

Interactive is the basic rule of interaction between the regional environment and innovative entrepreneurship, which ensures social, cultural, economic coherence of the interests of different participants in regional development. Interactive, in addition to application at the stage of development strategy of the region and its innovative entrepreneurship, is manifested, for example, in the following: consulting startups on choosing the most optimal legal form of business, financial support of current shares of innovative entrepreneurs, regional targeted programs to support innovative business.

The combination of the proactive component of management with the interactive one enables the regional

administration to implement benefits in the system of income taxation in the process of supporting innovative entrepreneurship in the world (in the part coming to local budgets); anticipation of a similar opportunity for investors; cooperation with financial and credit institutions – by establishing credit bureaus to establish the reliability of potential borrowers and develop methods of direct influence in order to develop industries in the industrial sector [7]. In addition, regional management, taking into account local characteristics, contributes to the staffing of innovative entrepreneurship, the influx of highly skilled labor, creates institutions to support innovative business and so on.

Conclusions

The value of innovation as a strategic competitive advantage of regional development lies in its economic significance: it creates fundamentally new resources that the region's economy needs for its intensive, high-quality growth. Innovative entrepreneurship, turning innovations into innovations, implementing them for the benefit of the regional society or individual consumers, is an important factor in shaping a competitive economic system. At the same time, the intensification of innovative entrepreneurship takes place in the presence of political, economic, cultural and managerial conditions. Regional management as a condition for successful innovative entrepreneurship in the region through strategic and current levers (fiscal, financial and credit, institutional, consulting, demographic and migration, etc.) creates a systematic support for innovative entrepreneurship. It is proposed to introduce a mechanism of strategic management of innovative entrepreneurship in the region, which provides for the interaction of proactive and interactive types of management in the strategic decision-making process. Proactive management is future-oriented and is part of strategic management. It allows you to make decisions that have long-term positive value and support innovative entrepreneurship as a factor in building regional competitiveness. Proactive administration is complemented by interactive, which ensures compliance with the interests of all participants in regional life.

In the future it is planned to determine the importance of culture, political and other conditions for the transformation of innovative entrepreneurship into a competitive advantage of the regional economy.

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