



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДЕРЖАВНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
“ПРИАЗОВСЬКИЙ ДЕРЖАВНИЙ ТЕХНІЧНИЙ
УНІВЕРСИТЕТ”

УНІВЕРСИТЕТСЬКА НАУКА 2023

*МІЖНАРОДНА
НАУКОВО-ТЕХНІЧНА КОНФЕРЕНЦІЯ*

ТЕЗИ ДОПОВІДЕЙ



м. Дніпро
25-26 травня 2023 р.

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ДЕРЖАВНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
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**МІЖНАРОДНА
НАУКОВО-ТЕХНІЧНА КОНФЕРЕНЦІЯ
«УНІВЕРСИТЕТСЬКА НАУКА - 2023»**

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Опубліковані результати теоретичних і експериментальних досліджень, науково-дослідні розробки вчених, науковців, викладачів, аспірантів, фахівців підприємств і організацій України та зарубіжних країн.

*Наука - це ключ до розуміння світу,
у якому ми живемо,
і до покращення якості життя людей
Стівен Гокінг*

Оргкомітет висловлює подяку учасникам конференції за надані доповіді.



in one part of which will necessarily lead to changes in one or more other elements, and not always in the desired direction.

Systematic approach. Comprehensiveness in innovation planning implies a system of coordination of all enterprise plans, regardless of their functional affiliation and target orientation, level of development and application. Innovation planning should take into account the objectives of various innovations, differences in the stages of creation and implementation of innovations, differences in the involvement of various enterprise services in these processes.

Information support. It involves the formation of an innovation policy taking into account modern achievements of science and technology and trends in the development of science and technology in the relevant industry. This is especially important for enterprises that have the necessary potential to create innovations on their own, they must use what others have done and be guided by global technological standards.

Inseparability from the achievements of STP. In the context of rapid STP, timely and efficient implementation of innovations ensures flexibility, maneuverability of the enterprise, its ability to adapt to a changing environment.

According to the above principles, the formation of an enterprise's innovation policy should be carried out in a certain sequence, starting with an analysis of the external environment, taking into account innovative forecasts of scientific and technological progress and determining the overall strategy of the enterprise. Formation of the innovation policy of an industrial enterprise in accordance with the above principles meets the requirements of the market, develops the potential capabilities of the enterprise, increases its competitiveness in the long term, and ensures optimal development of all business components.

RESEARCH OF THE STATE OF INNOVATION PROCESSES IN UKRAINE

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Today, domestic enterprises are faced with the problem of solving the task of forming national market institutions, increasing the competitiveness of enterprises and products, and integrating the national economy into the world precisely on the basis of innovative activities as a universal way of obtaining competitive advantages. Countries - world leaders have advanced economic development due to the ability of their national economies to effectively use innovations in the form of achievements of progress. It is the national innovation systems that make it possible to explain why some

countries have achieved high results in the creation of innovations.

In certain individual countries of the world, the activity and effectiveness of innovative activity in international practice is assessed by a number of indicators, the most comprehensive of which are the Global Competitiveness Index and the Global Innovation Index. It is also possible to use the Ease of Doing Business rating and the Corruption Perceptions Index to evaluate the effectiveness of innovations.

The Global Competitiveness Index refers to the ranking of the countries of the world according to the indicator of economic competitiveness according to the version of the World Economic Forum (World Economic Forum). This is a synthetic indicator that characterizes the country's position on the world market, therefore, when calculating it, the following components are taken into account:

- institutional environment;
- infrastructure;
- macroeconomic stability;
- the state of the health care system and primary education;
- system of higher education and professional training;
- efficiency of the goods and services market;
- efficiency of the labor market;
- level of financial market development;
- technological readiness for the introduction of new technologies;
- market size;
- innovativeness.

The global competitiveness index assesses the country's ability to produce goods and services under conditions of free competition that meet the requirements of the world market, the implementation of which increases the well-being of the state and its individual citizens. Ukraine's position in the competitiveness rating over the three years of the study varies between 76 and 84 places. According to the description provided, the fall of the Global Competitiveness Index in 2020 from 76th to 79th place is due to several factors.

The first factor is the deterioration of the macroeconomic environment, which indicates a general deterioration of the economic situation in the country. The second factor is the deterioration of the level of development of the financial market, in particular the deterioration of business assessments of the possibility of obtaining financing on the domestic stock market, the decrease of the index of protection of legal rights and the index of stock market regulation.

Deterioration of business assessments of the possibility of obtaining financing on the domestic stock market is related to both the general

deterioration of the economic situation in the country and the decrease in the number of investors who are ready to make long-term investments. This led to a fall in the stock market regulation index. The deterioration of the index of protection of legal rights, in particular the protection of the rights of secured creditors, also led to a drop in the Global Competitiveness Index.

Consequently, the general deterioration of the economic situation in the country and the decrease in the number of investors who are ready to make long-term investments led to a drop in the Global Competitiveness Index, as well as a deterioration in the stock market regulation index and the index of legal rights protection.

Analyzing the indicated data, the following conclusions can be drawn. Ukraine has significant problems with antimonopoly policy and taxation, which negatively affects the investment climate in the country. These problems must be solved to attract more foreign investment and improve economic development. Ukraine has improved its position in indicators related to the labor market and higher education.

However, with indicators characterizing the development of infrastructure, the macroeconomic environment and the development of the country's financial market, Ukraine lags far behind the leading countries of the world. To improve Ukraine's global competitiveness, it is necessary to solve problems related to antimonopoly policy and taxation, develop infrastructure and take other steps to improve the investment climate in the country. It is also important to continue to improve the level of education and the development of the labor market.

When comparing Ukraine with Switzerland, the leading country in the global competitiveness rating, a significant difference can be seen in the indicators characterizing the development of infrastructure, the macroeconomic environment, and the development of the financial market.

СЕКЦІЯ: ЕКОНОМІКА ПІДПРИЄМСТВ

ШЛЯХИ ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ЛЮДСЬКИХ РЕСУРСІВ В УМОВАХ ЦИФРОВІЗАЦІЇ ЕКОНОМІКИ

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Сьогодні в умовах цифровізації виникає потреба щодо формування та впровадження нових та дієвих механізмів впливу на підвищення конкурентоспроможності людських ресурсів. В сучасних реаліях відбувається трансформація у сутності конкурентоспроможності людських ресурсів, сукупності конкурентних