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## ANALYSIS OF GLOBAL ASPECT OF FORMATION OF INSTITUTIONAL INNOVATIVE STRATEGIES

Об'єктом дослідження є інституційні стратегії інноваційного розвитку, що враховують міжнародний фактор. Сучасному світу характерні глобальна доступність, відкритість та стрімке поширення інформації й інновацій у глобальному економічному середовищі, віртуалізація, а відтак і неконтрольованість фінансової сфери та зростання ролі інших факторів глобалізації. Одним з найбільш проблемних місць є те, що уряди мають більш ефективно вибирати пріоритети в рамках міжнародних політико-економічних стратегій з метою посилення власного позиціонування в сфері конкуренції.

В дослідженні було використано як класичні наукові методи (аналізу та синтезу, логічного узагальнення, аналогій, порівняльного співставлення), так і специфічні методи економіки високих технологій та інноваційного менеджменту.

Проведено аналіз еволюції інноваційної політики та визначено, що сучасна інноваційна політика виступає як частина зовнішньополітичної стратегії держави на міжнародній арені в умовах конкуренції за ринки збуту, інвестиції та ресурси. Визначено зміст державної інноваційної політики, у тому числі її геополітичний контекст, в рамках процесів за чотирма основними напрямками: розробка пріоритетів, розподіл бюджету та оцінка; механізми політичної координації; система взаємодії з зовнішніми стейкхолдерами.

Проаналізовано вплив міжнародного фактору на стратегічну державну політику. В рамках такого підходу інноваційна політика розглянута як скоординована державна ініціатива з мобілізації національних ресурсів з метою прискорення технологічних змін та утримання лідерства в світовій конкуренції.

Визначено завдання стратегічної аналітики інновацій, зокрема, розвиток системи інформаційно-аналітичного забезпечення інституційної взаємодії по пріоритетних напрямках науково-технічної й інноваційної політики для адаптації кращого світового досвіду та вирішення завдань забезпечення ефективного вирішення соціально-економічних проблем. А також інтеграції учасників інноваційної системи у міжнародні наукові мережі та проекти.

Завдяки розгляду концептуальних основ інноваційних стратегій забезпечується можливість розробки відповідної державної політики.

**Ключові слова:** інноваційна стратегія, державна політика, інноваційні мережі, стратегічна аналітика інновацій.

### 1. Introduction

The relevance of research on various aspects of innovation in the XXI century is due to the fact that the level of socio-economic development of any state was largely determined by its innovative level. It is based on intellectual resources, high technologies, efficient use and qualitative improvement of all factors of production.

International cooperation in the field of innovation is critical in the sixth technological order. It develops on the basis of intersectoral interactions, and then requires the involvement of resources from various sectors and different countries, global space research projects, plans for the extraction of minerals in space and other similar global initiatives.

As a result, international relations began to center around technology and innovation. The author of [1] precisely

in the factor of technological transformation that accompanies the transition from traditional to industrial society saw the source of changes in the system of international relations.

Therefore, innovation processes acquire an international character with a high degree of integration within the framework of projects, which creates both qualitatively new opportunities for the economy and challenges for institutions that implement the tasks of strategic management. Under these conditions, the task is development of appropriate institutional strategies for innovation development that will take into account the international factor and will help avoid a kind of «shock of the future» for countries.

## **2. The object of research and its technological audit**

*The object of research* is institutional strategies of innovative development, taking into account the international factor.

Global availability, openness and rapid spread of information and innovations in the global economic environment, virtualization, and then uncontrollability of the financial sphere and the growing role of other globalization factors are characteristic of the modern world. This requires governments to increase the choice of priorities and international political and economic strategies in order to strengthen their own positioning in priority areas [2].

The importance of research of innovative strategies from the point of view of geopolitics is noted in the [3]. Based on a scientific-metric analysis, the author notes the lack of research on the political aspects of innovation and innovation policy.

From this point of view, it is possible to proceed to the consideration of the object of research within the framework of geo-economics, which can be defined as the strategy of individual states to achieve national goals. The current focus of geo-economics focuses on the economic power of the state and its strengthening through the achievement of technological advantages.

This fact is based on the ideas of Wallerstein concept of the world-systems approach, the analysis of which relies on the interregional and transnational division of labor, and accordingly divides the countries of the world into a center, semi-periphery and periphery. The countries of the center have a corresponding specialization in highly qualified and capital-intensive production, and the rest in low-skilled production and extraction of primary raw materials.

The role of the innovative-technological factor is that it brings dynamism to a certain distribution, that is, countries can change their status. In this context, we note the possibility of a phenomenon known as leapfrogging, which allows developing countries to advance technologically much faster than the pace with which developed countries created technologies of the previous generation. A striking example is the use of information and communication technologies (ICT), which form the potential for economic growth.

From a strategic point of view, the traditional geopolitics of the twentieth century in modern conditions has changed by the geo-economy, which carries out the economic «capture» of the territory without their accession. The arsenal of means for such conquests is wide enough. It includes traditional schemes, such as setting customs tariffs, subsidizing economic sectors, concessional lending and tax regulation, stimulates the development of prio-

riety areas for the state, and the like. The innovative and technological factor is a complex and powerful possibility of such capture due to dependence on the import of high technologies and equipment, which in turn is a factor in the specialization of countries.

The next aspect of the object of research is related to the fact that the «nature» of the state is changing under the influence of global innovative transformations, in particular, questions of state sovereignty fall under the influence of geopolitics and geo-economics. As a result, there is a redistribution of state functions at a supranational and subnational level.

Based on [4], it is possible to determine the key task in these conditions – the formation of a national innovation system that would stimulate innovation processes and ensure the receipt of the necessary innovation resources in the context of the liberalization of international relations. In this case, the development of the world economy changes its paradigm from market-hierarchical structures due to globalization to the formation of a unified network world economy. It is formed on the basis of cluster-network development in the framework of national economies and cross-diversified clusters passing through state borders.

Consequently, the complexity of developing national strategies in such conditions increases many times. This conclusion follows from the concept of Haken synergy, according to which in a complex non-linear system only those types of structures that provide coevolution and reach consensus between its various elements are viable. This can be confirmed by the Naisbitt paradox, which states that the higher the level of the global economy, the stronger its smaller participants should be.

In such conditions, the institutional environment of business and politics is intensively transformed. Therefore, the issue of the relationship between national and global becomes a cardinal problem of public administration, requires a multi-level approach within the framework of system development strategies of the state.

## **3. The aim and objectives of research**

*The aim of research* is development of a conceptual framework of systemic strategies for the development of the state in the framework of the implementation of geo-economic interests in the innovation sphere.

To achieve the aim of research, the following objectives are defined:

1. To analyze the evolution of innovation policy and justify its international aspect.
2. To determine the content of the state innovation policy.
3. To analyze the influence of the international factor on strategic state policy.
4. To identify the objectives of strategic innovation analytics.
5. To determine the current toolkit for the implementation of innovation policy.

## **4. Research of existing solutions of the problem**

Research [1] focuses on new dimensions (factors) of international relations, among which an important role is played by innovation and technology. At the same time, each state is faced with the issue of developing an

appropriate strategic policy with a view to realizing national interests. Certain elements of such a policy are found in the research [2], but the international aspect requires more detailed details.

The author of the research [3] considers the theoretical and practical aspects of innovation policy, but their international aspect requires deepening and concretization. As an analytical basis for this it is possible to consider research [4], which considers the network aspect of the global economy. The risks of the global economy in the framework of international rivalry are considered in the research [5]. The research focuses on the fact that in many cases states are actively involved in international economic relations, deliberately distorting the competitive environment in the interests of their producers. The effectiveness of state support often plays a significant and sometimes decisive role for the competitiveness of its manufacturers. There are technology markets that are monopolized as a result of support by national governments. As an example, the authors cite the production of airliners. Throughout its existence (more than 100 years), Boeing Corporation received huge government (mainly military) orders from the US government, the technologies of which were then used in transactions with the civilian sector.

Thus, the use of geopolitical economic instruments, especially from the most developed countries, is extremely ambitious. Developing into a complex system, in general, they allow such countries to help their producers dominate the markets they are interested in. Therefore, the state's position in the global division of labor directly depends on the ability to conduct an effective international policy, obtaining the necessary resources from outside.

In the modern global world, there are practically no remaining autonomous states. At the same time, some states are looking for self-reliance, not forgetting the necessary allies, and the advantages of world trade, while others, like Brazil, are developing regional economic unions. Others, such as the PRC, choose an evolutionary strategy since the mid-2000s. The PRC began to develop innovative competences by choosing a course for the formation of endogenous non-borrowed innovations.

Due to the effects of networks, openness and mutual reinforcement of connections within the global innovation system, global innovation-technological chains of a high order are formed (transnational players, including global network actors). These institutional and organizational forms have qualitatively higher characteristics of innovative activity [6].

As part of a theoretical analysis to determine the content of the bifurcation choice (it can be considered an analogue of the strategic choice, which leads to institutional changes) in the research [7] a number of such features are highlighted:

- direction of the trajectory of development of the system of relations of states;
- content of the priorities of the main actors of world politics;
- ways of realizing national interests;
- direction of development of international cooperation.

Let's believe that technological shocks and changes in technological paradigms and trajectories [8] can be considered as a factor of bifurcations, which allows to consider the content of certain signs in the innovation sphere. Also identified aspects can be considered in the context of modern systemic innovative strategies analyzed in studies [9, 10].

The authors of analytical researches [11, 12] emphasize that the countries – innovative leaders while implementing their strategies with the help of information-network factor forecasting and management. However, the research [13] notes the importance of institutionalizing innovation policy in each particular state and even sector. An example of such institutionalization is found in the research [14] however it is worth noting that it is the result of the institutionalization of the coordinating role of the state in the defense sector.

Thus, the results of the analysis allow to conclude that the question of developing the conceptual bases of the system development strategies of the state within the framework of the implementation of geo-economic interests in the innovation sphere is a promising task in the context of international rivalry between economies and innovation systems.

## 5. Methods of research

To solve the tasks in the research, both classical scientific methods (analysis and synthesis, logical generalization, analogies, comparative comparison, graphoanalytical methods), and specific methods of high-tech economics and innovation management are used, as well as the modern theory of international relations. In particular, the following methods are used to determine the basis of international innovative strategies:

- adapted decision-making methods based on the optimization of performance indicators for determining strategic development benchmarks;
- system-evolutionary approach and comparative analytics methodology for studying the role of innovation in different periods in the context of groups of countries;
- technological analytics methods for determining technological dynamics and technological trajectory for correcting the choice of national priorities and priorities of international cooperation;
- methods based on the analysis of the strategic development schemes of innovation systems and intersectoral high-tech complexes;
- methods of searching for innovative ways of development and methods of complex economic analysis of development policies.

## 6. Research results

In the international economic relations, states create rules of the game for economic agents, that is, framework institutional, organizational and legal, general economic conditions for conducting economic activity, affecting their behavior mainly by indirect methods (tax, monetary, etc.). The final economic result is determined primarily by the competitive interaction of these agents, and not by the regulatory activities of the state.

Thus, the question arises in the boundaries between innovation policy and related areas [9]. According to the evolution of innovation policy, it is possible to consider in the following stages:

- 1) traditional policy, focusing on research and development, that is, mainly considers the process from the side of producers of innovations without reference to innovative demand;
- 2) the second generation of innovation policy considers the potential of national innovation systems and clusters;
- 3) the third generation of innovation policy considers the potential of innovative development, extends to other

sectors and policy areas. Realization of this potential is possible by stimulating intersectoral optimization of the elements of various objects of innovation policy through coordination and integration [10, 11];

4) modern innovation policy acts as part of the foreign policy strategy of the state in the international arena in conditions of competition for markets, investments and resources. At the same time, the role of various interest groups, business structures, producers and consumers, and other stakeholders need to be added to the definition of innovation policy.

The implementation of modern innovation policy is possible in the framework of new institutional strategies that reflect innovation trends [13]. This aspect is already included in a number of analytical studies. In particular, in December 2016, the Organization for Economic Cooperation and Development (OECD) published a report on the development of science, technology and innovation with a focus on OECD countries (OECD Science, Technology and Innovation Outlook 2016) [12]. The report provides an analysis of current megatrends that affect science, technology and innovation, technological trends of the future, and also makes a conclusion about their impact on the trajectory of changes in state innovation policy. In the perspective of 10–15 years, the report identifies the following trends of state innovation policy:

- development of the approach of responsible research and development (responsive research and innovation), including due to the expansion of public involvement in the formation of science and technology policy and the coordination of priorities;
- growth of experimentation in the formation of science and technology policy (design thinking and experimentation in policy formulation and delivery);
- growing digitalization of science and technology policy, including the use of Big Data analysis to conduct evidence-based policies;
- changing the state's consulting mechanisms in the field of science and technology policy (increasing the role of big data; openness, attracting international experts, etc.).

Thus, the role of the state, including its geopolitical context, can be defined within the framework of processes in four main areas:

- 1) development of priorities;
- 2) budget allocation and evaluation;
- 3) political coordination mechanisms;
- 4) system of interaction with external stakeholders.

Within the framework of the institutional-technological design, new strategies are based on the idea of the state as a «dynamic catalyst». Under this approach, innovation policy can be viewed as a coordinated government initiative to mobilize national resources to accelerate technological change and retain leadership in global competition. Thus, it is possible to determine its systemic nature, which has to be realized within the framework of relations like B2A (business-to-administration or business between private enterprises and the state) and B2G (business-to-government).

This will allow to realize the strategies of the innovation and communication model of strategic marketing. Evaluation of the strategy of the innovation and communication marketing model depends on forecasts and assumptions regarding the trends of the global economic environment based on the following elements:

- forecasts regarding the general state of the economy, indicators of which are, in particular, unemployment, wage growth, GDP, inflation, etc.;

- forecasting the strategic direction of technology development.

For this reason, the government needs to constantly improve the regulatory process, updating the regulatory framework and attracting other institutions of the innovation system. This fact leads to the need to create a system of strategic analysis of the innovation sphere, which will improve the efficiency of decisions.

Under these conditions, the overall goal of strategic analytics of innovation can be defined as a meaningful and formal description of the innovation system, identifying features, trends, possible and impossible directions for its development. The result of a strategic analysis should be a system model of innovation policy and implementation environment. Within the framework of analytics, comparisons of the planned strategic targets and real possibilities that can be realized based on the influence of the environment, analysis of the gap between them should be carried out. It also analyzes possible options for systemic innovation development and identifies strategic alternatives.

On the basis of this, it is possible to determine the key objectives of strategic innovation analytics:

- 1) system analysis of leading areas of research and innovation;
- 2) development of a system of information and analytical support for institutional cooperation in priority areas of science, technology and innovation policy for the adaptation of the best world experience;
- 3) solving problems of ensuring effective solution of socio-economic problems, as well as integrating the participants of the innovation system into international scientific networks and projects.

Among the key examples of the use of strategic analytics, it is possible to identify the following.

The first is based on the interdisciplinary nature of technology that can be analyzed through a multiplier. It offers the opportunity to know in advance the time and economic power of a specific impact on the innovation process, it is beneficial to use this information, timely terminating unpromising projects.

Another example relates to the need for a strategic classification of sources and components of the competitive advantages of the national economy. Such a deepening of the nature of the components and sources makes it possible to develop a multitude of necessary actions that are combined into a targeted comprehensive program for solving a problem situation or achieving strategic guidelines.

These aspects should be at the heart of modern national technology initiatives – long-term integrated programs to create conditions for ensuring the leadership of national companies in new high-tech markets with a planning horizon of up to 20 years.

In the international dimension, strategic analytics should be aimed at solving the following tasks:

- 1) analysis of the best experience of countries in the advanced areas of work in the field of science, technology and innovation;
- 2) preparation of information and analytical materials for the development of strategic government decisions;
- 3) development of draft regulatory legal acts in accordance with the requirements of tools, strategies and best practices;
- 4) collection, analysis and preparation of statistical, scientometric and analytical data on science, technology and innovation;

5) development of recommendations, substantive and financial and economic studies on the inclusion of the state in new international projects in the field of science, technology and innovation policy.

Based on an understanding of the influence of the factor of international markets on the rate of development of the latest technological innovations, the state needs a methodological basis for appropriate institutional design. One such could be technology domain awareness (TDA) [14]. This concept was developed for development of the defense industry, which is in use of a detailed knowledge of the field of technological innovation (the space in which research and development in the civil and defense fields intersect).

TDA is an information and communication structure that brings together interested representatives of the government, academia and industry, provides the necessary data for decision-making in the field of defense technologies. It also provides cost-effective options for defense strategy tasks.

In the framework of the practical use of analytical and management elements of the TDA, the United States Department of Defense considers the creation of internal mechanisms as one of its tasks. These mechanisms make it possible to successfully use the dynamics of commercial markets in order to obtain and maintain initiatives in the field of military technologies. To achieve this goal, the launch of a third version of the Department of Defense initiative Better Buy Power 3.0 (BBP 3.0) (a more effective procurement strategy) was announced. This version aims to ensure military dominance through technological advantages and innovations. Critical aspects of BBP 3.0 include removing barriers to the use of commercial technologies, increasing the use of prototypes and experimentation, as well as improving the search mechanisms for new technologies and expanding on world markets.

To achieve the ambitious goals of BBP 3.0, the following business processes in the field of innovation are necessary:

- 1) providing products and technologies for short-term use in the development of prototypes;
- 2) identification of opportunities for strategic joint investment in projects on which the government will be able to work together

with representatives of the academic community and world research and development centers;

- 3) optimization of long-term priorities and investment in the field of defense technologies.

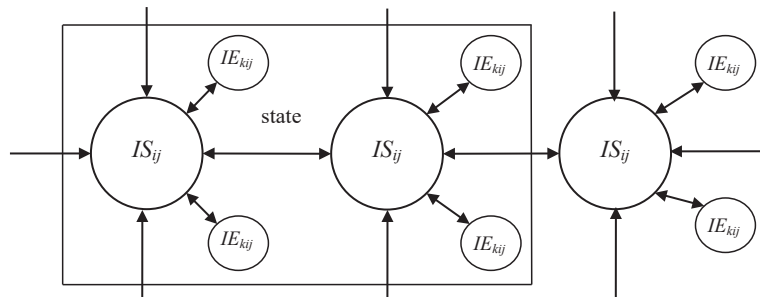
TDA and Better Buy Power 3.0 are important tools for coordinating innovation processes in international economic relations, including in the context of designing innovation networks through experimentation in the formation of science and technology policy. So, it is possible to formulate criteria for international participation when interacting with subjects of innovative activity from other countries (Fig. 1).

The total effect of the international effect can be calculated by the formula:

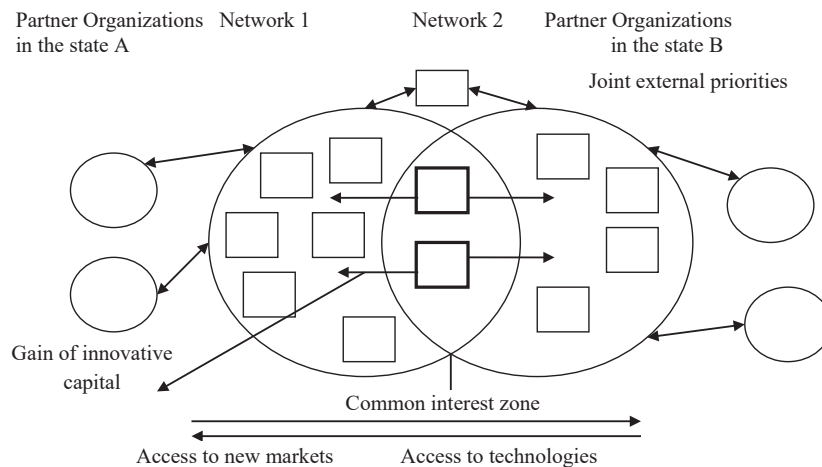
$$\begin{aligned} \text{Sum } E &= \sum_{l=1}^L \sum_{i=1}^N \sum_{j=1}^M (E_l((IS_{ij}) \cup (IS_{ij})) - Tr_l - T_l) = \\ &= \sum_{i=1}^N \sum_{j=1}^M \sum_{k=1}^K (E_l E((IE_{kij}) \cup (IE_{kij})) - Tr_l - T_l), \end{aligned} \quad (1)$$

where *Sum E* – the total effect of the integration of the innovation system in the global environment; *E<sub>l</sub>* – the effect of participation in the network (project) *l*; *Tr<sub>l</sub>* – transaction costs of the institution of administrative barriers; *T<sub>l</sub>* – transformational costs of the industry (s) in which *IE<sub>kij</sub>* operate.

An analysis of the international strategy of technology transfer in the network form will be demonstrated using the example of two conventional networks of different countries (Fig. 2).



**Fig. 1.** Network international interaction of elements of the innovation system: *IS<sub>ij</sub>* – innovation system of the *i*-th sector of the state *j*; *IE<sub>kij</sub>* – an element *k* of the innovation system of the *i*-th sector of the state *j*



**Fig. 2.** Improving the effectiveness of networks with international cooperation

The developed scheme is based on the fact that, in the case of high technologies, common areas of activity are possible, since it is possible to combine efforts and achieve the synergistic effect of cooperation between innovative subjects of various innovation systems.

International networking is consistent with the trend of high integration. As a result, the geographical boundaries of the cluster reflect economic realities and do not necessarily coincide with the administrative boundaries. At the same time, its formal geographical boundaries promote interpersonal contacts and close interaction of agents of the domestic market, stimulate the accumulation of social capital, a critical mass of which is the foundation of innovative development.

## 7. SWOT analysis of research results

*Strengths.* The strength of research is the justification of the strategic vectors of the formation of international innovative strategies in the context of ensuring the realization of national interests, economic development and social sphere.

Using the proposed approach will further develop criteria for evaluating strategic innovative security, taking into account technological dynamics. Consideration of strategic innovation security in an international context will allow to combine the strategic bases of its provision of the concept of competitive development in international markets, as well as allow for the implementation of a comparative analysis.

*Weaknesses.* The weak point is that the practical implementation of the innovation policy methodology requires a systematic effort and strategic thinking and planning. It is difficult to implement in the context of the dominance of approaches and strategies based on obtaining short-term benefits. It is also quite difficult to implement the function of coordinating inter-sectoral cooperation in the context of international influences.

*Opportunities.* Opportunities for further research are the analysis of the experience of foreign countries, in particular the United States, to improve the institutional framework for the implementation of geo-economic interests, taking into account the realities of the Ukrainian economy and innovation system.

*Threats.* Threats of the research results and their practical implementation are the rapidity of the innovation process and the emergence of breakthrough innovations in various technological sectors. This requires system analytics and changes in strategic orientations, and requires coordination of interests and coordination at various levels of government.

## 8. Conclusions

1. An analysis of the evolution of innovation policy is carried out, and it is determined that modern innovation policy acts as a part of the state's foreign policy strategy in the international arena in conditions of competition for sales markets, investments and resources. At the same time, it is necessary to add the role of various interest groups, business structures, producers and consumers, and other stakeholders to the formulation of innovation policy.

2. The content of the state innovation policy, including its geopolitical context, is determined in the framework of processes in four main areas:

- 1) prioritization;
- 2) budget allocation and evaluation;

- 3) political coordination mechanisms;
- 4) system of interaction with external stakeholders.

As part of the institutional and technological design, new strategies of state innovation policy are based on the idea of the state as a «dynamic catalyst».

3. The influence of the international factor on the strategic state policy is analyzed. As part of this approach, innovation policy is considered as a coordinated state initiative to mobilize national resources to accelerate technological change and retain leadership in global competition.

4. The tasks of the strategic analytics of innovations are determined, in particular, the development of a system of information and analytical support for institutional interaction in priority areas of science, technology and innovation policy for adapting best world experience and solving problems of ensuring effective solutions to socio-economic problems. As well as the integration of participants in the innovation system into international scientific networks and projects.

5. The actual tools for the implementation of innovation policy, in particular, awareness in the field of technology and Better Buy Power are identified. As a practical embodiment of the specified toolkit and strategic analytics of innovations, it is proposed to consider innovative networks.

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## ANALYSIS OF THE PLACE OF UKRAINE IN THE EUROPEAN TOURIST SPACE

*Об'єктом дослідження є туристична індустрія України. Одним з найбільш проблемних місць є відсутність туристичних ресурсів світового рівня та неузгодженість туристичної політики, що обмежують темпи росту туристичної індустрії.*

*У ході дослідження використано кластерний аналіз та моделювання темпів приросту національного доходу від туристичної діяльності. Визначено місце України в туристичному просторі Європи. Акцентовано увагу, що національне бізнес-середовище не сприяє розвитку сфери туризму, негативний вплив має рівень безпеки в країні, а сфера туризму в Україні не розглядається як пріоритетна. Конкурентними перевагами України є оцінка людських ресурсів, ринку праці та охорони здоров'я і гігієни. В цілому передумови для належного розвитку туризму в достатній мірі в Україні не використовуються.*

*Досліджено ефективність функціонування європейського туристичного простору, у тому числі й України, та виявлено значні регіональні відмінності за величиною приросту національного доходу від туристичної діяльності. Зокрема, зазначено, що лідерами за отриманим доходом в 2017 р. є такі країни, як Кіпр, Мальта, Ірландія, Люксембург, Естонія, Латвія та Литва, які отримали в 2017 р. приблизно по 250 млн. дол. США доходу від індустрії туризму. Більшість країн європейського туристичного простору (Великобританія, Нідерланди, Франція, Іспанія, Італія, Німеччина, Австрія, Греція, Данія, Португалія, Фінляндія, Швеція, Бельгія, Болгарія, Польща, Румунія, Словаччина, Словенія, Угорщина, Хорватія, Чехія) в середньому мали зростання національного доходу від індустрії туризму в розмірі 170 млн. дол. США. Визначено, що Україна за рівнем ефективності туристичної індустрії займає останнє місце в європейському туристичному просторі (8 млн. дол. США зростання національного доходу від індустрії туризму).*

*Завдяки визначенню конкурентних переваг та недоліків розвитку туризму в Україні забезпечується можливість обґрунтування засад туристичної політики у відповідності з національними особливостями розвитку туристичної індустрії України.*

**Ключові слова:** туристична індустрія України, європейський туристичний простір, ефективність функціонування європейського туристичного простору.

### 1. Introduction

In the process of tourism development, turning it into a massive socially significant phenomenon, the issue of effective planning and regulation of tourism activities is of particular importance. More and more countries realize the importance of pursuing a tourism policy, which is an integral part of the country's external and internal policies and a complex system of methods and measures of state influence on the development of the tourism sector.

Tourism policy is based on administrative-legal, financial-economic and socio-psychological methods of influence and is implemented through the relevant state and non-state institutions.

However, in modern socio-economic systems, the tourism policy of the state is directed not only at the development of the tourist market. It contributes to the creation of conditions for the development of human capital, the provision of employment, the growth of its income, the formation of national and regional competitiveness. Therefore,