

IMPORTANCE OF THE INNOVATIVE LABOR FOR THE SOCIO-ECONOMIC DEVELOPMENT OF UKRAINE

The rapid growth of influence of information support for innovation activity, by technological progress and the development of innovative market environment determines the relevance of innovation model of economic development. The current state of socio-economic processes necessitates a detailed study of innovative processes. Innovation and innovative labor in particular are the basic categories of modernity. Innovation is increasingly important for enhancing the competitiveness and stability of national economies. The level of innovation processes has an impact on various aspects of national development.

Many scientists believe that it is the innovative development of the state that drives its socio-economic progress, which contributes to improving the well-being of the population, standard and quality of life. Problems of innovative development have always been in the circle of special attention of scientists. Many works of domestic and foreign scientists are devoted to the development of various aspects of innovation processes — Y. Bazhal, L. Blykhman, H. Barnet, G. Dobrov, P. Drucker, P. Zavlin, B. Malitsky, E. Mansfield, G. Less, B. Santo, R. Solow, B. Twiss, E. Toffler, J. Schumpeter, D. Chervanov and others.

The theoretical basis of modern ideas about the peculiarities of creative work is laid in the publications of L. Bezchasny, V. Bilousov, L. Blykhman, I. Bondar, S. Bru, G. Dobrov, B. Genkin, P. Drucker, P. Zavlin, L. Koval, A. Kolot, G. Kulikov, V. Lagutin, V. Nizhnik, M. Semykina, G. Slesinger, A. Tofler, R. Yakovlev and others.

The trends of innovation activity in recent years indicate the presence of significant problems and the low level of development of innovation activity in Ukraine, which in turn has a negative impact on the competitiveness of products and the development of the economy as a whole.

Innovation is a subject of particular attention in the writings of modern Ukrainian economists, since innovation development remains a weak link in the Ukrainian economy. With the start of market transformations, domestic scientists are beginning to actively explore the nature of innovation, innovation potential at the level of individual companies. It is fair to point out that for a long time in publications devoted to innovation and activation of innovation activity of companies, in the second place remains human activity in the innovation process. Innovation is a defining characteristic of modern scientific and technological, industrial, socio-economic and all social processes.

The main area of scientific thinking in the field of labor are problems related to improving the efficiency of the motivation mechanism, rationalization of labor processes, development of labor potential, automation of enterprise activity management, including labor standartization. Their solution requires updating of the views on the theory of effective management of the labor potential of the enterprise, clarification of conceptual approaches to improving the efficiency of labor potential management, defining ways of managing the level of staff turnover as a factor in the development of the labor potential of the enterprise.

The role played by innovative labor in the development of the national economy is to form an innovative vector for the development of the national economy and the knowledge economy; changes in the structure of employment in the labor market, the formation of an innovative model of employment; increasing role of intangible motivation, development of unconventional approaches to stimulation of labor and others. As A. M. Kolot and O. O. Gerasimenko have noted, there are such features of economic relations that are formed in the sphere of innovative labor:

information and complex technical systems are the subject of work, and the means of transformation are information, equipment, computer programs, information processing techniques, etc.;

the factors of labor productivity and time savings are research and development, development and use of new technical and technological means;

a mechanism to cover the costs of R&D, and to harness the potential of highly qualified innovative workers is the object of economic research;

transformation of the results of innovative labor into a significant form of national wealth, the use of which is regulated by a complex of socio-economic relations;

direct and indirect participation of innovative labor of innovators in creation of final results of social production;

leading factors such as self-realization and self-affirmation of the employee, socio-psychological aspects, scarcity of resources in the motivation of the innovators;

combination of market and centralized form of communication in relations between subjects of innovative labor [1].

An innovative model of development is providing structural changes in the economic process of the country and increasing its technological level. Its implementation involves research support for long-term develop-

ment programs, the creation of a mechanism for financing innovations, the implementation of marketing concepts in the units of innovative organization, the implementation of innovative programs, the creation of a progressive system of information support, the solution of strategic and social problems [2].

The value of innovative labor for the socio-economic development of Ukraine is determined both by the importance of innovation and the role of labor itself, which is shown in Figure 1.

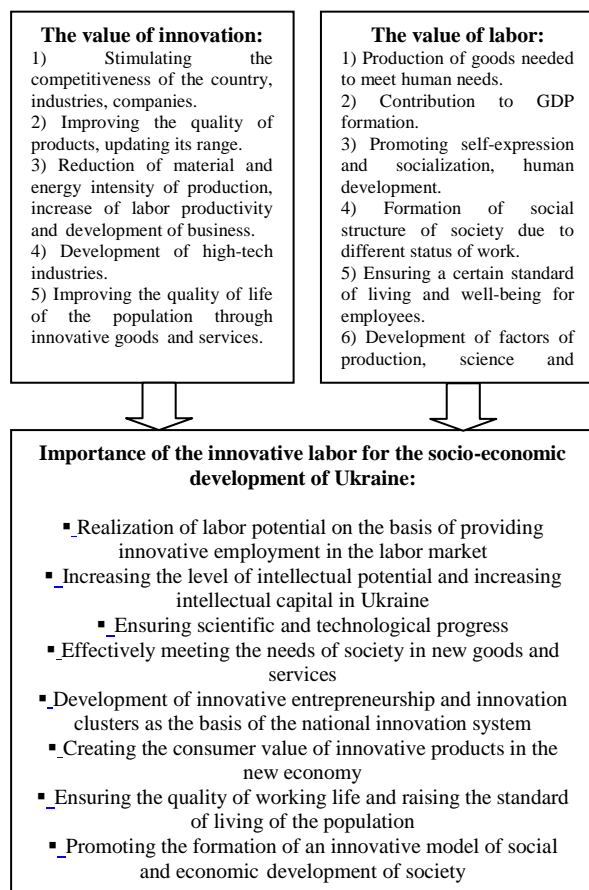


Fig. 1. The value of innovative labor for the socio-economic development of Ukraine

Rationing innovative labor has certain features, which are due to the influence of the following factors:

high level of inaccuracy in determining labor costs, especially in the first stages of the innovation process, due to the complexity of their forecasting, which correlates with the level of novelty of the final product. The higher the level of novelty, the greater the uncertainty of labor costs and timing of the project;

the leading role in obtaining the result belongs to the workers-innovators, which cannot be replaced by modern equipment. That is, the interchangeability of labor costs and factors such as information resources, equipment and technology, etc. during the production of innovative products is possible to a lesser extent than the production of other types of products;

a direct correlation between the cost of work on the project and the possibility of reducing its timeframe, that is the shortening of time is accompanied by the

involvement of additional contractors or resources, which leads to an increase in the cost of the project;

the existence of cyclical changes in the relationship between labor costs and the results of research and development, which is reflected in the fact that as new technology or equipment increases, labor costs for work increase;

significant influence on the labor intensity of such a factor as the creative interest of the researcher in solving the scientific and technical problem that increases the productivity of innovators;

limited ability to evaluate the work costs of innovators by others, because they are not experts in these problems, do not have similar experience in solving such issues. In some cases, the lack of such experience is due to the fact that no one has solved such problems before [3].

Innovative labor is inherent in all stages of the innovation life cycle, and its results are of interest both directly to enterprises of all forms of ownership and to market players.

To promote innovation, it is necessary to reform the existing wage system in Ukraine as soon as possible in order to increase its value. If the physical and intellectual work is properly paid, then the entrepreneurs will face the problem of saving it. Developing and implementing state-of-the-art technology and technology will be the main way to compete, win new markets. This will increase the demand for intellectual work in order to bring the company into the leading position not only in the domestic but also in the world market [4].

Thus, today innovative work directly affects the socio-economic development of Ukraine. Considerable attention should be paid to improving the quality of life of citizens and enhancing the country's competitiveness in the international market by enhancing innovative activity and innovative entrepreneurship.

Bibliography

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