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ASPECTS OF FINANCIAL PROVISION OF INNOVATIVE ACTIVITIES

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Summary. The article examines modern aspects of the transformation of financial support for innovative activities. Modern trends in the development of innovative hubs require increased financial support and stimulation of the active development of their activities, relying on rapid technological innovations, which are accelerated by the pace of development in all industries. The selected research topic determines the object and subject of the study, the goal setting and the sequence of analysis of the results of scientific research aimed at forming a set of proposals to accelerate the further development of modern innovation parks and deepen knowledge in the areas of evaluating an integrated approach to program planning for the development of innovation parks in Ukraine. The set of key principles for the formation of a global model of regulation of the innovation ecosystem, which should be considered in the context of activating the development of modern information technologies, is analyzed. The ways of financial support for innovation activity, the features of its current stage during economic, and political transformations are investigated. The conditions for financial support for innovation activity are determined. Ways of improving the financial support of innovative activities in the conditions of constant development of the information and technical environment are analyzed. The feasibility of a comprehensive analysis of the identified issues and the multi-component nature of this process, mediated by the development of information and communication technologies, has been proven. The relevance and expediency of introducing financial support for innovation activities are substantiated. Modern standards of financial reporting analysis in the context of the development of information and communication technologies are studied. The purpose and objectives of their functioning are investigated based on the analysis of the functioning of operational activities. It is substantiated that financial support for innovation activities forms a high-quality digital economy of the country and will lead to an increase in the number of innovation parks. It is substantiated that in order to ensure the possibility of increasing the level of efficiency and development of innovation parks, it is necessary to take care of comprehensive further research into this issue through the prism of the modern development of innovative activity in society.

Key words: innovation active, innovation parks, financial support, innovative activity, information technologies.

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АСПЕКТИ ФІНАНСОВОГО ЗАБЕЗПЕЧЕННЯ ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ

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Резюме. Досліджено сучасні аспекти трансформації фінансового забезпечення інноваційної діяльності. Сучасні тенденції розвитку інноваційних парків потребують підвищеного фінансового забезпечення та стимулювання активного розвитку їх діяльності, спираючись на стрімкі технологічні інновації, що прискорені темпами розвитку в усіх галузях. Обрана тема дослідження визначає об'єкт і предмет дослідження, постановку мети та послідовність аналізу результатів наукових досліджень, спрямованих на формування комплексу пропозицій щодо прискорення подальшого розвитку сучасних інноваційних парків і поглиблення знань у напрямках оцінювання комплексного підходу до програмного планування розвитку інноваційних парків в Україні. Проаналізовано сукупність ключових засад формування глобальної моделі регулювання інноваційної екосистеми, які треба розглядати у контексті активізації розвитку сучасних інформаційних технологій. Досліджено шляхи фінансового забезпечення інноваційної діяльності, особливостей її сучасного етапу під час економічних та політичних трансформацій. Визначено умови фінансового забезпечення інноваційної діяльності. Проаналізовано шляхи вдосконалення фінансового забезпечення інноваційної діяльності в умовах постійного розвитку інформаційно-технічного середовища. Доведено доцільність комплексного аналізу визначеної проблематики та багатокомпонентність цього процесу, опосередкованого розвитком інформаційно-комунікаційних технологій. Обгрунтовано актуальність та доцільність упровадження засобів фінансового забезпечення інноваційної діяльності. Вивчено сучасні стандарти аналізу фінансової звітності в умовах розвитку інформаційно-комунікаційних технологій. Досліджено мету та завдання їх функціонування, спираючись на аналіз функціонування операційної діяльності. Обгрунтовано, що фінансове забезпечення інноваційної діяльності формує якісну цифрову економіку країни та призведе до підвищення кількості нових інноваційних парків. Обгрунтовано, що для забезпечення можливості підвищення рівня ефективності та розвитку інноваційних парків необхідно подбати про комплексне подальше дослідження даної проблематики крізь призму сучасного розвитку інноваційної діяльності суспільства.

Ключові слова: інноваційна діяльність, інноваційні парки, фінансове забезпечення, інноваційна активність, інформаційні технології.

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Introduction. The chosen research topic determines the object and subject of the study, the goal setting and sequence of scientific research aimed at further development and deepening of knowledge in the areas of evaluating a comprehensive approach to program planning for the development of innovation parks in Ukraine, analysis of the key principles of forming a global model of regulation of innovation ecosystem, and as a consequence, analysis of the financial support of innovation activity, the features of its current stage, which should be considered in the context of activating the development of modern information technologies. The purpose of the work is to study the theoretical and applied aspects of financial support for innovative activities, analysis and evaluation of the operational activities of enterprises and areas for improving their efficiency. The main objectives of the study are: to consider the economic

content of the operational activities of enterprises and their efficiency; to analyze the main factors influencing the level of efficiency of operational innovation activities; to investigate the methodology for analyzing the innovative activities of enterprises; to characterize financial and economic activities and assess the level of efficiency of innovative activities. The subject of the study is the process of analyzing and assessing the effectiveness of the enterprise's innovative activities. The information base of the study is made up of legislative and regulatory acts on the organization of enterprise activities in Ukraine; monographs; textbooks and scientific articles on the analysis and assessment of the effectiveness of operational activities; financial statements of the enterprise. The work uses economic and statistical methods (comparison method, balance method, relative and average values, index method) and economic and mathematical methods (factor analysis, optimization of indicators, comprehensive assessment).

Review of the latest research and literature. The above-mentioned problems of organization, planning, financial support and analysis of the operational activities of enterprises, namely their innovative activity, are studied in the works of recognized scientists, which include Ukrainian and foreign authors. Such Tyshchenko D., Franchuk T., Stepashkina K., Karpunin I., Zakharov R., Zhyvets A. explore the creation of innovation parks in the context of the development of modern digitalization processes in society [1–4]. Belfo F., Trigo A., Kraus K., Kraus N., Manzhura O., Ishchenko I., Radzikhovska Y. and Boiko O. point out aspects of financing innovation and study the development of information systems, relying on digital and institutional changes in the effective functioning of business processes [5–7]. When evaluating the achievements of these researchers, it is important to note that there are a number of theoretical and practical issues that have not yet been adequately addressed, which should be considered in the context of activating the development of modern information technologies. In particular, issues related to improving the processes of generating income from the main activities of enterprises in crisis conditions, planning the needs for financial resources to ensure uninterrupted production, optimizing the production structure, designing and implementing innovative solutions, etc., remain important.

The main purpose of the article is to study the aspects and components of the problems of financing modern innovative activities in the conditions of activation and modification of the information space.

Task setting. To achieve this goal, the following tasks were set: to determine the main aspects of financial support of innovative activities; to investigate ways to improve the financial support of innovative activities in the context of constant development of the information and technical environment; to substantiate the feasibility of the comprehensive implementation of modern innovation parks.

Presentation of the main material. In crisis conditions, the stable financial condition and profitable operations of an enterprise are of particular importance, as they are the basis for minimizing external risks, maintaining financial stability, solvency, and ensuring economic growth of a business entity. The amount of profit of an enterprise, which reflects the efficiency of production, depends on the volume and quality of products produced, the level of cost and labor productivity. For most enterprises, the main source of cash receipts is income from operating activities, which directly affects the financial condition of the enterprise. Strengthening the financial condition is facilitated by the uninterrupted production and sale of quality products, which is an important aspect of the research in the selected issue. Thus, effective production, commercial and financial activities determine the success of the enterprise in conditions of economic difficulties and are the basis of its stability and development [9–10].

In recent years, business entities have increasingly focused on managing operations and processes related to the core business of the enterprise, which should be considered in the context of activating the development of modern information technologies. The main

activity of the enterprise includes not only the production of products, but also ensuring their quality, competitiveness in the market, as well as timely delivery to consumers. For the successful functioning and development of an enterprise, it is also important to monitor and analyze market trends, take into account changes in demand for products, improve technological processes, and invest in personnel training and development. In the enterprise management system, one of the key roles is assigned to the management of the main type of its activity, for which the enterprise was created, namely, operational activities. Operational activities include all processes related to the production of products, the provision of services, and the sale of goods, which form the basis of the financial stability of the enterprise. This means that operational management is critically important for achieving the strategic goals of the enterprise, increasing its profitability, and ensuring competitiveness in the market. These requirements may include quality standards, time frames, resources and regulations, which will be considered in the air of today's innovation development. Innovation is based on actions, where each operation must be planned and coordinated with other processes to achieve a common goal. Innovations are aimed at creating a product or providing a service, that is, they always have a specific character for optimization and acceleration of development[1, 2, 8–10].

It's for the production of personal or industrial consumption items, encompassing processes aimed at creating material goods. This can be either mass production of products or individual manufacturing of goods. Supply and transportation operations include logistics processes related to the movement of goods from the manufacturer to the end consumer. Operational activities are one of its most important levers, there must be an opportunity to respond to market changes, which should be considered in the context of activating the development of modern information technologies. The effectiveness of operational activities is determined by the organization's ability to optimally use its resources to achieve maximum results, which includes: productivity, quality, costs, and execution time.

Optimization of execution time allows you to respond faster to market changes and operational activity is the main component of all economic activities of the enterprise, the main purpose of its functioning. The main volume of formed assets, the main number of personnel of the enterprise serve this activity. Accordingly, the profit from operational activity under normal conditions of operation of the innovation park. Operational activities have a priority over investment, financial and other activities of the innovation park, mediated by the development of information and communication technologies. Therefore, the development of any other activities should not conflict with the development of operational activities, but only support them. The intensity of operational activity development is the main parameter for assessing individual stages of the innovation park life cycle. The operational activities of the innovation park are mainly focused on the needs of the market, while its financial and investment activities are carried out mainly on the financial market. The implementation of operational activities is associated with the capital already invested in it, while the future investment of capital is the subject of the investment and financial activities of the innovation park. Capital invested in innovation parks takes the form of their operating assets, where a significant amount of skilled labor is consumed in the process of operating activities, in contrast to investment and financial activities, where the costs of this labor are insignificant. In the economic approach to activity analysis, the main emphasis is placed on: - productivity – the ratio of results to costs. High productivity means more products or services produced with less cost; - profitability – the ratio of income to expenses. High efficiency implies that the organization receives more profit for each unit of resource spent; - profitability – an indicator that reflects the ability of the enterprise to generate profit in relation to costs or assets.

Conclusions. Modern approaches of scientists to interpreting the efficiency of operational activities of innovation parks are complex and multifaceted, as they can be considered from different perspectives, including economic, managerial, technological, social and political. Each of them contains features of designing, forming and creating modern trends in the development of new parks for their effective operational activities, mediated by the development of IT technologies. Analyzing the key aspects of the transformation of financial support for innovation activities, it should be noted that the development trends of innovation parks require increased financial support and stimulation of the active development of their activities, based on rapid technological innovations, accelerated by the pace of development in all industries. There was a need to form a set of proposals to accelerate the further development of modern innovation parks and deepen knowledge in the areas of evaluating a comprehensive approach to program planning for the development of innovation parks in the world and Ukraine. The set of key principles for the formation of a global model of regulation of the innovation ecosystem should be considered in the context of the intensification of the development of modern information technologies. The ways of financial support for innovation activities need to be improved at the current stage of economic and political transformations in Ukraine and the world. The indisputable thesis is the creation and constant updating of a comprehensive analysis of a specific issue, mediated by the development of the latest technologies. It is the financial support of innovation that forms a high-quality digital economy of the country and will lead to an increase in the number of innovation parks, which requires further research into this issue through the prism of the modern development of innovation activity in society.

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