

SARS-CoV-2, та її наслідками: Постанова Кабінету Міністрів України від 22 квіт. 2020 р. № 302. URL: <https://zakon.rada.gov.ua/laws/show/302-2020-%D0%BF#Text> [in Ukrainian].

2. Pro Derzhavnyi biudzheth Ukrainy na 2020 rik: Zakon Ukrainy vid 14 lystop. 2019 r. № 294-IX. URL: <https://zakon.rada.gov.ua/laws/show/294-20#Text>.

Chubenko Vira

*PhD Candidate of the Scientific and Research Institute of Providing
Legal Framework for the Innovative Development of NALS of Ukraine
ORCID: 0000-0002-7235-3820*

SOME PROBLEMS OF IMPLEMENTING THE CONCEPT OF SMART SPECIALIZATION AS A FACTOR STIMULATING HIGH-TECH PRODUCTION

The article considers the concept of smart specialization as a logically and strategically new approach to the development of high-tech production. The changes introduced in Ukraine in terms of regional development planning on the basis of smart specialization are analyzed. The main problems of legal regulation of the introduction of the idea of development on the basis of smart specialization in Ukraine are identified, as well as a comparison of such regulation with the law of the European Union.

Keywords: high-tech products, smart specialization.

Чубенко Віра Анатоліївна

*аспірант НДІ правового забезпечення
інноваційного розвитку НАПрН України
ORCID: 0000-0002-7235-3820*

ДЕЯКІ ПРОБЛЕМИ ВПРОВАДЖЕННЯ КОНЦЕПЦІЇ РОЗУМНОЇ СПЕЦІАЛІЗАЦІЇ ЯК ФАКТОР, СТИМУЛЮЮЧИЙ ВИСОКОТЕХНІЧНЕ ВИРОБНИЦТВО

У статті розглядається концепція розумної спеціалізації як логічно та стратегічно новий підхід до розвитку високотехнологічного виробництва. Проаналізовано зміни, внесені в Україні в плані регіонального розвитку на основі розумної спеціалізації. Визначено основні проблеми правового регулювання впровадження ідеї розвитку на основі розумної спеціалізації в Україні, а також порівняння такого регулювання із законодавством Європейського Союзу.

Ключові слова: високотехнологічна продукція, розумна спеціалізація.

For the national economy of Ukraine it is extremely important to produce and increase the supply of high-tech products. In achieving this goal, one of the main directions is the creation of legal and institutional foundations of this economic activity, including through the introduction of new approaches, in particular, such as the concept of smart specialization.

The concept of smart specialization policy is a fundamentally new approach to stimulating the high-tech sphere of production. This concept in the context of regional development involves a combination of science, business and civil society (government, local government). Accordingly, the purpose of smart specialization is the optimal use of the potential of individual regions through the maximum adaptation of possible areas of science and education in these regions to their specific socio-economic conditions [6, p. 58].

In the context of this work, it is important to outline the relationship between the concept of smart specialization and stimulating the production and supply of high-tech products. This relationship is quite close, predictable and is as follows.

First of all, the production of high-tech products is always based on research and development work, which are a prerequisite for the actual creation of such products, its knowledge intensity. At the same time, smart specialization is positioned as a concentration of knowledge resources, and the main factor of this concept is that by concentrating R&D results and other components of knowledge resources, linking them with a limited number of priority economic activities, regions and countries can claim a high level of competitiveness, including through the use as an intermediate or high-tech product. Thus, the possibility of R&D and development of new technologies is one of the main principles

of smart specialization. Moreover, the very issue of finding sources and stimulating the investment process was the root cause of the development of the concept of smart specialization.

Secondly, in essence, the main aspirations of the developers of the concept of smart specialization was the concentration and direction of economic development in the field of knowledge and high technology. That is, the factor of availability of natural resources in a particular region is important for determining the specialization of the region, but the concept of smart specialization is not aimed at defining such a region as a raw material base or a region of low or medium technology. On the contrary, the main idea is innovation, high-tech production, the transition to the development, production and supply of products with high added value and knowledge.

Another impetus for the feasibility of this concept is the dispersion, lack of coordination in the specialization and cooperation of the aviation industry, radio, electronics and other industries, where there is incomplete production cycle, duplication of production of similar products in volumes far from optimal, lack of highly qualified personnel and more. As the Polish experience shows, such enterprises, using other competitive local advantages and resources, can be repurposed, change the vector of production, add other necessary elements (scientific, educational institutions), which should ultimately contribute to the production and supply of science-intensive products, goods with high added value.

The introduction of smart specialization in the system of strategic planning of regional development in Ukraine has become one of the areas of approximation of national legislation to the realities of the European Union. In addition, the normative documents on the procedure for developing the state strategy of regional development of Ukraine and regional development strategies [4, 5] for the first time define the introduction of the concept of smart specialization in Ukraine.

However, it is worth noting that there are some problems of legal regulation of the introduction of the idea of development on the basis of smart specialization in Ukraine. Thus, the regions and countries of the European Union at their own discretion apply or do not apply the concept of smart specialization in the strategic planning of their

development [1]. Moreover, the impetus for the introduction of the concept of smart specialization is, first of all, the expectation of positive economic consequences, as well as the possibility of obtaining funding for these purposes from external sources of funding through access to EU structural funds. In Ukrainian legislation, the approach to the introduction of the concept of smart specialization is imperative. It is mandatory to develop a state strategy for regional development on the basis of smart specialization using an integrated approach, and in regional strategies at least one strategic goal should be defined on the basis of smart specialization. Thus, there is a high probability of defining strategic goals in regional strategies, which in essence, either do not relate to the concept of smart specialization due to lack of understanding, or do not take into account all the components and principles of such a concept.

In addition, it should be noted that the understanding of the concept of «region», which introduces the concept of smart specialization in Ukraine and the EU is also different. Thus, this concept, although it takes into account the territorial component in its basic sense in the European Union, however, is not limited to a particular locality or territorial unit. Thus, it can be a country as a whole, or several settlements or other administrative-territorial units. In Ukraine, strategic development planning on the basis of smart specialization is carried out in each region separately, and therefore is limited to the administrative-territorial unit - the region, the territory of the Autonomous Republic of Crimea, the cities of Kiev, Sevastopol [5]. This may lead to the fact that strategic planning will not take into account (or in a relatively low percentage) resources that may be located in neighboring areas, but can be used in the development of another territorial unit, such as educational, research institutions, etc.

In addition, there are risks of local authorities ignoring the potential and real opportunities for R&D and development of new technologies in the development of the local economy and, accordingly, the exclusion of such institutions from the process of formulating a specialization strategy. This ultimately will not allow to stimulate the production of high value-added products, and high-tech products in particular.

Thus, a number of measures have been taken in Ukraine aimed at legal regulation of the application of the concept of smart specialization,

which will identify regional potential for structural and technological change, as well as industrial modernization on an innovative, high-tech basis. However, these regulations in this area provide only a superficial understanding of this concept, and rather ambiguous approaches to its application in practice, in particular during the strategic planning of regional development. In order to adequately apply the principles of smart specialization and get positive results on this basis, it is extremely important to properly understand the essence of this innovative system developed by the European Union to intensify structural changes in regional economies, formation and development of regional capacity to operate effectively.

ЛІТЕРАТУРА

1. Guide to research and innovation strategies for smart specialization (RIS3). Luxembourg, 2012. URL: https://ec.europa.eu/regional_policy/sources/docgener/presenta/smart_specialisation/smart_ris3_2012.pdf.

2. Про засади державної регіональної політики : Закон України від 05.22.2015 р. № 156-VIII. *Відомості Верховної Ради України*. 2015. № 13. С. 721.

3. Про затвердження Порядку розроблення Державної стратегії регіонального розвитку України і плану заходів з її реалізації, а також проведення моніторингу та оцінки результативності реалізації зазначених Стратегії і плану заходів : Постанова Кабінету Міністрів України від 11.11.2015 р. № 931. *Офіційний вісник України*. 2015. № 92. С. 104.

4. Про затвердження Порядку розроблення регіональних стратегій розвитку і планів заходів з їх реалізації, а також проведення моніторингу та оцінки результативності реалізації зазначених регіональних стратегій і планів заходів : Постанова Кабінету Міністрів України від 11.11.2015 р. № 932. *Офіційний вісник України*. 2015. № 92. С. 111.

5. Яцюк О. С. Сمارт-спеціалізація розвитку регіону як важливий напрям підвищення його конкурентоспроможності та інноваційної активності. *Науковий вісник ІФНТУНГ. Серія: Економіка та управління в нафтовій і газовій промисловості*. 2018. № 2. С. 54–60.

REFERENCES

1. Guide to research and innovation strategies for smart specialization (RIS3). Luxembourg, 2012. URL: https://ec.europa.eu/regional_policy/sources/docgener/presenta/smart_specialisation/smart_ris3_2012.pdf [in English].

2. Pro zasady derzhavnoi rehionalnoi polityky : Zakon Ukrainy vid 05.22.2015 r. № 156-VIII. (2015). *Vidomosti Verkhovnoi Rady Ukrainy, 13, 721* [in Ukrainian].

3. Pro zatverdzhennia Poriadku rozroblennia Derzhavnoi stratehii rehionalnoho rozvytku Ukrainy i planu zakhodiv z yii realizatsii, a takozh provedennia monitorynhu ta otsinky rezultatyvnosti realizatsii zaznachenykh Stratehii i planu zakhodiv : Postanova Kabinetu Ministriv Ukrainy vid 11.11.2015 r. № 931. (2015). *Ofitsiyni visnyk Ukrainy – Official Gazette of Ukraine, 92, 104* [in Ukrainian].

4. Pro zatverdzhennia Poriadku rozroblennia rehionalnykh stratehii rozvytku i planiv zakhodiv z yikh realizatsii, a takozh provedennia monitorynhu ta otsinky rezultatyvnosti realizatsii zaznachenykh rehionalnykh stratehii i planiv zakhodiv : Postanova Kabinetu Ministriv Ukrainy vid 11.11.2015 r. № 932. (2015). *Ofitsiyni visnyk Ukrainy – Official Gazette of Ukraine, 92, 111* [in Ukrainian].

5. Yatsiuk O. S. (2018). Smart-spetsializatsiia rozvytku rehionu yak vazhlyvyi napriam pidvyshchennia yoho konkurentospromozhnosti ta innovatsiinoi aktyvnosti. *Naukovyi visnyk IFNTUNH. Seriya: Ekonomika ta upravlinnia v naftovii i hazovii promyslovosti – Scientific Bulletin IFNTUNG. Series: Economics and Management in the Oil and Gas Industry, 2, 54–60* [in Ukrainian].

Шевченко Людмила Степанівна

*докторка економічних наук, старший науковий співробітник НДІ
правого забезпечення інноваційного розвитку НАПрН України
професорка, завідувачка кафедри економічної теорії
Національного юридичного університету імені Ярослава Мудрого
ORCID: 0000-0002-4567-0310*

КОНКУРЕНТНЕ УПРАВЛІННЯ В ІННОВАЦІЙНІЙ ЕКОНОМІЦІ

Наукова робота присвячена дослідженню проблем конкурентного управління бізнесом. Авторка проаналізувала сутність концепції конкурентного управління, особливості її сучасного розвитку. Сформульовано нові підходи до забезпечення конкурентоспроможності фірми в інноваційній економіці.

Ключові слова: конкуренція, конкурентоспроможність, конкурентне управління, інноваційна економіка.