

ЭКОНОМИЧЕСКИЕ НАУКИ

SYNERGETIC APPROACH TO THE NATIONAL INNOVATION SYSTEM

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SUMMARY

This article gives a synergetic approach to the development of NIS, based on classical and recent theoretical research, domestic and international experience. The article describes in detail the main directions, goals, tasks and principles of the country's innovation policy, gives the main provisions of the concept of the national innovation system, considers the principles and methods of development of the innovation economy.

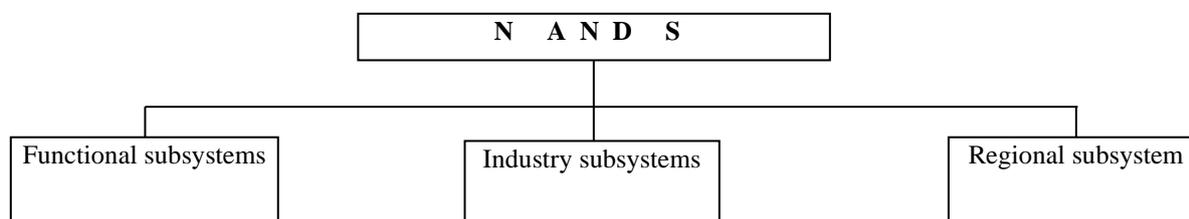
Key words: socio-economic development, innovation system, subsystems and a synergistic approach.

The main purpose of socio-economic development of Azerbaijan is the transition of the economy to innovative rails. In this regard, it is necessary to prepare the ground for the creation of the National Innovation System in Azerbaijan, as well as for the functioning of this system and its subsystems.

In all economically developed countries, to activate innovation processes, they create their own national innovation system, which is the basis for the development of the innovation economy. The innovation system collects and transfers the results of scientific, technical and innovation activities and applies them in practice through effective mechanisms, which creates an opportunity for more intensive development of the country's economy.

In developed countries, the application of a systematic approach to the formation of innovation policy against the background of modern trends in the development of the world economy creates an opportunity to address such important issues as:

- Competition for human capital is the main feature of global innovation development;
- The role of information technologies in the process of knowledge dissemination becomes relevant for the future development of innovation activity;
- Technology competition is even higher and the process of specialization and localization of innovations is stimulated.



The transition of Azerbaijan's economy to a new stage of development implies the intensification of innovation activity, which requires fundamental changes in the functional, sectoral and regional subsystems. In this regard, taking into account the institutional conditions for doing business, it creates an opportunity for radical reforms, use of modern information and communication technologies, knowledge and innovations. In order to ensure long-term economic growth, it is important to form the conceptual foundations of the national innovation system. So far, there has been no systematic research in this area. For many indicators, there is a lag in innovation development, and the methodological foundations of the National Innovation System have not been fully developed. For our country, the study of the world experience in creating an innovation system is of great importance as an opportunity to apply models used abroad in our conditions. It is important to consider functional, sectoral and regional subsystems, both individually and collectively. Each of these subsystems is also divided into subsystems. The

involvement of more and more participants in the innovation process leads to a certain reduction in the role of chance in the emergence and development of innovations. Synthesis and analysis of synergetic models of management of social and economic systems has recently become particularly relevant. This is due to the fact that all social and economic objects are open systems and have the ability to self-organize and adapt, so it seems promising to approach the management of these objects through the recognition, analysis, forecasting and management of self-organization processes. This approach is the main component of the system management and implies consideration of the management system of the organization as an integral set of elements of the innovation economy.

Azerbaijan applies a synergistic approach to the formation of NIS. In doing so, questions such as :

1. Creation of basic components and institutional structures of the National Innovation System of the Republic of Azerbaijan;

2. strengthening the links between science, education, production and the market in the innovation process;

3. Creation of a market for scientific and technical products;

4. putting in order the mechanism of commercialization of innovations, including intellectual property objects;

5. strengthening of innovative competition and the importance (role) of innovation as a catalyst for investment;

6. providing financial and human resources opportunities in the main areas of organizational and regional innovation development.

In order to implement these issues, the following activities should be planned:

1. meeting the needs of the real sector of the innovation economy;

2. activation of innovative development of the national economy;

3. production of new competitive products, development and implementation of effective organizational forms of labor;

4. Expansion of the innovation activity infrastructure, increase of production of new products;

5. improving the economy on the basis of innovative technologies in accordance with the needs of the external and internal market;

6. Creation of new enterprises and advanced production for obtaining knowledge-intensive products.

New knowledge and technologies and their effective introduction into social and economic development ensure a high position of the country in the international community, high living standards of the population and national security.

Countries implementing the concept of a systematic approach to innovation policy can in the short term create an effective National Innovation System (NIS), which will contribute to the further development of business, science, education and knowledge-intensive GDP.

The scale of the accelerated development of the "new economy" in the Republic of Azerbaijan, the growing interconnection between the capital market and new technologies, the strengthening of the social orientation of new technologies, the creation and application of new knowledge, technologies, products and services pave the way for the creation of the NIS as the institutional basis for the innovative development of the country.

However, the effective impact of the factors that create this system is possible under the following conditions:

- Existence of sufficient intellectual and technological potential to drive the innovation process;

- Continuous increase in the number of participants in innovation networks, as well as the involvement of new social groups;

- Creation of an institutional system aimed at innovative development (including formal and informal elements);

- Existence of the need of economic entities, the majority of individuals for innovation in NIS;

- Increase of the level of economic development (increase of GDP per capita), which gives the opportunity to finance the innovation system;

Fulfillment of all these conditions and understanding of theoretical problems of innovative development give an opportunity to create and develop in aggregate the interacting organizations engaged in production and realization of knowledge.

In each specific case, the NIS development strategy is determined by the peculiarities of the macroeconomic policy pursued by the state funds, legal and regulatory framework, direct state regulation, scientific-technological and industrial potential, domestic commodity market, labor market, as well as historical and cultural traditions.

The basic areas of the national economy, which form the basis for the NIS, include:

1. generation of associations (science segment), dissemination and implementation of knowledge;

2. commercialization of innovations (production and maintenance of research and working products);

3. Education and training;

4. Information and financial support infrastructure, management and regulation (legal framework, state macroeconomics and innovation policy, corporate governance, market mechanism).

The role of the state is to assist high-tech complexes in the preparation of fundamental knowledge (in research institutes), as well as to create an infrastructure for innovation and a favorable institutional environment.

Within this general model, national features of the NIS are created. These features are reflected in the role of the state and the private sector in the implementation of these norms, the role of small and medium-sized businesses, in relation to fundamental and applied research and development, in the dynamics of development, in the structure of areas of innovation activity and regions.

In the course of NIS' activities, organizations that transfer innovative developments from the field of knowledge to the production sector are of particular importance. This can be achieved by creating a market and structure for innovation and intellectual property. The latter include business innovations, telecommunications and trade networks, technology parks, business incubators, innovation and technology centres, consulting firms, financial and other structures.

Information support of innovation activities on the basis of scientific, technical and information systems, information and communication technologies, creation of an electronic environment for business and state activities, and use of the Internet play an important role in the activities of NIS.

Creation of high-tech enterprises is carried out through financing from public investments and venture funds, as well as tax breaks.

Further development of the NIS is linked to integration with regional and global systems. Today, the state pursues an active policy to develop a strategy of general innovative development, primarily

innovation systems, human resources, creation of mechanisms for the implementation of processes in the field of information and communication technologies.

The new innovative business should be directed towards the NIS model, which operates in a market economy and is based on proven international experience. This is expressed by the following principles:

1. financing of scientific research on a competitive basis;
2. Creation of forms of economic support for innovative business;
3. formation of a system of preferential taxation of science;
4. Securing intellectual property rights by law;
5. formation of new innovative enterprises.

The aim of the strategy of ensuring competitiveness on the basis of technological improvement of the economy and advanced technology, transformation of scientific potential into one of the reserves of economic growth is to create a balanced sector of innovation activity and an effective innovation system.

Studying the experience of NIS in advanced countries, adapting their experience to the local conditions, as well as using the best results of the world experience, creates an opportunity to optimize the use of innovative potential of Azerbaijan, increase the competitiveness of the national economy based on the functions of NIS.

To regulate the development of NIS, the following must be done:

1. develop a strategy for innovative economic development;
2. develop a forecast of technological development within a certain period of time and define scientific and technological priorities;
3. to form the policy of the state scientific-technical and innovation policy, to provide with standards, resources and personnel;
4. to help the development of innovative business, to improve interaction between the main NIS entities;
5. support the development of innovative infrastructures;
6. develop and implement direct and indirect incentives for financial innovation activities;
7. to train personnel in the field of innovation management;
8. support research and development.

The following measures should be taken in order to shape the development of the national innovation

system of the Republic of Azerbaijan and to realize the benefits of innovative development

1. Creation of a legislative base for the formation of an environment of technological economy corresponding to innovative development;
2. Development of a state programme for the protection and management of intellectual property;
3. Preparation and implementation of the state programme for the development of the material and technical base of science.

One of the peculiarities of economic system management is the unification of industrial, social and regional policy into innovation policy. The development of the national economy is possible as a result of a natural transition of production, based on classical methods, to production, based on knowledge.

The competitiveness of any state also depends on organizational innovations that unite all areas and sectors of the economy in the national innovation system, except for technological changes in various areas and the formation of high-tech production.

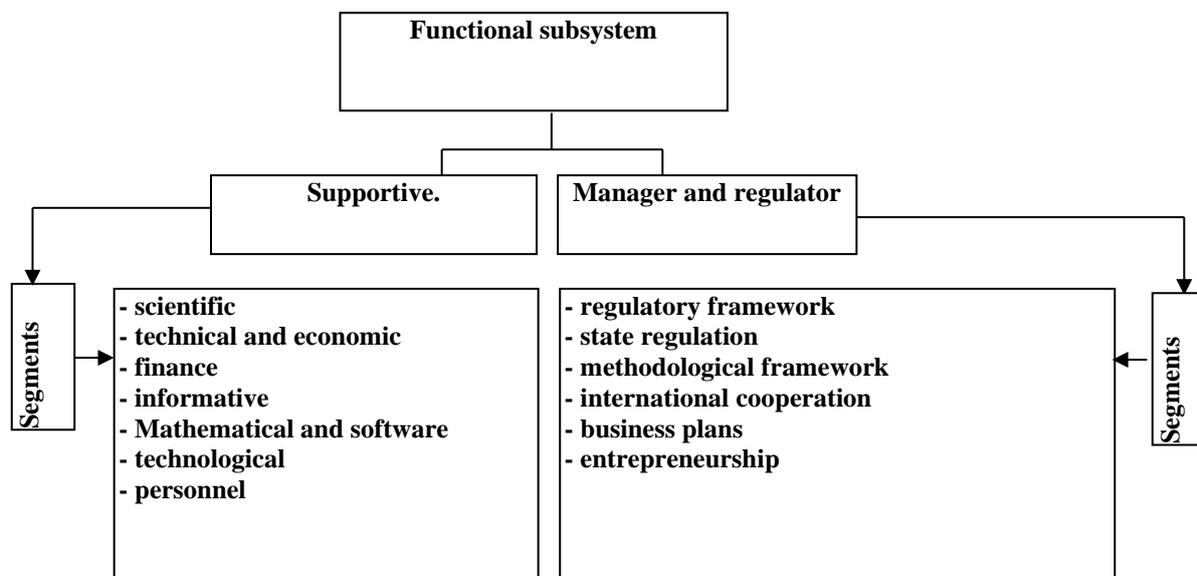
The NIS Development Programme is a mechanism for implementing the concept of innovative development of the Republic. The development of innovations in Azerbaijan in all spheres should be considered together.

The aim of the program is to create and develop NIS, which develops the national technological and scientific-technical base, increases intellectual property, attracts foreign technologies, and is able to fill the domestic market with innovations in all areas.

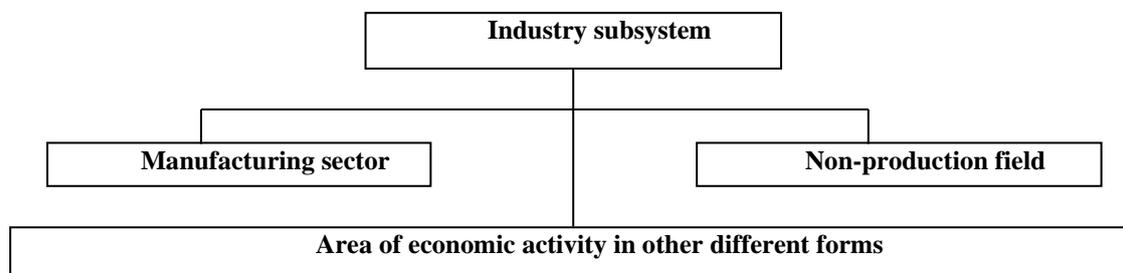
Investigating the situation with innovations in Azerbaijan, gives preconditions for activation of innovative process in all segments of economy of the republic.

Linkages between innovation actors and common innovation policies are still weak. For stable economic growth and competitiveness of the Republic, it is necessary to create a National Innovation System. This system makes it possible to manage innovation processes and to combine existing resources and capabilities in the country. This requires the development of 3 subsystems along with NIS. Considering elements of each subsystem, it is possible to see that they also carry out necessary functions in various directions.

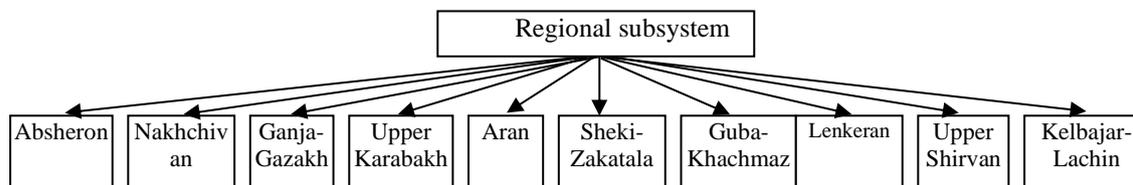
The functional subsystem consists of 2 parts: the supporting area, the control and regulating area. The figure shows the segments of this subsystem.



The sectoral subsystem covers the areas of other forms. Each area is divided into specific economic activity in production, non-production and segments.



The third subsystem is the regional subsystem. This subsystem combines 10 economic zones.



An innovation system development programme is being prepared for each region.

It is necessary to consider the regional innovation system as an integral part of the NIS and this system should consist of two parts: the introduction of innovations in the production and non-production sectors with the support of local executive authorities.

In order to implement a comprehensive NIS, it is necessary to speed up the solution of internal and external problems existing in innovative entities in the short term.

Taking into account the considerable age of scientific personnel, strengthening the financing of science in order to attract young personnel to the scientific and technical environment. Tonight, we have to redo this subject at the university. Today, there is a lack of literature that fully addresses the issues of innovation, a new field of knowledge for our country.

The elimination of these problems will lead to the fact that NIS will ensure the continuous development

of the national economy in a comprehensive manner and will constantly raise the social and economic level of the population.

Azerbaijan's recent reforms have contributed to the achievement of significant results in all areas of life. Now Azerbaijan is on the threshold of a new stage of development. In this connection, the country has adopted the Development Concept "Azerbaijan 2020: A Look into the Future". This Concept has been prepared with the involvement of the relevant government agencies, scientific organizations and highly qualified specialists, which is a comprehensive program of our lives until 2020. This fundamental document consists of eleven sections: Existing Situation", "Global and Local Challenges", "Azerbaijan 2020: Strategic Vision and Main Priorities", "Towards a Highly Competitive Economy", "Improvement of Transport, Transit and Logistics Infrastructure". Balanced development of regions", "Development of information and communication technologies and

ensuring transition to the information society", "Development of human potential and organization of an effective social protection system", "Improvement of legislation and strengthening of institutional capacity", "Development of civil society", "Preservation and effective management of cultural heritage", "Environmental protection and environmental issues". The successes achieved over the past 20 years of independence, progressive economic development, a confident view of tomorrow, and a leading position in the region allow our country, headed by the President, to set higher and more ambitious goals and define the fundamental tasks that follow from them.

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ФОРМИРОВАНИЕ И ВИДЫ СТРАТЕГИЙ РАЗВИТИЯ ПРЕДПРИЯТИЯ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ

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АННОТАЦИЯ

На сегодняшний день интерес со стороны предприятий к стратегии развития с каждым годом все стремительно растет. Разработка стратегии развития и ее эффективная имплементация являются основой стратегического управления каждого предприятия. Цель статьи – определить основные подходы к формированию стратегии развития предприятия и определить основные виды стратегий. Методологическую основу исследования составили системный, воспроизводственный и диалектический общенаучные подходы. Так как сегодня мы живем в веке глобализации, в веке развития высоких технологий, науки и остальных сфер, это сказывается на условия рыночной экономики, рыночная экономика становится нестабильной, ужесточается конкуренция, повышается требовательность потребителей к качеству продукции, и поэтому важное место в менеджменте любого предприятия, которое хочет сохранить свою конкурентоспособность должен отводить время для разработки и реализации конкурентной стратегии, ориентированной на формирование конкурентных преимуществ, методов и способов ведения конкурентной борьбы, которые позволили бы предприятию долговременно и устойчиво функционировать на рынке.

ABSTRACT

Nowadays, interest from enterprises in the development strategy is growing rapidly every year. Development of a development strategy and its effective implementation are the basis of the strategic management of each enterprise. Article tasks: define main approaches to business development strategy formation. Methodology: methodological basis includes systemic, replication and dialectic general scientific approaches. Today we live in the century of globalization, in the century of development of high technologies, science and other areas, which affects on conditions of a market economy. The market economy becomes unstable, competition is tightening, consumer demand for product quality is increasing, and therefore an important place in the management of any enterprise who wants to maintain their competitiveness should take the time to develop and implement a competitive strategy focused on the formation of competitive advantages, methods and benefits of competition, which would allow the company to operate in the market for a long time and steadily.

Ключевые слова: стратегия, стратегия развития, глобализация, предприятие, разработка стратегии.

Key words: strategy, development strategy, globalization, enterprise, strategy development.

Самое главное при разработке стратегии развития предприятия основываться на глубоком понимании рынка где функционирует само предприятие, то есть иметь представление о позиции предприятия на рынке и понимание своих конкурентных особенностей и преимуществ. Не существует одной единой стратегии для всех предприятий. Каждое предприятие даже из одной сферы деятельности само по себе уникально, поэтому разработка его стратегии развития,

которая зависит от его потенциала, возможностей и ресурсов, а также от многих внешних и внутренних факторов также должно быть индивидуально. Методов, позволяющих выбрать стратегию развития предприятия, существует великое множество. Более того, накоплен богатый опыт и положительных и отрицательных примеров реализации всевозможных стратегий на самых разных рынках. Стратегия развития предприятия зависит от того, какую цель преследует само