

5. Забезпечення досягнення бажаного результату інноваційної діяльності. Цей етап передбачає формування необхідних умов для здійснення заходів, що забезпечують впровадження інноваційних рішень та безпосереднє їх виконання.

6. Моніторинг та контроль результативності інноваційної діяльності. На даному етапі формується система спостереження за інноваційною діяльністю, як система підтримки прийняття рішень, спрямованих на інформаційне забезпечення даного процесу з метою своєчасного реагування на зміни умов функціонування та контролю відхилень результатів від поставлених цілей, підвищуючи якість управління.

Кожне підприємство, враховуючи сферу його діяльності, розмір, цілі, типи інновацій тощо визначають основні показники результатів, а також їх критерії досягнення. У результаті чого розраховуються показники результативності та ефективності інноваційної діяльності підприємства.

Аналіз інноваційної діяльності підприємств регіону має здійснюватися за наступними групами результатів, які вимірюються у вартісних, кількісних та якісних одиницях виміру.

1. Матеріально-технічні та технологічні результати інноваційної діяльності: стан, структуру і обсяг необоротних активів за рахунок інновацій; процеси забезпечення матеріальними ресурсами, виробництва та реалізації товарів, надання послуг (в залежності від сфери діяльності підприємства), прийняття управлінських рішень.

2. Результати використання трудових ресурсів підприємства: склад персоналу; кількість робочих місць; кваліфікацію персоналу; продуктивність праці; заробітну плату працівників, які приймали участь в інноваційному процесі.

3. Фінансові результати здійснення інноваційної діяльності підприємства. Для оцінювання фінансових результатів здійснення інноваційної діяльності підприємства необхідно проаналізувати: обсяг доходу і прибутку; інноваційну активність; обсяг витрат; структуру капіталу; фінансовий стан; ринкову вартість; конкурентоспроможність.

Кожне підприємства враховуючи сферу його діяльності, розмір, цілі, типи інновацій тощо визначають основні показники результатів, а також їх критерії досягнення. У результаті чого розраховуються показники результативності та ефективності інноваційної діяльності підприємства.

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## **THEORETICAL BASICS OF THE FORMATION OF INTELLECTUAL POTENTIAL OF YOUTH**

*The article discloses theoretical aspects of the formation of intellectual potential of youth. The peculiarities of modern approaches to the definition of the notion "intellectual potential" were investigated. An individual approach to the definitions "intellectual potential", "intellectual potential of youth" was formed on the basis of the analysis. Main tendencies and problems connected with the formation of intellectual potential of youth were determined.*

**Key words:** *intellectual potential, intellectual potential of youth, youth employment, level of education*

The transition of Ukraine to an innovative development model, in which the source of economic growth should become scientific knowledge, information and technological innovation, requires a fundamental review of the methods and mechanisms of regulation of labour market in order to strengthen the innovation role of human potential. One of the main conditions is the

existence of a sufficient number of qualified professionals able to provide the whole process of innovation – from research and development to their introduction at the workplace. It is difficult to speak about the success of innovative development without qualified personnel. Enterprises and organizations need young qualified specialists who have original approach to solve innovative tasks. Involving youth in social processes of the country is one of the promising areas of intellectual potential and full employment.

Many fundamental works of the national and foreign literature are devoted to the study of various aspects of intellectual property and intellectual potential.

An important role in the formation of theoretical grounds of intellectual potential is given to the foreign scientists such as G. Becker, D. Bell, P. Drucker, L. Edvinsson, M. Mallown, E. Toffler, J. Shumpeter and others.

The Ukrainian scientists began active studying the issue of intellectualization of labour in the 90-s of the XX century. A considerable contribution into the development of methodological basics was made by V. Kutsenko, E. Grishnova, M. Semykina, I. Kalenyuk, V. Heets, B. Danylyshyn, A. Butnik-Siverskiy, A. Krasovskaya, Y. Kanygin, A. Chuhno, E. Libanova, L. Fedulova, S. Vovkanych, E. Panchenko, V. Oryshenko, V. Onikeenko, S. Mochernyy, V. Proshak, A. Dovgan, I. Moiseenko, N. Demchishin, A. Kendyuhov, A. Stefanyshyn, V. Gunko, V. Murashko and others.

Taking into account significant value and importance of the conducted research we think that in the conditions of modern transformation period in the economy of Ukraine and strengthening its international economic integration it is important to work further in this direction.

The objective of the article is to ground theoretically the notion of “intellectual potential of youth” and to find tendencies and problems that influence the formation, development and realization of intellectual potential of youth.

Modern economy pays much attention to intellectual potential as it is one of the main factors defining competitiveness of economic systems.

But before we define the role of intellectual potential of youth in the development of state economy we should study the evolution of the notion of “intellectual potential”. Let us group different viewpoints, approaches and authors’ opinions concerning the interpretation of the definition in Table 1.

**Table 1**

**Theoretical Approaches to the Definitions of the Notion of “Intellectual potential”**

<i>Authors</i>	<i>Definition</i>
V. Inozemtsev [1]	He defines intellectual potential as something like “collective brain” which accumulates scientific and general knowledge of employees, intellectual property and accumulated experience, sociable sphere and organizational structure, informational network and the image of a company. “Information and knowledge are specific in their nature and form factors in the production process that get the form of intellectual capital in the frames of a company”.
L. Edvinsson [2]	Intellectual capital as a specific combination of a human capital (real and potential intellectual abilities and also corresponding practical skills of a company employees) and structural capital (the constituents of a company capital that are presented by such specific factors as relations with consumers, business processes, database, brands and IT systems).
I. Moiseenko [3]	The essence of intellectual potential is reflected as a possibility of the system of intellectual resources (elements of intellectual capital) to form the managerial competences that, on the basis of selected business processes provide the achievement of certain strategy of an enterprise.
E. Grishnova [4]	Intellectual potential as a decisive factor of the provision of sustainable economic and human development which in its turn, includes “knowledge and creative abilities of population, education system, computer supply, network system, database (libraries and electronic systems), the system of science, intellectual property etc.
M. Semykina [5]	Intellectual potential is a combination of all intellectual resources including people that used in work, their knowledge, intellectual abilities, non-material assets which characterise general intellectual possibilities that may be used in the process of economy functioning (providing movement towards progressive social and economic transformations) or may stay fully or partially unused.
A. Kendyuhov [6]	Intellectual potential of an enterprise is the possibility which is offered by intellectual resources now and in future and may be used to solve a task or to achieve certain target.
A. Butnik-Siverskiy, A. Krasovskaya [7]	They define intellectual potential as a resource which consists of human (intellectual force) and intellectual (intellectual product) resources.
I. Kalenyuk [8]	He defines intellectual potential as “a combination of human mental abilities to perceive,

	realize, systemize and transform information”.
S. Vovkanych [9]	Intellectual potential is the ability to accumulate the cumulative traditional information, create new knowledge and experience, to make optimal decisions according to new principles of human existence as the world family.
V. Proshak [10]	Intellectual potential is the combination of knowledge, skills and creative abilities of people, their education and professional level that allow perceiving the acquired knowledge and to create new knowledge, that is the abilities a human being possesses.

The analysis of a great number of publications allows stating that intellectual potential is a complex and many-sided notion. The above given interpretations let us state that intellectual potential of any organization cannot exist without presence of certain intellectual resources which are the source of the formation of intellectual capital of an enterprise. That is why intellectual resources are the determining factor of the state development as a whole and every enterprise in particular in present-day conditions.

Summarizing the above-mentioned we may see that intellectual potential, to our mind, is a complex indicator which is characterized by its structural elements (physical, educational, scientific and innovative, informational and communicational, social and cultural potential) which are conditioned by peculiarities and factors of country development. This approach allows forming intellectual potential in the sphere which can be called innovative under the condition of active interaction of all the above-mentioned systems.

Intellectual capital is the knowledge that can be converted into an income and can be evaluated. In other words it covers various technological, managerial and market novelties which may become innovation and bring extra profit. Thus, education and development of powerful intellectual capital influences not only the future of an organization but also the period of time needed for the country to become one of the leading economies of the world.

Scientific literature does not have accurate definition of intellectual potential of youth. So we suggest the following definition: *intellectual potential of youth* is a combination of intellectual possibilities and creative abilities of young people who under the influence of positive internal, external factors and appropriate investment can accelerate the realization of the tasks of innovative development by means of mastering and developing new knowledge.

Most important resource for innovation development of a country is higher education. The knowledge and creative potential of the staff become a major factor of the efficiency of the economic system. Without higher education it will not progress technically as well as economically independently of the volumes of funds invested into production equipment and technologies. At the same time the task of universities is to give students qualitative education, to make them competitive on the labour market, to create the system of constant innovative education, to support scholars and to implement university scientific and technical programmes which motivate scientific activity of scholars and attract young talented specialists to innovative activity.

We agree with the viewpoint of E. Libanova that there is link between the quality of youth employment and the level of their education. The part of youth that does not have special professional training (and there are more such young people) can apply for mostly non-qualified work at the Ukrainian market. Therefore, most people engaged in simple professions could be persons with secondary education with a larger number of young people at the age of 20-25 and retired people who earn extra money [11, c. 167].

Consequently, the main problems in the sphere of development of intellectual potential of youth are the following:

- a “gap” between the level of specialists’ training at specialized professional schools and the level of production technologies; absence of professional standards at the state level which should become the basis for training;
- educational and material resources of many establishments of professional training do not correspond to the requirements of employers;
- low level of commercialization of scientific developments;

- poor popularization of scientific and technical knowledge among young people; lagging behind in development of professional and technical education; non-prestigious and poor popularization of engineering professions;
- high level of unemployment among young people;
- job migration of youth;
- low level of innovative activity among young people.

In this connection, training of specialists for highly technological branches of economy should become most important task of the state policy as innovative activity is a social necessity of development of any modern society in the XXI<sup>st</sup> century. It is possible to overcome constantly arising social conflicts between growing demands of people and limited resources only due to active innovative activity. Every principal change in science and technology has always certain social meaning if it is considered as a complex. And it is directly concerns economically active population which is the main component of production forces.

One of the key aspects of effective realization of intellectual potential of youth is the formation of active interaction of different interested sides particularly: regional and state power bodies, universities, students, employers, community representatives and professional societies. This interaction will let realize mechanisms of improvement of educational programmes, scientific, innovative and practical activity.

The approach presupposes active participation of the state in the process of transition to generally accepted world standards of owning, using and managing intellectual property.

One of the main tasks of the state is to create conditions for youth employment and work motivation in Ukraine. We see the increase of tendency of migration of young specialists, university graduates and students abroad. A considerable part of young people look for better life. Youth labour migration negatively influences demographic, social and economic situation in the country. According to the information of the Federation of Trade Unions of Ukraine, about 60 % of the people going abroad are at the age of under 35 which is quite dangerous for the gene pool of the country and stimulates “nation aging”.

In order to avoid this tendency it is necessary to correct state policy in the sphere of youth employment and provide effective mechanisms of stimulation employers to create jobs for young specialists. Also it would be preferable to choose stimulation system, preferential investment and taxation of regions with low level of youth unemployment in order to motivate local bodies to solve problems of youth employment.

An important precondition for the formation of intellectual potential of youth at all levels is the stimulation of innovation activity not only by the state but also by employers. An employer should influence the process of education and have possibility to order training programmes for preparation exclusive specialists who are oriented on a certain enterprise and a university should have necessary facilities for the approbation results of the education activity, quality assessment and professional level of the graduates. In reality it is solved in every special case depending on the possibilities of an enterprise and university activity to create partnership with business.

Intellectual potential of youth is a key factor in the formation of economy formation which is based on the knowledge. In other words, how actively the process of intellect and knowledge reproduction takes place and how it is depended on the quality and tempo of development of the society as a whole.

Effective accumulation and implementation of intellectual potential of youth should be provided at the expense of application of various instruments and they are:

- provision of constant development of creative abilities of youth at all levels of the education system;
- creation of favourable conditions so that education will correspond to the specialty at maximum including the ways of functioning of the institutes of additional training and centres of training, re-training and development of human resources;
- improvement of the infrastructure in the sphere of information and new technologies.



It is necessary to create conditions for young people to get quality education, improvement of the system of lifelong learning, support of talented young people, increase of motivation towards intellectual labour, professional training and retraining.

So the problem of youth involvement into the processes of innovative development of Ukraine does not lead to the employment of young specialists into the highly technological economy sectors but demands a complex approach based on the reconsideration of the role and mission of the youth as a driving power of innovative development. And the basic chain in the process is the motivation to take part in the intellectual activity. So, there is a necessity to create stimuli and possibilities of the introduction of most creative part of working population into the economy of the country.

The analysis of scientific resources lets make the conclusion that intellectual youth potential in modern conditions of strengthening of social and economic contradictions should be:

1. the reserve of economic power of the society;
2. strategic resource in the formation of knowledge economy;
3. guarantee economic security;
4. competitive factor in the world globalized area.

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### **PRINCIPLES AND PERSPECTIVES FOR BUILDING OF THE CLUSTERS IN THE AGRICULTURAL SECTOR OF THE REGION**

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### **ПРИНЦИПИ ТА ПЕРСПЕКТИВИ ПОБУДОВИ КЛАСТЕРІВ АПК РЕГІОНУ**

У статті, на основі аналізу вітчизняних та зарубіжних наукових праць, які стосуються розвитку АПК регіону, обґрунтовується необхідність створення агропереробних структур, зміцнення ресурсного потенціалу, підвищення рівня завантаженості виробничих потужностей, зниження витрат на виробництво, підвищення рентабельності підприємств, відновлення міжгалузевих зв'язків в рамках АПК регіону, управління інвестиціями.