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PRECONDITIONS AND IMPERATIVES OF THE POLICY OF STRENGTHENING THE TECHNOLOGICAL COMPETITIVENESS OF UKRAINE'S ECONOMY IN THE MARKETS OF THE EUROPEAN UNION

The tendencies of development of economy of Ukraine in process of which there is a formation of its technological competitiveness are defined. The importance of EU markets in the context of strengthening the technological competitiveness of Ukraine's economy is substantiated. The imperatives of the policy of strengthening the technological competitiveness of the Ukrainian economy in the context of the development of European relations are highlighted.

Ukraine's economy in the early 1990 was characterized by one of the highest economic potentials in Europe. The economic complex of the country had a high level of development of basic industries. The country was a powerful producer of products for both domestic consumption and export. Instead, the modern period is characterized by such systemic negative trends as the loss of a number of strategically important sectors of the real sector of the economy, deindustrialization, limited production of innovative and high-tech products, raw materials export orientation and declining competitiveness in world markets, high domestic import dependence.

One of the key reasons for the emergence and increase of these trends lies in the reduction of innovation, scientific and technological activities and reducing business demand for modern research and development, the isolation of education and science from the manufacturing sector, the decline of innovation and technological infrastructure. The innovation and technological potential of the national economy has significantly weakened.

Restoration of economic growth and competitive positions of Ukraine's economy in the markets of the European Union is possible. There is still intellectual and natural resource potential for this, but in the era of information economy, total informatization and digitalization, it requires the implementation of a balanced state policy aimed at strengthening the technological competitiveness of the national economy as a leading component of forming and strengthening competitive advantages. and the progress of the technologies used, the extent of their spread in the economy and society, the quality of the production system, the involvement and implementation of advanced technologies, the availability and availability of resources.

The main reason for the low level of technological competitiveness of Ukraine's economy is the insufficiently effective state policy in this area. Moreover, its shortcomings are systemic, because they are characteristic of the basic functions of technological development management in the country. In particular, a full-fledged system of monitoring and comprehensive analysis of innovation and technical activity and use of its results has not been formed, programming and planning of state policy of technological development has been stopped, organizational and institutional system of state regulation of innovation and technological activity and technological competitiveness of

economy has been critically weakened. means of economic and tax stimulation of innovative activity of domestic enterprises of the real sector of the economy.

Accordingly, the system of strategic priorities of state regulation to ensure the technological competitiveness of the national economy should take into account the current consequences and challenges of global competition, focus on overcoming the factors causing the economy's unwillingness to compete in terms of accelerating innovation and technological activity and development of information economy. public policy in this area – strengthening the external and internal technological competitiveness of the economy by means of internal competition and strengthening the competitiveness of production on the basis of advanced technological innovations and information technologies, system support of elements of innovation infrastructure, formation and implementation of intellectual potential of technological development. Achieving this goal will serve to achieve such strategic priorities as intensification of technological development of the economy, growth of the general level of innovation activity, formation of a competitive intellectual property market, development of infrastructure to support technological innovations, improvement of innovation resources, improvement of competition and business.

The basis of state policy in the field of technological competitiveness of the economy should be its institutional support with a general feature – complexity. Achieving this condition requires the identification of tasks for all elements of institutional support, namely formal rules, informal rules, organizational and infrastructural institutions. To achieve such a system of tasks it is necessary to develop and implement a set of appropriate measures of state regulation, to identify and ensure control over the achievement of expected results.

Digitalization and the formation of the digital economy sector have become a modern global trend. On the other hand, if the development of the digital economy intensifies, Ukraine can overcome gaps in technological development much faster than in higher-tech economies. Achieving this task requires the implementation of a set of tools in the areas of: direction 1 – intellectualization of the economy (smat-specialization, creativity, new knowledge); direction 2 – digitalization of the economy and society (digital society, digital state, digital business and market); direction 3 – technological modernization of production (innovative technologies).

Given this, a fundamentally new approach to expanding the tasks, functions and capabilities in the field of managing the development of technological competitiveness of Ukraine's economy requires institutionalization of collective bargaining organizational and institutional system with the state, public sector, business associations, education, science and research. The system will define the tasks of each of the actors and provide appropriate motivation for their implementation. The sequence of system implementation includes: organization of the process, creation of information and communication platforms, formation of the system of institutional and resource provision, creation of a bank of institutions of scientific and technical and research and technological infrastructure, development of intermediary infrastructure, incubation of high-tech start-ups.