SECTION 4. ECONOMICS AND MANAGEMENT OF THE NATIONAL ECONOMY

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4.1 Innovation as an important component of the development of the rental housing market in Ukraine through the prism of managing the state economic security

In the conditions of the russian-Ukrainian war, when as a result of the actions of the aggressor country, many human lives were taken, and significant damage was caused to the domestic infrastructure, including housing, the need to provide the victims with housing is becoming urgent. The mechanism for the development of the housing rental market is progressive, relevant and has proven its practical value in developed countries, in particular, taking into account the possibilities of implementing promising innovative tools for the implementation of the aforementioned.

According to J. Schumpeter's theory, "innovation" becomes the source of development and profit of both the enterprise and society as a whole. In the 60s of the XX century. J. Schumpeter defined the innovative "triad": "invention-innovation-diffusion", which was later transformed into an innovation chain: "research and development (R&D) - invention-innovation diffusion-economic growth" [156].

Technological complexity has conditioned the coexistence of sectors with different competitiveness in the economy of Ukraine. The competitiveness of industries and technologies for the production of consumer goods is low, however, on the other hand, Ukraine has significant scientific and technical potential in the defense-industrial complex and a number of other science-intensive industries. Therefore, it is important for Ukraine to make the most complete use of its economic potential based on an innovative economic development strategy [157].

In modern conditions, possession of high technologies is of strategic importance for the competitiveness of the countries of the world. Today, the world market of science-intensive products is estimated at $2.3-3 trillion. The process of knowledge-intensive production is provided by approximately 50 macrotechnologies. Seven leading countries that own 46 macrotechnologies, control more than 80% of the market

of science-intensive products: the USA receives $700 billion from the export of these products. USA annually, Germany – 530, Japan – $400 billion respectively. Ukraine is one of the five countries that possess advanced aerospace technologies: it possesses 17 out of 22 basic technologies in the rocket and space sphere. The share of domestic science-intensive products in the world market of high-tech products is 0.05-0.1% [157]. Today, the signs of the 6th and 7th technological systems are becoming more and more visible [158] – the 6th gives impetus to a new stage in the development of medicine and biotechnology, the 7th – to the creation of technologies of "cold thermonuclear fusion", which should fundamentally change the energy the potential of earthly civilization. In the economy of Ukraine, the share of products of higher technological levels is [157]: 4% – for the 5th and 0.1% – for the 6th. GDP growth due to the introduction of new technologies in Ukraine is estimated at only 0.7%, while in developed countries this indicator reaches 60% and even 90%.

The theory of acceleration, or, in other words, the theory of innovative entrepreneurship, also deserves special attention. It is also based, like most innovative theories, on the theory of long waves and is based on the development of entrepreneurship according to the US model, that is, it is associated with the Silicon Valley effect. It is known that only the USA focuses entirely on the pioneering type of innovation: most patents were developed there; on process innovations that contribute to the rapid renewal of old branches of the economy and the emergence of new ones, in particular, the production of computers, office equipment, software development, cultural products (games, visual effects, etc.) [159].

The experience of the USA, according to the authors of innovation theories, in particular - the theory of acceleration, is a confirmation of the high connection between innovative activity and entrepreneurship, high return on investments in the innovation sphere [160].

The following should be considered the main problems in the innovative development of the economy [161, p. 13-14]:

- the paradigm of "closed innovations", within which enterprises must generate their ideas, then develop and release corresponding products based on them. The

concentration of the leading sectors of the economy on the model of "closed innovations" has led to the emergence of critical situations at large enterprises and to the liquidation of some industrial enterprises;

- weak motivation of innovative activity of the real sector of the economy of Ukraine. The problem of low economic demand for innovation is related to the lack of an effective state innovation policy, the state of competition in the country;

- emigration of leading specialists and scientists. Negative trends of "intellectual bleeding" of enterprises, institutions of higher education, scientific institutions through the emigration of specialists from Ukraine as a result of the influence of a number of negative factors, in particular such as: low innovation favorability of the industry of Ukraine, lack of cooperation, interconnected complexes of the production sphere and institutions of higher education, scientific institutions;

- the absence of a competitive progressive system of training specialists from various branches of the economy and the possibility of realizing intellectual potential in Ukraine. One of the important conditions of innovative development is considered to be the presence of a progressive system of training specialists from various branches of the economy in institutions of higher education [162];

- weak systems of intellectual property protection and effective management. The experience of innovative development in leading countries shows the expediency of the legislative reflection of the procedure for obtaining patent rights by scientific institutions, the transfer of rights to the state in case of ineffective use;

- lack of mechanisms for stimulating and encouraging innovative activity. The commercialization of inventions in Ukraine does not take place at a rapid pace due to the insufficiently oriented tax system on innovative development, contradictions in legislation, etc.

History shows that in 2000 attempts were made to build an efficient economy in Ukraine. The Government developed an Action Program, which included a number of decisive steps. Among which the following were the main ones:

- reforming the system of state regulation: ending state interference in the direct activity of enterprises, removing regulatory obstacles to conducting business;

- optimization of production due to systemic restructuring of the industry;

- increasing the competitiveness of products due to the reduction of production costs;

- structural restructuring of the machine-building complex and increasing the volume of production of science-intensive products;

- formation of closed and semi-closed technological cycles of production of final products.

However, until 2003, the Government's attempts were not successful, the reasons for this mainly lie in the significant restraining effect on Ukrainian exports of a complex of endogenous and exogenous factors, including the following [163]:

- low competitiveness of domestic industrial products;
- difficult financial condition of a large number of enterprises;
- insufficient development of domestic systems of certification and quality control of export products against the background of significant strengthening of requirements for consumer and environmental characteristics, as well as for the safety of products that are sold on the markets of industrially developed countries;
- lack of special knowledge and work experience in the field of export among most Ukrainian entrepreneurs, as well as insufficient coordination of their activities on foreign markets;
- Ukraine's global reliability rating for loans and investments is not high enough, which makes it difficult to use foreign financial resources to develop the country's export potential.

Under modern conditions, it is considered expedient to use all chances as fully as possible in order to accelerate the process of economic recovery [164].

As you know, potential competition is connected with the processes of globalization of the economy, the necessity of adaptation to the requirements of the world situation. The internationalization of economic life opposes the threat of the decay of economic activity even of monopolistic structures. The pressure of international competition limits the monopolistic power of companies over their industries, requiring them to take measures that correspond to competitive behavior.

Thus, international economic competition is increasingly becoming an important internal factor in the development of all countries. Competition has negative and positive features. For a long time in Ukraine, emphasis was mainly placed on the negative consequences of competition - the displacement of small producers by large capital, the bankruptcy of some and the enrichment of others, increasing social inequality, a significant increase in the property differentiation of the population, aggravation of unemployment, inflation, etc.

Competition performs a number of functions that determine its positive role in the market economy [165, p. 235]: covers all connections of production and consumption, is the only possible means of achieving a balance between supply and demand and, ultimately, social needs and production; performs the function of cooperation and coordination of interests of producers. As a result of the division of labor, the interest of each of them is connected and interacts with the interests of other commodity producers. Through the market mechanism, competition subordinates the individual aspirations of business entities to public interests; forces product manufacturers to reduce individual production costs, which requires entrepreneurs to constantly improve the technical base of production, find ways to save raw materials, materials, fuel and energy resources, working time; stimulates the improvement of the quality of products and services and encourages manufacturers to introduce new types of products, as well as to carry out various modifications of the same product; contributes to the formation of the market price. With its help, competition ensures a balanced relationship between social needs and social production.

Performing these functions, competition directly affects the efficiency of production, increasing its technical level, ensuring and improving quality, and expanding the range of products.

The transformation of competition into coordination, and then into cooperation, reflects modern processes of informatization of society. In particular, one of the largest companies, General Motors found it expedient to join forces with a competitor - Toyota. Joint ventures are one way of guaranteeing cooperation. Products and services are becoming increasingly knowledge-based and information-intensive. New products

and services, as a rule, cover the entire portfolio of technologies, and not just one main one. Increasingly, firms that compete in the best way are those that find innovative ways to cooperate and cooperate, often even with the strongest rivals [166].

Determining the strategy for the development of competition involves taking into account a complex of factors, while the choice of such transformations that meet the tasks of ensuring the sustainable development of the state and increasing the level of its economic security becomes especially important. In particular, competitive policy should ensure effective use of available resources, optimization of investment processes, acceleration of structural restructuring, introduction of achievements of scientific and technical progress, it should provide for the preservation and development of integrated production and economic complexes capable of producing products competitive on the world and domestic markets.

In general, it can be stated that the issue of increasing the competitiveness of the state can be considered open for quite a long time. Currently, there is an urgent need to develop measures adequate to modern conditions to support and increase the level of competitiveness of the domestic economy [161-162; 164-166] to ensure sustainable development of the state and increase the level of its economic security. One of the options for supporting the existing potential of the industry is to support the export potential of the economy as a result of preserving the existing competitive advantages of others, taking into account the natural, geographical, historical and other features of its development. This can be achieved, in particular, due to the operational combination of fundamental and applied scientific achievements with high technological potential in those sectors of the economy where the scientific and technical potential is still preserved, the innovative and technological leadership is the basis not only of the economic development of the country, but also the guarantee of its well-being in in the future

In the world theory and practice, there are enough mechanisms that contribute to the activation of the state's participation in the creation of a favorable innovation environment and the commercialization of research results. The USA, Great Britain, France, Canada, Germany, Hong Kong, Japan, India, China, South Africa gained the

most experience in this area [167].

In Ukraine, there are about 200 documents [168] that regulate scientific, technical and innovative activities, but the necessary conditions for its activation have not yet been created at the state level. As a result, there is a decrease in the level of innovation of the domestic economy, which has a negative impact on the economic development of the state as a whole and the level of its economic security as a component of the national security of Ukraine and poses a threat to it. According to the Law of Ukraine "On the National Security of Ukraine" "threats to the national security of Ukraine - phenomena, trends and factors that make it impossible or difficult or may make impossible or difficult the realization of national interests and the preservation of national values of Ukraine" [169].

GDP growth of the world's leading countries by 60-80 % related to science [170]. The difficult situation in the field of financing scientific and research work at the national level negatively affects the state of economic security of the state as a whole and contributes to the generation of threats to it and national security, the main ones of which include the following [171, p. 249-250] : ineffectiveness of the state innovation policy, mechanisms for stimulating innovation activity; imperfection of intellectual property rights protection mechanisms; low competitiveness of products; reduction of domestic demand for training scientific and technical personnel for scientific, design, technological institutions, etc.

High rates of economic growth in the world today are ensured due to the introduction of new technologies and innovations, development and production of new types of products and services. This state of affairs in the innovation sphere indicates the expediency of developing and using measures due to leveling or at least reducing the impact of threats to the economic security of the state. This can be achieved, in particular, by stimulating the commercial implementation of scientific and technical developments using the experience of developed countries of the world as a result of the consolidation of preserved elements of innovative infrastructure and the activation of state participation in this area in order to implement an effective public-private partnership, unification of all regional resources (state and regional budgets, banks and

enterprises) in order to increase the level of economic security of the state based on innovation [172-176].

Taking into account the above, it can be stated that in modern conditions there is an urgent need to develop measures of economic reproduction of the state that are adequate to modern conditions on an innovative basis, as it largely depends on the innovative development of all elements of the socio-economic system, taking into account, at the same time, the relevance and importance development of the rental housing market (which generally indicates the expediency development and implementation of measures to improve the mechanism of providing housing to the population under the terms of financial leasing), research on the main factors influencing innovative activity in the country [174-176]. In the foreseeable future, this will contribute to the acceleration of the process of recovery of the economy of Ukraine on an innovative basis in the post-war and post-war period, the transition of the state and its regions to sustainable development, and an increase in the level of economic security of the state in the context of its management.