UDC 338

Innovativeness of the national economy development program implementation

Tamara M. Alikhanova

Specialist-Expert,
Financial University under the Government of the Russian Federation,
125993, 49, Leningradskii av., Moscow, Russian Federation;
e-mail: t.alikhanova@mail.ru

Marina M. Alikhanova

Specialist-Expert,
Financial University under the Government of the Russian Federation,
125993, 49, Leningradskii av., Moscow, Russian Federation;
e-mail: alikhanova-m@mail.ru

Abstract

Today, a negative trend in the agro-industrial system is the rise in prices, which reduces consumer demand for the necessary food and the competitiveness of producers. To solve the food problem, it is important to increase the competitiveness of agricultural production on the basis of an integrated, systematic approach to its organization using innovative methods, while solving certain issues in the development of industries, enterprises, even on the basis of innovation. For example, we have built temporary dairy complexes, or purchased highly productive cattle, but without a productive feed base, qualified personnel, changes in the existing economic mechanism of management, etc. we will not get the return of the invested capital. Therefore, only a systematic approach to the organization of all reproduction processes in the industries based on innovative methods will increase the competitiveness of production, resources used and the quality of life of producers. The objectives of this article are to reveal the need for innovative development of agricultural production to improve its competitiveness; based on the purpose of the task, to systematize the main directions of innovation; to reveal the theoretical aspects of innovations and their practical implementation.

For citation

Alikhanova T.M., Alikhanova M.M. (2019) Innovativeness of the national economy development program implementation. *Ekonomika: vchera, segodnya, zavtra* [Economics: Yesterday, Today and Tomorrow], 9 (2B), pp. 287-294.

Keywords

Innovation, development, economy, formation, structure.

Introduction

The strategic objective in the region is not only to increase production, but also to increase the competitiveness of agricultural products of high quality and affordable for consumers to improve the quality of life. What is important to reduce the cost of production and effective pricing?

Today, a negative trend in the agro-industrial system is the rise in prices, which reduces consumer demand for the necessary food and the competitiveness of producers.

Thus, in the third quarter of 2011, the prices of bread and bakery products increased by 14-15%, meat and poultry – by 2, milk and dairy products – by 10-11, butter – by 13-14, sunflower oil – by 15%.

On the other hand, there is a positive effect in the growth of prices: the profitability of production may increase, which affects the increase in production volumes. High grain prices in 2007 contributed to the growth of acreage by 450 hectares in 2008. The growth of milk prices should improve dairy and beef cattle breeding. However, for the organization of modern efficient production, investments are needed, in the inflow of which the agricultural economy is experiencing certain difficulties.

At the same time, competition in the food markets is growing and our producers are not always competitive.

The role of innovation in economic development

The world food commodity markets have seen a steady decline in prices over the past 20 years. This was facilitated by the growth of agricultural production in low-cost countries (Brazil, New Zealand); the increase in financial support for agricultural producers in the US, Europe, etc. In recent years, there has been an increase in their growth for several reasons: the drought of recent years in several regions of the world (in Australia for 6 years) has led to a decrease in grain production by half; the rapid demand for biological fuel, due to the increase in prices for fossil fuels. As a result, up to 40% of the corn crop is sold as fuel, not as food or feed grain.

Economic growth on a global scale has increased the demand for food, especially in China, India – for dairy and meat products, as a result, the rise in prices not only for livestock products, but also for grain. Adverse climate change in recent years and rising energy prices has led to the fact that the government of the United States and Europe have developed measures for the resumption of financial support for agricultural producers to increase bio fuel production. In the US it is produced in Russia how much gasoline.

In the medium term, no significant decrease in grain prices is expected. Now Russia is one of the leading exporters of grain crops. At the same time, domestic producers are not yet able to meet the demand of the population (especially low-income), which contributes to the growth of food imports. At the same time, the threshold of food security has been exceeded 2-3 times. Given the high degree of dependence of the domestic market on world food prices, Russia expects the same trend.

Among the internal factors that determine the price policy, it should be noted the development of own production, regulation of import proposals using the tools of customs policy; the level of monopoly in certain commodity markets (processing, trade, energy), antimonopoly regulation, cartel collusion, merger of power and property, power and capital, anti-inflationary monetary policy; the impact of income on inflationary processes at low productivity.

The underdevelopment of agrarian reforms in the regions is also a limiting factor in the growth of competitiveness of agricultural production. Today, two models of functioning of agricultural enterprises have been formed.

The first is the market, where the goal is to make a profit, and the economy operates according to the scheme: Supply of means of production – agricultural producers – market.

The second is the post-Soviet model, which operates through the command and distribution mechanism of the bureaucrat-administrator according to the scheme:

In the post-Soviet model of the enterprise to solve some functional problems: the problem of employment of the population; the provision of public services to the public; non-market channels of distribution of the means of production in favor of farms of the population; acquired benefits on raw materials (feeds, seeds, petroleum products, etc.) for private households.

There was a merger of economic, economic and political tasks that should be divided. Thus, conditions will be created for the development of small and medium-sized businesses in the village, which will perform all services to the population. Officials of the village administration should become a think tank for the development of rural areas and the creation of conditions for business development. As a result, the transformation of the post-Soviet model is required, not its preservation.

Based on the above, to increase production, improve the competitiveness of agricultural products, efficient use of resources it is necessary to switch to innovative methods of organization of reproduction processes in the agricultural economy in a single integrated system.

To solve these tasks, it is important to competently and professionally create an order for innovation and development of innovative infrastructure, to attract commercial investment. According to Gaidar, "We are lagging behind the advanced countries by 50-100 years. We have to run this distance in 10 years. Either we do it, or we will be crushed." The same was said by Peter I 250 years ago, and now say modern economists, scientists, politicians. To overcome this gap, we need political will — the will to develop the economy of the country, the region's industries, to qualitatively change the functions of the state in it. E. T. Gaidar laid the foundations of an innovative economy. He noted, "Any reforms and revolutions end the same — political and economic dictatorship of the "Eastern" state". Are all attempts by liberals and Democrats to change the main sector of history doomed? The main thing is to understand that the development of events today depends on our efforts. I am an optimist, otherwise there was no need to engage in politics."

The purpose of the innovative economy is the quality and efficiency of human capital. In this regard, the former President of Finland, speaking about the innovation economy, noted that the Governor should be responsible for wages, for the quality of life, and not for employment without decent wages and pensions.

According to A. Murdashev, there are two ways of development of all sectors of the economy: cheap raw materials, low labor cost, low production costs. However, according to Strumilin, low costs can lead to zero efficiency; the second – innovations, innovations, innovations.

To implement the innovative way of development, it is important to theoretically clearly define the basic concepts of innovative economy, as in the scientific and practical literature there is no consensus on the conceptual apparatus. In modern economic literature, there are broad and narrow approaches to the interpretation of the term "innovation". In a broad sense, innovation is the implementation of change through the introduction of something new. Innovations are innovations that were considered either as a result of expedient creative activity, the practical application of which leads to significant changes in the functioning of the system, or as the process of introducing a new one instead of the previously

existing, but outdated one. In a narrow sense, innovation is a new technical solution implemented in practice. But such approach, in our opinion, characterizes the production sphere, and innovations cover all spheres of activity of society (enterprise): production, economic, organizational, legal, social, all processes of reproduction.

In official Russian documents, innovations are interpreted as the end result of innovative activity, implemented in the form of a new or improved technological process used in practice.

In international recommendations, innovation recognized the end product of innovative activity in the form of new or improved product introduced on the market, either in the form of new or improved technological process used in practical activities.

Thus, innovation or innovation should be considered a significant change in any area of development of the country, region, enterprise, aimed at achieving a positive effect and implemented in practice. The main feature of the innovation is its practical use and obtaining commercial benefits from practical use.

In contrast to innovation (innovations), an innovation developed but not implemented in practice is called innovation. In market conditions, the recognition of innovation is its consumer novelty. At the same time, products (service, method) should be new for a particular consumer (specific market), and not have global novelty (be new for all). Therefore, innovation is a product of scientific and technological progress, and innovations are the result of scientific discoveries.

Innovative activity is associated with high risks and requires extensive information support. The objects of changes made as a result of innovations can be technical, technological, organizational and managerial; financial, social, economic, legal and other spheres [Commander, 2010]. Thus, innovation (innovation) is the result of the planned creative activity of people aimed at improving the existing system — economic, organizational, social, etc. Innovation can help to overcome crises at the macro and micro levels; increases competitiveness associated with risks.

Innovation (innovation) – discovery (new knowledge), new product, method, or method, organizational structure, order. From the moment of its application and distribution (innovation) turns into innovation (innovation) – the final product of innovation. Innovation that has passed the market turns into innovation, innovation. Therefore, innovation (innovation) is an innovation used in practice. Innovation – profitable use of innovations in the form of new technologies, products, services, organizational and economic solutions of industrial, financial, commercial, administrative or other nature. The demand for innovation is a Testament to its competitiveness and public acceptance.

Innovation process – the process of creation, dissemination of innovation, which consists of 5 stages:

1) fundamental theoretical research, conducting research, and the result — the discovery and new theoretical knowledge;

2) implementation of knowledge, search for areas of practical use and implementation in the practical sphere, search for investors;

3) research and development (R & d));

4) commercialization, bringing to market;

5) the innovative process ends with the disposal of the product.

The properties of innovation are determined by its advantages in comparison with traditional solutions and compatibility with established practices, existing technologies, complexity and experience of implementation.

Innovators, generators of ideas, are interested in making a profit. Early adopters, the first to innovate, want to make a profit.

Innovation lifecycle (GCI) wider product life cycle (GCP) and goods (ZHTST). Beginning JCP coincide with the end of the second phase of GCI when the range of practical use of new knowledge. In accordance with the international system ^9000 On it (ICP) include marketing (finding and market research), design (development of technological requirements); product development, logistics, training and manufacturing process development: manufacturing, control, testing and inspection; packaging and storage, sales and distribution of products, installation and operation, technical assistance and maintenance, disposal of the product after use [Arredondo-Soto, Carrillo-Gutiérrez, Solís-Quinteros, 2019].

GTC begins at the end of the OCD phase (4th stage of the GCI) and includes the release and market entry of the first industrial series of products and filling a free niche product, sales growth, growth slowdown and stabilization of sales, sales decline.

Innovative activity includes processes of transformation of scientific knowledge into new types of products, technologies and services, marketing, as well as a set of technological, economic, organizational measures that lead to innovation in various fields of human activity. It is carried out at all stages of the innovation process, as well as the modernization of products, improvement of technology, services, cost reduction, increasing the competitiveness of products. Innovation is the creation and implementation of changes in the field of new products, methods, etc., their implementation, development and dissemination. It is aimed at updating products, methods of production and sales. The main components of innovation: innovation, innovation, investment.

Innovations form the market of innovations, the main product of which is the product of intellectual activity. Only a part of innovations finds practical application and creates the market of innovations. Competition forces enterprises to increase the technical, technological level of production, improve the quality of goods and services, improve the organization of production and management, reduce costs and improve the service system, therefore, to participate in the formation of markets for innovations and innovations, to act as consumers of their goods. The creation of innovation and its transition to innovation requires the cost of material, financial and other types of investment. The size of investments in innovations, their payback period, profitability of future innovations and risks of failures are the main criteria for assessing the prospects of innovative changes.

In economic essence – real and financial investments. Real – the acquisition of land, means of production and other assets necessary for business. Financial – purchase of securities, participation in the assets of other organizations [Gassmann, Beckenbauer, Friesike, 2012].

Innovative infrastructure – financial institutions: banks, insurance and investment companies, pension and venture funds, consulting firms, stock exchanges, mass media, engineering, consulting and leasing companies.

The main objectives of innovation management are to determine the main directions of scientific, technical and industrial activities; development and production of new products, changes to ensure the competitiveness of the enterprise.

Innovation was understood as perfection, increasing the efficiency of production of what has already been done. In modern conditions the development of innovation due to increased capabilities, reduced implementation time of discovery of innovations (with 40 years the mid-nineteenth century 20-ies of the XX century up to 3-5 years), growth of cost of path from idea to new product or service.

At the stage of development, ideas are rejected to 80% of projects, then the percentage decreases, 70% of studies do not give commercial results, 80% of new products supplied to the market are not

successful and are removed from production; 9 out of 10 innovative projects accepted for implementation will fail, and the costs will be huge. Therefore, the effect should cover the cost of 9 failed projects and their own costs. The superiority of the ship was proved in 1835, but only 50 years later it replaced the sailing ships, remaining "tomorrow".

Conclusion

Innovative activity in agriculture is a set of consistent actions to create new or improve agricultural products, technology development, management systems based on the use of research and development or production experience. To solve the food problem, it is important to increase the competitiveness of agricultural production on the basis of an integrated, systematic approach to its organization using innovative methods, while solving certain issues in the development of industries, enterprises, even on the basis of innovation. Only a systematic approach to the organization of all reproduction processes in the industries on the basis of innovative methods will increase the competitiveness of production, resources used and the quality of life of producers. The objectives of this article are to reveal the need for innovative development of agricultural production to improve its competitiveness; based on the purpose of the task, to systematize the main directions of innovation; to reveal the theoretical aspects of innovations and their practical implementation.

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Пути реализации государственной программы инновационного развития экономики

Алиханова Тамара Магомедовна

Специалист-эксперт,
Финансовый университет при Правительстве Российской Федерации,
125993, Российская Федерация, Москва, просп. Ленинградский, 49;
e-mail: t.alikhanova@mail.ru

Алиханова Марина Магомедовна

Специалист-эксперт,
Финансовый университет при Правительстве Российской Федерации,
125993, Российская Федерация, Москва, просп. Ленинградский, 49;
e-mail: t.alikhanova@mail.ru

Аннотация

Для того, чтобы решить продовольственную проблему, необходимо повысить конкурентоспособность производства сельскохозяйственной продукции на основе комплексного, системного подхода к его организации с использованием инновационных методов при одновременном решении определенных вопросов развития предприятий на основе инноваций. Для России повышение конкурентоспособности продукции агропромышленного комплекса имеет важнейшее значение, так как сегодня стоит задача обеспечения населения качественным продовольствием собственного производства и импортозамещения ввозимых товаров за счет производства конкурентоспособной, пользующейся на внутреннем рынке продукции. В данной статье говорится о необходимости инновационного развития сельскохозяйственного производства для повышения его конкурентоспособности. Автор систематизирует основные направления и теоретические аспекты инновационной деятельности, проводит анализ ее практической реализации. Сделан вывод о том, что повышение конкурентоспособности сельскохозяйственной продукции позволит усилить позиции российских товаропроизводителей как на внутреннем, так и на внешнем рынке, будет способствовать наращиванию их производственного потенциала, вследствие чего последует насыщение товарного и потребительского рынков качественной отечественной продукцией.

Для цитирования в научных исследованиях

Алиханова Т.М., Алиханова М.М. Innovativeness of the national economy development program implementation // Экономика: вчера, сегодня, завтра. 2019. Том 9. № 2В. С. 287-294.

Ключевые слова

Инновация, развитие, экономика, формирование, структура.

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