

UDC 330.1
МРПТИ 06.52.13

DOI: <https://doi.org/10.37788/2023-1/111-121>

I.P. Stecenko

Baltic International Academy, Latvia
(e-mail: inna.stecenko@bsa.edu.lv)

**The essence of innovation and the innovation process in retrospect and in modern conditions:
international aspect**

Abstract

Main problem: in conditions of increasing competition, when characterizing commercial structures, a fundamental role is given to innovations, which occupy important place in economic life of the organization. Accordingly, the study of their essence and content is of particular importance for growth of competitiveness of organizations, which determines the relevance of study.

Purpose: to investigate essence of innovation and innovation process in retrospect and in modern conditions as main prerequisite for improving competitiveness of commercial organizations.

Achieving this purpose required solving following research tasks: to reveal the content of theoretical approaches to the study of the main aspects of interaction between business and government in modern science; the differences between the concepts of “novelty”, “know-how”, “innovation” are investigated; the relationship of the triad of concepts “novelty”, “know-how”, “innovation” is determined; concept of “innovation” has been studied in retrospect; concept of “innovation” in market economy is studied (foreign experience); approaches to definition of concept of “innovation” in international innovation theory and practice are defined; content of innovation process is presented, as well as author’s alternative scheme of innovation process; author’s view on interpretation of concepts of “innovation”, “innovation process” in modern conditions is presented.

Methods: theoretical and methodological basis was concepts, hypotheses and theories presented in works of domestic and foreign researchers. The methodology is based on systematic approach, within which methods of comparative, factorial, subject-object, structural-functional, statistical analysis and extrapolation have been applied.

Results and their significance: article examines concepts of “innovation”, “innovation process” in retrospect and in modern aspect. Approaches to concept of “innovation” are systematized, an alternative scheme of innovation process is proposed. It is proved that in modern conditions innovation should be considered as process system reflecting all aspects of innovation process, main purpose of which is to achieve efficiency.

Keywords: innovation, innovative service, innovative product, product innovation line, innovation process, process system.

Introduction

Innovation (Latin – renewal, improvement) is the basis of the English word innovation, translated into Russian has three meanings: innovation, innovation, innovation [1].

The concept of “innovation” is identical in meaning to the concept of “innovation”; it is considered as a developing complex process of creation, dissemination, use of innovation, which contributes to the development and efficiency of innovation [1]. According to Z. P. Rumyantseva, innovation is an innovation that has received a new quality since its adoption for distribution [2].

There is also a radically opposite point of view, according to which the concept of “innovation” means a progressive innovation involved in dynamics, which is new for the organizational system that accepts and uses it. Innovation refers to an object introduced into production as a result of scientific research or discovery, qualitatively different from the previous analogue.

Some economic scientists supplement the definition under consideration, meaning by innovation an object that is not just introduced into production, but successfully implemented and profitable. According to the results of scientific research or discovery, it is qualitatively different from the previous analogue. The semantic differences between the concepts of “novelty”, “know-how”, “innovation” are also defined by R.A. Fatkhutdinov (figure 1) [3].

So, this researcher considers novelty as a formalized result of fundamental, applied research, development or experimental work in any field of activity to improve its effectiveness. Novelties are made in the form of discoveries, inventions, patents, trademarks, innovation proposals, know-how, concepts, scientific approaches or principles, etc. Novelty means that innovation is used. From the moment it appears on the market, an innovation acquires a new quality and becomes an innovation .

“Know-how” is a broader concept than "innovation". However, such a representation of the implementation of innovation is, in the opinion of the authors, incomplete, since there are no such concepts as “idea”, “innovative technology”, “innovative product”, “product innovation line” in the chain of interconnection.

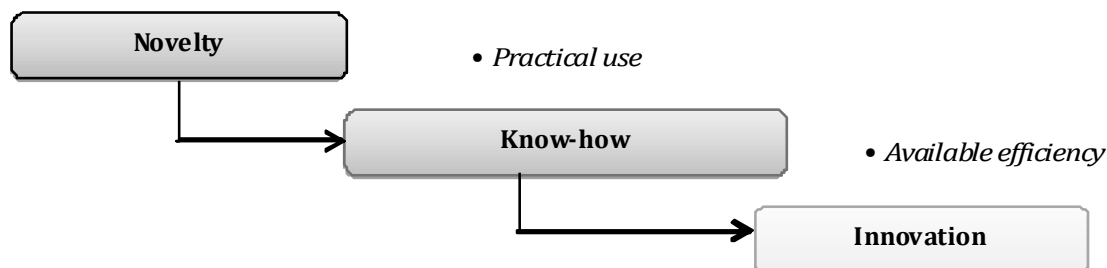


Figure 1 – The relationship of the triad of concepts of “novelty”, “know-how”, “innovation”

Most practical economists believe that innovation is the prerogative of high-tech companies, which is only partially true, since in reality innovation is possible in any field of human activity.

Researcher V.L. Makarov rightly notes that innovation is a form of conflict resolution, a phenomenon of progress in any sphere of human activity, and not only in engineering and technology [4]. However, the scientist-economist does not consider innovation as an integral part of the life cycle.

Researcher L.V. Kantorovich argues that innovations are scientific discoveries or inventions that have practical application and meet social, economic and political requirements, giving effect in the relevant fields [5]. However, this definition does not take into account the possibility of risk in the implementation of innovation.

Materials and methods

The theoretical and methodological basis was the concepts, hypotheses and theories presented in the works of domestic and foreign researchers. Among the Russian scientists whose works are devoted to this problem are A. Levinson, Yu. V. Yakovets, V.L. Makarov, N.D. Kondratiev, R.A. Fatkhutdinov, L.V. Kantorovich, Z.P. Rumyantseva, D.V. Sokolov, A.B. Titov, M.M. Shabanova, S.D. Beshelev, F.G. Gurvich, V. I. Vinokurov, S.Y. Glazyev, etc. They considered innovation as the final result of the creation and development (implementation) of a fundamentally new or modified means (innovation) that satisfies specific social needs and gives a number of effects (economic, scientific, technical, social, environmental).

At the same time, J.A. Schumpeter, who is considered the founder of innovation, explored the basic concepts of the theory of innovation processes, considering innovations as a change in technology and management, as new combinations of resource use. J.A. Schumpeter emphasized the role of the entrepreneur in the innovation process, which, in his opinion, acts as an essential link between invention and innovation. Most of the foreign economic scientists, such as F. Valenta, L.J. Voldachek, I.P. Pinningo, V.S. Rapport, A. Coire, H.-D. Hausteinu, Z.D. Nolbek, B. Twiss, B. Santo et al., characterize innovation as the transformation of potential scientific and technological progress into a real process embodied in new products and technologies. The methodology is based on a systematic approach, in which methods of comparative, factorial, subject-object, structural-functional, statistical analysis and extrapolation were applied.

Results

In a market economy, the concept of "innovation" has become widespread. The term “innovation” has become actively used both independently and to denote some related concepts: “innovation process”, “innovation activity”, etc.

Thus, the concepts of “innovation”, “know-how”, “innovative product” are identified and characterized as the result of innovative activity, embodied in the form of a new product, service and technology and/or a new organizational and economic form, having obvious qualitative advantages when used in the design, production, marketing, consumption and disposal of products which provides

additional economic (cost savings or additional profit) and/or social benefits in comparison with the previous product or organizational and economic form.

According to V.I. Vinokurov, innovation is the result of innovative activity, embodied in the form of a new or improved product introduced on the market, a new or improved technological process used in practice, or a new or improved organizational and economic form that provides the necessary economic and (or) social benefits. That is, the presented definition indicates the effect of achieving innovation.

A significant contribution to the development of innovation theory is considered to be the development of concepts of technological structures by Russian economists. Scientist S. Y. Glazyev and other economists distinguish five technological modes. In economically developed countries, there is an intensive redistribution of resources from the fourth to the fifth technological order. In Russia, the fifth technological order exists mainly in the defense sectors of industry. At the same time, innovation has a clear focus on the final result of an applied nature, should always be considered as a complex process that provides a certain technical, socio-economic effect. Thus, innovation in its development (life cycle) changes forms (from idea to implementation). The definition combines the concept of “innovation” as a result and a process, however, the possibility of risk in the implementation of innovation is not accepted.

Russian scientists D.V. Sokolov, A.B. Titov, M.M. Shabanova define innovation as the final result of the creation and development (implementation) of a fundamentally new or modified means (innovation) that satisfies specific social needs and gives a number of effects (economic, scientific, technical, social, environmental). In the presented definition there is a factor of taking into account the effect of the introduced changes.

Innovation as a result and as a process is characterized by S.D. Beshelev and F.G. Gurvich, who note that innovation is both a scientific or technical result realized in public production itself, and the process of obtaining it. This interpretation is focused on the fact that innovation is a special element of entrepreneurship.

Researcher I.N. Molchanov argues that innovation is the result of scientific work aimed at improving public practice and intended for direct implementation in public production. However, this definition does not trace the path from the idea to its implementation on the market.

E.A. Utkin defines innovation somewhat differently, according to which innovation is an object introduced into production as a result of scientific research or discovery, qualitatively different from the previous analogue; characterized by a higher technological level, new consumer qualities of goods or services compared to the previous product; production, financial, research, educational and other areas that provide cost savings or a condition for the economy [6].

In this definition, unlike the previous ones, a combination of innovation as a result and a service, product, product is noted. However, the factor of the “object” entering the market is also not considered here.

A.S. defines the concept of “innovation” more broadly A.S. Buymov, who considers innovation as the end result of an innovative process that has been embodied in the form of a new or improved product introduced on the market, a new or improved technological process used in practice, or consists in a new approach to social services (has a rational character for the consumer (an increase in utility or an increase in the ratio of utility and cost), or is new in relation to all products, technologies or processes of the previous generation of the product at the organization level, sector, market. This definition takes into account 3 main signs of innovation: final implementation, rational character for the consumer and the novelty of the product, the technologies used or the approach to social services.

According to V.N. Lapin, innovation is a complex process of creating, distributing and using a new practical tool to better meet the known needs of people [7]. Such an interpretation excludes the consideration of innovation as a specific material object, since innovation is not just an object introduced into production, but an object successfully implemented and profitable as a result of scientific research or discovery, qualitatively different from the previous analogue.

Researcher F. Valenta considers innovation as a change in the original structure of the production mechanism, i.e. the transition of its internal structure to a new state (this applies to products, technology, means of production, professional and qualification structure of the organization's workforce), as well as changes with positive or negative consequences [8]. However, this interpretation does not stipulate the possibility of using new types of raw materials, new sales markets, the probability of negative consequences that deprive innovation of meaning is noted.

Researcher L.J. Voldachek “connects” the definition of “innovation” with belonging to an organization, in his opinion, innovation is a targeted change in the functioning of an organization as a system (quantitative or qualitative change). However, in his interpretation, as well as in the interpretation of J.A. Schumpeter and F. Valenta, factors such as new raw materials, new types of goods and services, new sales markets and the effect of the changes are not taken into account.

Researcher V. S. Rapport characterizes innovation through the practical implementation of qualitatively new solutions [9]. However, this definition does not specify the possibility of using innovations.

Researcher I.P. Pinningo argues that innovation is new ways and methods of work; allocation of resources and funds in organizations; the process of introducing new products, services and production processes [10]. This definition takes into account that innovation in its development changes forms, moving from idea to implementation. In addition, innovation is seen as a combination of process, service and product.

The methodology for describing innovations in a market economy is based on international standards. So, in 1963, to coordinate the collection, processing and analysis of information on science and innovation within the Organization for Economic Cooperation and Development (OECD), a Group of National Experts on Science and Technology Indicators was formed, which developed the so-called “Frascati Manual” (proposed standard practice for surveys of research and experimental developments).

In accordance with the specified international standard, innovation is defined as the final result of innovative activity, embodied in the form of a new or improved product introduced on the market, a new or improved technological process used in practice, or in a new approach to social services. It should be noted that such international standards on innovations, developed in relation to new products, technical changes and social services, do not cover innovations in the field of organization and management. After all, it is necessary that the idea goes from origin to implementation. In addition, without mentioning development, the definition is not complete. Researcher L. M. Gokhberg gives a similar definition of innovation [11].

In 1992, the Oslo Manual appeared, developed by Eurostat, the OECD and representing the inter-res in modern conditions. This guide considers innovation as the introduction of a new or significantly improved product (product or service) or process, a new marketing method or a new organizational method in business practice, workplace organization or external relations. The minimum sign of innovation is the requirement that the product, process, marketing method or organization be new (or significantly improved) for the practice of this organization. This includes in the innovation category products, processes and methods that organizations created first, and/or products, processes and methods borrowed from other organizations (a common feature of innovation is the fact of its introduction into use (it must be implemented). A new or improved product is put into use after it has appeared on the market. New production processes, marketing methods or organizational methods are put into use (implemented) after they have become actually used in the activities of the organization [12].

Most foreign economic scientists also characterize innovation as the transformation of potential scientific and technological progress (STP) into a real process embodied in new products and technologies.

F. Nixon considers innovation somewhat differently. Nixon, in his opinion, innovation is a set of technical, industrial and commercial measures that lead to the appearance of new and improved industrial processes and equipment on the market.

A. Coire briefly defines innovation, in his opinion, innovation is experimentation, an object introduced into production.

According to H.-D. Haustein, innovation is the introduction into practice, implementation and use of an idea, proposal, research solution, model. Obviously, the definition does not consider the factor of promoting ideas to the market, the possibility of changes in the structure of the organization of production, in the composition of personnel, as well as the factor of mandatory effectiveness of the adopted idea.

Researcher Z.D. Nolbek considers innovation as a complete action in the form of “an idea, a practical result or a material object that has been invented or is considered as an innovation, regardless of its implementation”.

In the most abstract form, the definition of innovation was given by English professor V.R. Spence, according to whom innovation is something completely new in relation to a specific situation

that can be used when you begin to realize it. Despite its abstractness, this definition includes three important points: innovation is a new phenomenon for people who have something to do with this phenomenon; innovation is a new phenomenon that we have realized; innovation is a new phenomenon that can be used. That is, innovations are improvements that provide cost savings, create conditions for increasing profits or lowering prices and create additional consumer demand.

In the next group of definitions of innovation, it is noted that a positive effect is required, as well as that the idea should be implemented on the market.

Researcher B. Twiss defines innovation as the process of transferring scientific or technical knowledge directly to the sphere of consumer needs. At the same time, the product turns only into a carrier of technology, and the form it takes is determined only after “linking” the technology itself and the need being met. Innovation is a process in which an invention or idea acquires economic content [13]. A similar definition is given by T. Brian, according to whom innovation is a process in which an intellectual product – an invention, information, know-how or an idea – acquires economic content [14].

It should be emphasized that J.A. Schumpeter, B. Twiss and others interpret the concept of “innovation” differently depending on the object and subject of their research, but the analysis of these definitions leads to the conclusion that the specific content of innovation is change, and the main function of innovation is the function of change.

According to M. Marquis, innovation is a process that “moves from a concept or a new idea developed to solve specific problems to the actual use of innovation as an element with economic or social value”.

Complements and clarifies these definitions by B. Santo, who considers innovation as a socio-technical and economic process, the practical use of ideas, inventions, which leads to the creation of the best products and technologies in their properties and is focused on economic benefits, profit, additional income, and also covers the entire range of activities – from research and development to marketing [15]. This interpretation, as well as the definitions of F. Valenta, I.N. Molchanova, E.A. Utkina, OECD, H.-D. Haushtain, D. M. Gvishiani, does not consider the movement of products on the market, in addition, it does not take into account production personnel, production and transport means, the structure of production.

The characteristic of D.M. Gvishiani’s innovation complements V.N. Lapin’s definition, in which innovation is considered as a complex process of creating, distributing and using a new practical tool for a new (or for better satisfaction of an already known) social need (at the same time it is also a process of changes associated with this innovation in the social and material environment in which it is performed life cycle) [16].

In the economic literature, there is a characteristic of innovation from the position of the following approaches:

1) innovation in a broad sense (including in public life) is a positive change that is the result of purposeful activity of specific individuals, collectives, organizations;

2) innovation at the level of functioning of relatively isolated systems (economic entities, regions) is a change that makes it possible to increase the efficiency of the functioning of the system, specific individuals, collectives, organizations;

3) innovation at the personal level is the result of intellectual activity demanded by society (in contrast to scientific knowledge, which is valuable by the very fact of its existence).

In some definitions (national, international legislation, V.I. Vinokurov, E.A. Utkin, B. Twiss), it is rightly noted that innovation is embodied in the form of a new service, product. In the theory of innovation, there are specific definitions that link innovation with a service, a product.

Thus, S.V. Valdaytsev characterizes innovation as the development of a new product line based on a specially developed original technology that is able to bring to market a product that satisfies the needs not provided by the existing supply [17]. However, the presented definition does not consider the path from the idea to the result (entering the market, the possibility of making changes in the composition of personnel and the structure of production).

According to N.I. Lapin, innovation is the construction of new methods and products [7]. The Oslo Manual identifies the concepts of “innovative service” and “innovative product”. Thus, a transport company, having developed new transport services, in fact, offers an innovative product. In addition, international legislation uses the concept of “product innovations in the service sector”, which may include significant improvements in the ways they are provided (in terms of efficiency and speed), the addition of existing services with new functions or characteristics, or the introduction of

completely new services. According to the Oslo Manual, the concept of “product” includes changes in design and packaging made to increase the attractiveness of the product or to introduce it to a new market or market segment [12].

In the economic literature, there is a point of view that an increased innovation potential is called a by-product or potential innovation product.

Some scientists and economists consider an innovative product as the final result of innovative activity, which has been realized in the form of a new or improved product sold on the market, or a new or improved technological process used in practice. An innovative product is a product whose competitive advantages during the innovation stage are due to its temporary novelty and temporary uniqueness.

According to the authors, it is necessary to clearly separate the concepts of “innovative service” and “innovative product”. A service, unlike a product, is characterized by the following main features: it is a process of living labor, not its result; the production of a service, as a rule, coincides with its consumption. The service is primary, later it can turn into a product. The product innovation line represents a set of services and products.

Summing up the above, as well as depending on the object and subject of the study, some approaches to the definition of innovation should be highlighted (figure 2).

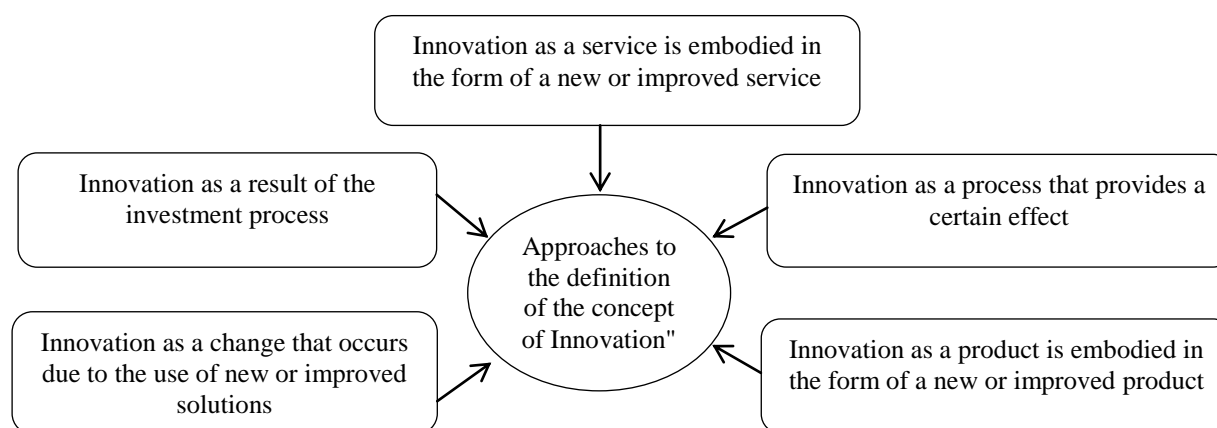


Figure 2 – Approaches to the definition of the concept of “innovation” in international innovation theory and practice

Following the logic of the research, it is advisable to study the concept of “innovation process” related to innovations, which are by no means unambiguous.

Discussion

Most economic scientists consider the innovation process at the micro level as a process of transformation of scientific knowledge into innovation, which can be represented through a sequential chain of events during which innovation matures from an idea to a specific product, technology or service and spreads through practical use.

The innovation process is aimed at creating the required markets for products, technologies or services and is carried out in close unity with the environment: its orientation, pace, goals depend on the socio-economic environment in which it functions and develops. Therefore, it is only on the innovative path of development that the economy can rise.

There is a point of view according to which innovation processes are considered as processes that permeate the entire scientific, technical, production, marketing activities of manufacturers and, ultimately, focused on meeting the needs of the market.

The most important condition for the success of innovation is the presence of an enthusiastic innovator, captured by a new idea and ready to make every effort to bring it to life, and an entrepreneur leader who has found investments, organized production, promoted a new product to the market, assumed the main risk and realized his commercial interest.

Thus, the innovation process ensures the introduction of scientific and technical results and intellectual potential for obtaining new or improved products (services) and the maximum increase in value added.

So, the innovation process is associated with the creation, development and dissemination of innovations. That is, innovation as a result must be considered inseparably with the innovation process. The creators of innovation (innovators) are guided by such criteria as the product life cycle and economic efficiency. Their strategy is aimed at increasing competitiveness, creating innovations that will be recognized as unique in a certain area.

Taking into account the differences in concepts “novelty”, “know-how”, “innovation”, it should be noted that an integral part of the innovation process is the dissemination and creation of innovations.

There are three logical forms of the innovation process:

1) a simple intra-organizational (or natural) process - it involves the creation and use of innovation within one organization (innovation in this case does not take a commodity form);

2) a simple interorganizational (commodity) process – innovation acts as an object of purchase and sale. This form of innovation process means separating the function of the creator and producer of innovation from the function of its consumer;

3) the expanded process – it manifests itself in the creation of new manufacturers of innovation, in violation of the monopoly of the pioneer manufacturer, which contributes through mutual competition to the improvement of consumer properties of the product being launched. In the conditions of the commodity innovation process, there are at least two economic entities: the producer (creator) and the consumer (user) of the innovation. If the innovation is a technological process, then its producer and consumer can be combined in one economic entity.

Two phases are necessary for the transition of a simple innovation process into a commodity process: 1) creation of innovation and its dissemination; 2) diffusion of innovation. The first phase is the successive stages of research and development (R&D), the organization of pilot production and sales, commercial production. In the first phase, the useful effect of innovation is not yet realized, but only the prerequisites for such implementation are being created. In the second phase, the socially useful effect is redistributed between the producers of innovations, as well as between producers and consumers. The spread of innovation is an information process, the form and speed of which depend on the power of communication channels, the peculiarities of the perception of information by economic entities, their abilities to use this information in practice.

In the Oslo Manual, the dissemination of innovations is defined as a way to promote innovations through market and non-market channels from the moment of their first application anywhere to other countries, regions, sectors, other markets and companies [12].

Diffusion of innovation is the process by which innovation is transmitted through communication channels between members of a social system over time. Innovations can be ideas, objects, technologies, etc. that are new to the relevant economic entity. In other words, diffusion is the spread of an innovation that has already been mastered and used once in new conditions or places of application. As a result of diffusion, the number of both producers and consumers increases and their qualitative characteristics change. The continuity of innovation processes determines the speed and limits of diffusion of innovations in a market economy.

Researcher J.A. Schumpeter defines the diffusion of innovations in the theory of innovations as the process of cumulative increase in the number of imitators (followers) who introduce innovations after the innovator in anticipation of higher profits [18].

The subjects of the innovation process are divided into the following groups: 1) innovators; 2) imitators: early recipients, early majority; 3) laggards. Innovators act as generators of scientific and technical knowledge - these are individual inventors, research organizations interested in receiving part of the income from the use of inventions.

As early recipients, there may be entrepreneurs who were the first to master the innovation, seeking to gain additional profit by promoting innovations to the market as soon as possible (“pioneer” organizations).

The early majority is represented by firms that were the first to introduce an innovation into production, which provides them with additional profit. Lagging firms are faced with a situation where the delay in innovations leads to the release of new products that are already obsolete. According to S.Yu. Glazyev, innovation processes are considered as processes that permeate the entire scientific, technical, production, marketing activities of manufacturers and, ultimately, are focused on meeting the needs of the market.

The economist considers the most important condition for the success of innovation to be the presence of an enthusiastic innovator himself, captured by a new idea and ready to make every effort

to bring it to life, as well as an entrepreneur leader who, taking risks, took up the project, found investments, organized production, promoted a new product to the market and thereby realized his commercial interest [19]. Thus, the essence of the innovation process is manifested in the fact that it is a purposeful chain of actions for the initiation of innovation, the development of new products and operations, their implementation on the market and further diffusion.

The innovation process (figure 3) is schematically presented as the transformation of an idea that is relevant (based on marketing research) and possible to implement (based on an assessment of innovation potential) into an innovative product accepted by the market (commercialization and differentiation) and forming the basis for the creation of subsequent innovations (new idea).

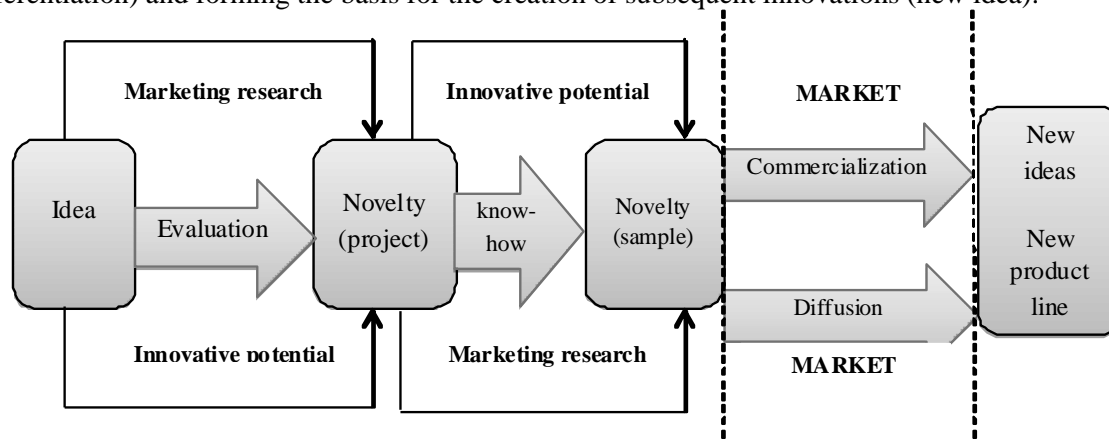


Figure 3 – Alternative scheme of the innovation process

At the same time, the following stages of the innovation process are distinguished:

- 1) initiation of an idea;
- 2) primary marketing research;
- 3) initial assessment of the innovative potential of the organization;
- 4) project development;
- 5) secondary assessment of innovation potential according to the developed project, if resources are insufficient, the project changes;
- 6) secondary marketing research according to the developed and approved project, then both the development stage of the prototype and the subsequent mass production are taken into account, taking into account the commercialization and diffusion of the newly developed product;
- 7) innovation;
- 8) commercialization;
- 9) diffusion;
- 10) formation of new ideas based on the accumulated potential and new market trends.

Conclusion

In modern conditions, in the opinion of the authors, innovation should be considered as a process system reflecting all aspects of the innovation process, where the idea for the first time turns into a commercial reality, while being in constant interaction with the external environment, the internal environment of the economic entity, the specifics of the innovation process itself, contributing to the successful introduction of services or products to the market, the main goal of which is to achieve efficiency (economic, industrial, social, environmental or other beneficial effect). Thus, it is recognized that innovation develops over time and has a distinct stage. That is, innovation is an integral, complex, internally contradictory and dynamic system that provides a certain effect and has a clear orientation to the final result of an applied nature.

Accordingly, the innovation process, according to the authors, should be understood as a complex process of forming a qualitatively new state of the system, as well as connections between its elements aimed at improving the efficiency of its functioning.

In terms of the theoretical understanding of the essence of the definition of “innovation”, the interpretation outlined earlier creates a methodological basis for the formation of a system for evaluating innovations at each stage of their implementation; it allows for the necessary universality, scientific nature of the concept, based on its essential characteristics. Thus, the content of innovations and the innovation process in the modern aspect is considered and supplemented in the study.

THE LIST OF SOURCES

- 1 Большой экономический словарь / под. ред. А. Н. Азрилияна. 7-е изд., доп. – Москва: Институт новой экономики, 2008. – 1088 с.
- 2 Молчанов И.Н. Инновационный процесс. – С.-Петербург: СПбГУ, 1995. – 379 с.
- 3 Фатхутдинов Р.А. Инновационный менеджмент: учебник для вузов. – М.: Бизнес-школа «Интел-Синтез», 1998. – 448 с.
- 4 Макаров В.Л. Внедрение нетехнических нововведений // Экономика и организация промышленного производства. – 1983. – № 10. – С 55-64.
- 5 Кантарович Л.В. Системный анализ и некоторые проблемы научно-технического прогресса. – М.: Наука, 1986. – 376 с.
- 6 Уткин Э.А. Инновационный менеджмент. – М.: Акапис, 1996. – 178 с.
- 7 Лапин В.Н. Социальные аспекты управления нововведениями // Проблемы управленческих нововведений и хозяйственного экспериментирования: материалы Всероссийской научно-практической конференции (12 апреля 1981 года). – Таллин, 1981. – С. 23-29.
- 8 Валента Ф. Управление инновациями. – Москва: Прогресс, 1985. – 308 с.
- 9 Раппорт В. Диагностика управления: практический опыт и рекомендации. – М.: Экономика, 1988. – 128 с.
- 10 Пиннинго И.П. Новая технология и организационные структуры. – М.: Экономика, 1990. – 237 с.
- 11 Гохберг Л.М. Статистика науки и инноваций. Краткий терминологический словарь. – М., 1996. – 312 с.
- 12 Руководство Осло: рекомендации по сбору и анализу данных по инновациям / ОЭСР, Евростат. 3-е изд. – М., 2010. – 56 с.
- 13 Твисс Б. Управление научно-техническими нововведениями. – М.: Экономика, 1989. – 271 с.
- 14 Яковец Ю.В. Ускорение научно-технического прогресса: теория и экономический анализ. – М.: Экономика, 1988. – 312 с.
- 15 Санто Б. Инновация как средство экономического развития. – М.: Прогресс, 1990. – 295 с.
- 16 Гвишиани Д.М. Диалектико-материалистические основания системных исследований. – М.: Наука, 1986. – 360 с.
- 17 Валдайцев С.В. Оценка бизнеса и инновации. – М.: Филин, 1997. – 331 с.
- 18 Шумпетер Й.А. Теория экономического развития. – М.: Прогресс, 1982. – 863 с.
- 19 Глазьев С.Ю. Теория долгосрочного технико-экономического развития. – М.: Владар, 1993. – 310 с.

REFERENCES

- 1 Azriliyan, A.N. (2008). Bol'shoj jekonomicheskij slovar' [Big Economic Dictionary]. 7th ed. Moscow: Institute of New Economics [in Russian].
- 2 Molchanov, I.N. (2015). Innovacionnyj process [Innovation process]. St. Petersburg: St. Petersburg State University [in Russian].
- 3 Fatkhutdinov, R.A. (2018). Innovacionnyj menedzhment [Innovation management]. Moscow: Intel-Synthesis Business School [in Russian].
- 4 Makarov, V.L. (2013). Vnedrenie netehnicheskikh novovvedenij [Introduction of non-technical innovations] // Ekonomika i organizacija promyshlennogo proizvodstva - Economics and organization of industrial production, 10, 55-64 [in Russian].
- 5 Kantarovich, L.V. (2016). Sistemnyj analiz i nekotorye problemy nauchno-tehnicheskogo progressa [System analysis and some problems of scientific and technological progress]. Moscow: Nauka [in Russian].
- 6 Utkin E.A. (2016). Innovacionnyj menedzhment [Innovation management]. Moscow: Akapis [in Russian].
- 7 Lapin, V.N. (2021). Social'nye aspekty upravlenija novovvedenijami / Problemy upravlencheskih novovvedenij i hozraschetnogo jeksperimentirovanija [Social aspects of innovation management]. Proceedings from Problems of managerial innovations and self-supporting experimentation: Vserossijskaja nauchno-prakticheskaja konferencija (12 aprelja 1981 goda) - All-Russian Scientific and Practical Conference (pp. 23-29).Tallinn [in Russian].

- 8 Valenta, F. (2015). Upravlenie innovacijami [Innovation management]. Moscow: Progress [in Russian].
- 9 Rapport, V. (2018). Diagnostika upravlenija: praktičeskij opyt i rekomendacii [Diagnostics of management: practical experience and recommendations]. Moscow: Economics [in Russian].
- 10 Pinningo, I.P. (2010). Novaja tehnologija i organizacionnye struktury [New technology and organizational structures]. Moscow: Ekonomika [in Russian].
- 11 Gokhberg, L.M. (2016). Statistika nauki i innovacij. Kratkij terminologičeskij slovar' [Statistics of science and innovation. A short terminological dictionary]. Moscow [in Russian].
- 12 Rukovodstvo Oslo: rekomendacii po sboru i analizu dannyh po innovacijam [The Oslo Manual: Recommendations for the collection and analysis of innovation data] (2020). OECD, Eurostat. 3rd ed. Moscow [in Russian].
- 13 Twiss, B. (1989). Upravlenie nauchno-tehnichesкими novovvedenijami [Management of scientific and technical innovations]. Moscow: Economics, 1989 [in Russian].
- 14 Yakovets, Yu.V. (2008). Uskorenie nauchno-tehnicheskogo progressa: teorija i jekonomičeskij analiz [Acceleration of scientific and technological progress: theory and economic analysis]. Moscow: Ekonomika [in Russian].
- 15 Santo, B. (1990). Innovacija kak sredstvo jekonomičeskogo razvitija [Innovation as a means of economic development]. Moscow: Progress, 1990 [in Russian].
- 16 Gvishiani, D.M. (2016). Dialektiko-materialističeskie osnovanija sistemnyh issledovanij [Dialectical-materialistic foundations of system research]. Moscow: Nauka [in Russian].
- 17 Valdaytsev, S.V. (2017). Ocenka biznesa i innovacii [Business evaluation and innovation]. Moscow: Filin, 1997 [in Russian].
- 18 Schumpeter, J.A. (1982). Teorija jekonomičeskogo razvitija [Theory of economic development]. Moscow: Progress [in Russian].
- 19 Glazyev, S.Yu. (2013). Teorija dolgosrochnogo tehniko-jekonomičeskogo razvitija [Theory of long-term technical and economic development]. Moscow: Vladar [in Russian].

И.П. Стеценко

Балтық Халықаралық Академиясы, Латвия

Инновациялар мен инновациялық үрдістің мәні ретроспективада және қазіргі жағдайда: халықаралық аспект

Өсіп келе жатқан бәсекелестік жағдайында коммерциялық құрылымдарды сипаттау кезінде ұйымның экономикалық өмірінде маңызды орын алатын инновацияларға негізгі рөл беріледі. Тиісінше, олардың мәнін, мазмұнын зерттеу ұйымдардың бәсекеге қабілеттілігінің өсуі үшін ерекше маңызға ие, бұл зерттеудің өзектілігін анықтайды.

Мақаланың мақсаты - коммерциялық ұйымдардың бәсекеге қабілеттілігін арттырудың негізгі алғышарты ретінде инновациялар мен инновациялық үрдістің мәнін ретроспективада және қазіргі жағдайда зерттеу. Осы мақсатқа жету үшін келесі зерттеу міндеттерін шешу қажет болды: «заманауи», «жаңашылдық» «инновация» ұғымдарының арасындағы айырмашылықтар зерттелді; «заманауи», «жаңашылдық» «инновация» ұғымдары триадасының өзара байланысы айқындалған; ретроспективада «инновация» ұғымы зерттелді; нарықтық экономикадағы «инновация» ұғымы (шетелдік тәжірибе) зерттелді; халықаралық инновациялық теория мен практикада «инновация» ұғымын айқындау тәсілдері айқындалған; инновациялық үрдістің мазмұны, сондай-ақ инновациялық үрдістің авторлық балама сызбасы ұсынылған; қазіргі жағдайда «инновация», «инновациялық үрдіс» ұғымдарын түсіндіруге авторлық көзқарас ұсынылған.

Теориялық және әдіснамалық негіз отандық және шетелдік зерттеушілердің еңбектерінде ұсынылған тұжырымдамалар, гипотезалар мен теориялар болды. Әдістеме жүйелік тәсілге негізделген, оның шеңберінде салыстырмалы, факторлық, субъект-объект, құрылымдық-функционалды, статистикалық талдау және экстраполяция әдістері қолданылды. Мақалада «инновация», «инновациялық үрдіс» ұғымдары ретроспективада және қазіргі аспектіде зерттелген. «Инновация» ұғымына көзқарастар жүйеленді, инновациялық үрдістің балама сызбасы ұсынылды. Қазіргі жағдайда инновацияны инновациялық үрдістің барлық аспектілерін көрсететін үрдіс жүйесі ретінде қарастыру керек, оның негізгі мақсаты тиімділікке қол жеткізу болып табылады.

Түйінді сөздер: инновация, инновациялық қызмет, инновациялық өнім, өнімнің инновациялық желісі, инновациялық үрдіс, үрдіс жүйесі.

И.П. Стеценко

Балтийская Международная Академия, Латвия
(e-mail: inna.stecenko@bsa.edu.lv)

Сущность инноваций и инновационного процесса в ретроспективе и современных условиях: международный аспект

В условиях возрастающей конкуренции при характеристике коммерческих структур основополагающая роль отводится инновациям, которые занимают важнейшее место в хозяйственной жизни организации. Соответственно, изучение их сущности и содержания приобретает особое значение для роста конкурентоспособности организаций, что обуславливает актуальность исследования.

Цель статьи – исследовать сущность инноваций и инновационного процесса в ретроспективе и в современных условиях как основной предпосылки повышения конкурентоспособности коммерческих организаций. Достижение этой цели потребовало решения следующих исследовательских задач: исследованы различия между понятиями «новшество», «нововведение», «инновация»; определена взаимосвязь триады понятий «новшество», «нововведение», «инновация»; изучено понятие «инновация» в ретроспективе; исследовано понятие «инновация» в рыночной экономике; обозначены подходы к определению понятия «инновация» в международной инновационной теории и практике; представлено содержание инновационного процесса, а также авторская альтернативная схема инновационного процесса; представлен авторский взгляд на интерпретацию понятий «инновация», «инновационный процесс» в современных условиях.

Теоретической и методологической основой послужили концепции, гипотезы и теории, представленные в работах авторитетных исследователей. Методология основана на системном подходе, в рамках которого были применены методы сравнительного, факторного, субъектно-объектного, структурно-функционального, статистического анализа и экстраполяции. В ходе исследования обосновано, что в современных условиях инновацию следует рассматривать как процессную систему, отражающую все аспекты инновационного процесса, главной целью которой является достижение эффективности.

Ключевые слова: инновация, инновационная услуга, инновационный продукт, продуктовая инновационная линейка, инновационный процесс, процессная система.

Date of receipt of the manuscript to the editor: 2023/02/28