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UDC 334.72:339.9

УДК 334.72:339.9

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**THE DEVELOPMENT OF INNOVATIVE
FORMS OF ENTERPRISE IN UKRAINE IN
TERMS OF GLOBALIZATION IN 21
CENTURY**

**РОЗВИТОК ІННОВАЦІЙНИХ ФОРМ
ПІДПРИЄМНИЦТВА В УКРАЇНІ В УМОВАХ
ГЛОБАЛІЗАЦІЙНИХ ВИКЛИКІВ ХХІ СТ.**

Urgency of the research. *The importance of studying the innovative enterprise is determined by the need to optimization of development proportions and overcome the manifestations of the systemic crisis in national economy.*

Target setting. *It is reasonable to study development of innovative business of Ukraine as reaction to globalization of the spread of the network economy and smart technologies etc.*

Actual scientific researches and issues analysis. *The scientific works of such scholars as P. Diamandis, S. Case, C. Clayton, Y. Bazhal and others deal with the innovative enterprise.*

Uninvestigated parts of general matters defining. *The scientists have not yet sufficiently studied the reasons for the introduction and features of the innovative enterprise development in Ukraine after 2014.*

The research objective. *The article aims to investigate the causes of introduction, dynamics, obstacles and perspectives of domestic innovative business development in the context of globalization of the XXI century.*

The statement of basic materials. *It was proved that the exponential development of Internet technologies, network economy caused the economic establishment of communal consumption and uprise of sharing companies being new types of enterprise structures. It was found that the main organizational enterprise forms in the field of economics of common use are ridesharing, crowd-funding, coworking and others. The author has studied the specificity and consequences of national sharing enterprise.*

Conclusions. *It is defined that involvement to common production such previously non-used resources (such as: solidarism, social unity, responsibility, cooperation); creating of positive competitive conditions for businesses; cultural and behavioral changes of consumers become the basis for conscious and ecological consumption, producing new standards for businesses and becoming an integral part of social culture.*

Keywords: *innovative enterprise; sharing economy; crowdfunding; ridesharing.*

DOI: 10.25140/2410-9576-2017-1-4(12)-212-215

Urgency of the research. At the summit in March 2017 the leaders of Germany, France, Italy and Spain agreed on the program "Multi-speed Europe" with the main topic of economic growth in the European Union countries. At the same time the World Bank experts exposed a growing tendency to speed up globalization and innovational technologies spread at the Dover Forum in 2017. Under such circumstances, Ukraine, having to catch up with the European integration, must have a higher level of

Актуальність теми дослідження. *Важливість вивчення інноваційного підприємництва обумовлена необхідністю оптимізації пропорцій розвитку та подолання проявів системної кризи в національній економіці.*

Постановка проблеми. *Доцільним є вивчення розвитку інноваційного бізнесу України як відповіді на глобальні виклики поширення мережевої економіки й смарт-технологій тощо.*

Аналіз останніх досліджень і публікацій. *Окремі аспекти даної проблеми висвітлені в працях П. Діамандіса, С. Кейса, К. Клейтона, Ю. Бажала та ін.*

Виділення недосліджених частин загальної проблеми. *Науковцями ще недостатньо опрацьовані питання причин появи та особливостей розвитку інноваційного підприємництва України після 2014 р.*

Постановка завдання. *Мета статті полягає у дослідженні причин появи, динаміки, перешкод та перспектив розвитку вітчизняного інноваційного підприємництва в умовах глобалізаційних викликів ХХІ ст.*

Виклад основного матеріалу. *У статті обґрунтовується, що експонентний розвиток Інтернет-технологій, мережевої економіки спричинили становлення економіки спільного споживання та появу шерінгових компаній як підприємницьких структур нового типу. Охарактеризовано основні організаційні форми підприємництва в сфері економіки спільного користування такі як: райдшерінг, краудфандинг, коворкінг тощо. Авторами розглядаються особливості та наслідки розвитку вітчизняного шерінгового підприємництва.*

Висновки. *Виявлено, що активне залучення до суспільного виробництва раніше незадіяних ресурсів (а саме: солідаризм, соціальна згуртованість, відповідальність, кооперація), створення сприятливих конкурентних умов для ведення бізнесу, зміна культури та поведінки споживачів, яка набуває рис свідомого та екологічного споживання, закладають нові стандарти ведення бізнесу та стає невід'ємною частиною суспільної культури.*

Ключові слова: *інноваційне підприємство; шерінгова економіка; краудфандинг; райдшерінг.*

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economic growth. Innovative enterprise can become the accelerator as it solves the number of food, energy-efficiency, ecological and social problems. Everything mentioned above underlies the urgency of the major developmental tendencies' research and the structure and channels of innovative enterprise influence on the national economy.

Target setting. The system crisis, globalization, European integration and financial instability can facilitate the reveal of national economy innovative potential. This is due to the fact that crisis is the reaction to exhausted growth potential of basic system elements. So, the new system elements appear and they can influence future topical social trends. We consider it important not to let pass of the right period for innovative enterprise development as economic growth acceleration and national security increase can be provided.

Actual scientific researches and issues analysis. Joseph Schumpeter is considered to be the founder of the theory of economic innovations having defined a particular role of enterpreneur-innovator in economic development. Different aspects of this problem are revealed in the works of famous economists P. Diamandis, S. Case, C. Clayton, F. Laloux, N. Radjou. However, they characterize the innovative enterprise spread in the USA and European countries. Ukrainian researches are predominantly narrowly-specialized and they are based on the character of economic innovations (L. Fedulova), roles of innovations in different enterprises (O. Honcharenko), studying of crowdfunding (O. Vasiliev, V. Ogorodnyk) and sharing (G. Losova, O. Rudic) etc.

Uninvestigated parts of general matters defining. The scientists have not yet sufficiently studied the reasons for the introduction and features of the innovative enterprise development in Ukraine after 2014.

The research objective. The article aims to investigate the causes of introduction, dynamics, obstacles and perspectives of domestic innovative business development in the context of globalization of the XXI century.

The statement of basic materials. An important trend that hampered the enterprise development in 2005-2013 was a decrease of economic and business activity. It was a result of world economy crisis and leadership, power and trust crisis which became urgent social issues having spread all over the world. According to the social inquiry in 2008 the majority of population (more than a third of respondents - 38,4%) stated their unwillingness to set up a business [1]. Starting from 2014 an increase of civic engagement and volunteering influenced positively small business development and microenterprise in particular [2]. At the same time, as reported by the Ukrainian State statistical service data, the population percentage ready to take responsibility for their own wellbeing is around 70%. Their representatives feel the need to solve the problems of unsatisfactory dwelling and low income either on their own or together with the state institutions [3].

The boost of civil responsibility, economic activity and gradual decline of paternalistic traditions is a reaction to the crisis connected with the war and general social and economic instability. Society was induced to use relevant and efficient business forms in both Ukrainian traditional enterprise and new western business practice. A combination of traditional for Ukrainian society business organizations such as self-management, collaboration and cooperation with innovative creative approaches to economic problem solving on the basis of IT-technologies resulted in the spread of the following enterprise forms of common use economics: crowdfunding, crowdsourcing, coworking and sharing companies etc. Entrepreneurial forms of sharing economy (common use economy) advanced after 2008 year crisis having spurred the growth of social attention to the problems of resources saving, ecological activity and trust rebirth. Lately, American turnover of common use economy has been estimated as 3 billion dollars and there is a boost foreseen (at least 25% yearly) [4]. The sharing companies were set up for accommodation rent, transport and other services on the basic level of common use economy development. As stated in the analyst data of PwC company in 2015 the transaction cost of sharing platform was 28 billion Euros, and the income was 4 billion Euros. It is anticipated that the transaction costs and services income will have grown up to 570 billion Euros and 83 billion Euros respectively by 2025 [5].

In Ukraine the first business sharing forms of common use economy were set up in 2014 and spread in the sphere of ridesharing, common consumption of knowledge and split access to commodity and

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services. The most famous Ukrainian sharing projects are BlaBlaCar (world ridesharing leader), Prometheus (educational on-line platform), OLX (on-line platform to sell and buy goods).

International service BlaBlaCar started in work in 2004 having united 35 billion users from 22 countries. According to the BlaBlaCar data the drivers managed to save around 275 billion Euros for the period of its functioning. This service was set up in Ukraine after the purchase of Ukrainian start-up "Podorozhnyk". In 2016 around 1 million people joined this Ukrainian service and the number is not a final one increasing each day. The average consumer age is 29-35 being the most educated and economically active youth [6].

The most well-known business organizations in the sphere of common consumption of knowledge in Ukraine are the local projects Preply (platform to provide educational services) and Prometheus (on-line platform for free education; the project kicked off in October 2014 but in 18 months it contained 225 thousand students registered). Prometheus aims to conduct educational revolution in Ukraine, to clear the barriers and get the access to high quality content regardless of origin and location of its users. Thus, for the period of 40 days in 2016 crowdfunding platform "Spilnokosht" succeeded in getting 515 thousand UAH for the launch of a combined education pilot project in a few Ukrainian universities.

Different international (TaskRabbit, Upwork) and local (Kabanchik.ua) sharing platforms of other services exchange are being actively developed in Ukraine. In 2015 platform Kabanchik.ua rendered more than 500 services daily with an average price of 20 dollars each. Service platforms promote the improvement of business environment and business activity with the help of logistics optimization and reduction of information search transaction expenses, combination of people rendering and getting services, providing the quality of service etc.

On-line platforms to exchange things are widely spread in Ukraine. The biggest of them are OLX (a global platform used in around 40 countries) and "Plushkin" (a local ecologically-oriented platform to exchange things and services founded in 2014). As stated in the research of Gemius company (Fusion panel, June 2016) the site of OLX belongs to the top popular Ukrainian resources and every second internet user links to this site at least once a month. In 2015-2016 years more than a few thousand people made use of "Plushkin" services.

Together with the common use economy one more form of innovative enterprise is being developed. It is based on common funding (crowdfunding) being an alternative to business bank loans. According to the data of one of the top crowdfunding platforms Kickstarter in 2015 the most of funding is given to the projects connected with technologies (129 million dollars), design (96,7 million dollars), games (89,0 million dollars), (129 million dollars), films and video (66,4 million dollars), music (34,1 million dollars), food (28,1 million dollars) and fashion (22,8 million dollars) [7]. Crowdfunding popularity growth is due to the usage of modern web-technologies thus creating new possibilities for enterprise resources cooperation. As reported by the World Bank yearly contributions to crowdfunding will have grown up to 93 billion dollars by 2025. As stated in the report by Massolution's 2015CF - CrowdfundingIndustryReport in 2014 this market has already grown three times by 167% having reached 16,2 billion dollars with only 6,1 billion dollars of investments in 2013. It must be pointed out that crowdfunding platforms mobilized more than 34,4 billion dollars in 2015.

The most successful Ukrainian crowdfunding platforms are bigggidea.com and "Spilnokosht" where money resources are accumulated for the projects in the field of education, healthcare, literature, music, journalism and scientific research. At the end of 2016 "Spilnokosht" platform rendered funding to more than 150 projects with social enterprise projects prevailing as they were oriented to solve crucial social problems and creating social worth increase.

Owing to international crowdfunding platform Kickstarter innovative Ukrainian projects not only were funded to start their production but also received international recognition. They are LaMetric (369 thousand dollars), Petcube – a device for remote communication with pets (251 thousand dollars), iBlazr-light emitting diode flash for smartphones (156 thousand dollars) [7]. At the same time, during 2014 more than 1 thousand Ukrainians funded projects contributing 259 thousand dollars. It is a proof of internal investment stocks existence and the absence of efficient mechanisms of converting savings into investments which decreases investment and enterprise activities. The growth of civic

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engagement of Ukrainians resulted in activation of microenterprises and small enterprises' development on the basis of social enterprise with combination of business calculation principles and resources cooperation. The example of such enterprise is the restaurant UrbanSpace 100 in Ivano-Frankivsk. It was aimed to create a communication platform for social discussion and social and economic city problems solving. Having been founded on the basis of cooperation each co-founder owns a share (worth 1 thousand dollars) company statutory capital which is 100 thousand dollars. 80 % of the profit is spent on social demands funding.

Conclusions. Sharing companies that exist on the ground of decentralized resources exchange are spread through peering systems (originating from peer-to-peer – equal, a network with equal members); communal project funding and total consumption. They are the proofs of new trend springing in enterprise development thus bringing innovative changes in overall social development. They are also characterized by involving of previously unengaged resources such as solidarism, social cohesion, responsibility and cooperation. The development of sharing enterprise culture gradually counter-balances the influence of definite social stereotypes that were formed as a part of Soviet Union culture of social paternalism such as nihilism, social estrangement, absenteeism etc. However, the spread of common use culture influences greatly consumer culture and behavioral changes that become the basis for conscious and ecological consumption producing new standards for businesses and becoming an integral part of social culture.

Consequently, tendencies of enterprise development being influenced by the global challenges and economic system crisis support J. Shumpeter's concept of "creative ruining" according to which implementing of business innovations in the process of social development results in constant industrial and institutional permutations that change and reconstruct the economic system from the inside, ruining its old organizational structure and outdated models of business activity thus creating new competitive norms and organizational forms that provide system changes and steady economic growth.

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Received for publication 17.09.2017

Бібліографічний опис для цитування :

Suprun, N. A. The development of innovative forms of enterprise in Ukraine in the context of globalization in 21 century / N. A. Suprun, L. V. Yelisiaieva // Науковий вісник Полісся. – 2017. – № 4 (12). Ч. 1 – С. 212-215.