

- удосконалити процедуру здійснення моніторингу проектів державно-приватного партнерства;
- здійснювати методичне та консультативне супроводження в рамках реалізації ДПП;
- розробити систему управління у сфері державно-приватного партнерства з чітким розподілом повноважень між органами державної влади у рамках підготовки і реалізації проектів ДПП та координацією їх діяльності;
- сформувати міжрегіональні центри державно-приватного партнерства за участю державних органів влади та представників бізнесу.

Таким чином, з метою ефективного функціонування державно-приватного партнерства доцільно насамперед розробити і впровадити стратегію розвитку партнерської взаємодії держави та приватного сектору на національному рівні. Це потребує визначення державою цілей розвитку ДПП, пріоритетів, напрямів, масштабів діяльності та джерел фінансування реалізації стратегії. Обов'язковим елементом реалізації стратегії є встановлення вимог до учасників та розподіл обов'язків і повноважень між ними. У зв'язку з відсутністю єдиного підходу до формування механізму реалізації партнерської взаємодії держави та приватного сектору слід побудувати інституціональну систему її забезпечення, враховуючи існуючу систему цінностей у суспільстві та економічні передумови.

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DEVELOPMENT AND REALIZATION OF SPECIAL DIRECTIONS OF THE GOVERNMENTAL INNOVATION POLICY

The development of competitive market principles is one of the main parts of formation of effective innovative economy of the country.

The aim of the governmental innovation policy is the development of commodity markets based on the activation of local production improving its competitiveness by implementation high-tech technologies, assortment expansion and increase of supply volume on the markets, which contribute the growth of the employment level and welfare of people [1].

To removal of the deformation of manifestation of competition principles in the markets of innovation products, special directions of relevant governmental innovation policy should be implemented. The classification of them is the following [3, p. 218-220].

1. Increasing production competition, i. e. stimulation of assortment expansion of goods which already exist on the markets and the emergence of substitute products. Ideally, product markets may merge into a single, if some products become perfect substitutes for other ones, and then we can talk about the expansion of the markets.

Expansion of borders will be possible if as a result of technical development, consumer will be able to switch to the consumption of various products without special expenses, i.e. such products become interchangeable. Then, for example, increasing the price of the main product, reducing the volume of supplies, the creation an artificial shortage or any other monopolistic activities of enterprises, consumers will be able to switch to the consumption of substitutes without much cost to themselves.

In this case, the size of the market increases and becomes equal to the total volumes of all sales of interchangeable products. Obviously, if a company had a dominant position on the market with one of the interchangeable product before any technical innovations, its share will decline due to the inclusion such indicator as substitutes sales in the volume of market (except that cases where the dominant company holds a significant share of sales in the markets of substitutes). In this case the economic concentration falls and competition grows as the number of market participants increases.

2. The expansion of the geographical boundaries of the markets by encouraging foreign trade. The more territory can be considered as a single market, the greater number of subjects will take part in economic activity, and the less market share will have the largest its members and, therefore, competition will be more developed. A core parameter in determining geographic borders is the amount of expenses for the movement of goods or the ratio of this value to the value of the goods. The less is this ratio, the smaller the geographical borders in the assessment of the competitive environment is wider the greater and buyers have greater opportunities to buy goods of manufacturers and retailers which are far from them. Thus, the expansion of the geographical boundaries of markets will occur by reducing the share of transport costs in the price of goods, it can be achieved by reducing their absolute values or deceleration in growth in compare with inflation. This goal can be achieved by imposing cross-subsidies on transportation of certain goods, but this measure definitely is a market. Therefore, the most actual directions of state innovation policy aimed at developing competition on the markets by expanding their geographical borders is seen the formation of appropriate transport infrastructure, and the development of a competitive environment on the markets for transport services [2].

3. The reduction of entry barriers to the markets of potential competitors. As the most relevant measures of this direction we can mention the reduction of administrative barriers and facilitating the access of market participants to financial resources.

Described ways of such market transformations aiming to expand their boundaries, require fairly significant costs. In contrast, reduction of entry barriers can lead to the appearance of new participants on the market and reducing, thus, the market control earlier than other actors. The opportunity of the appearance of potential competitors on the market makes changes behaviour of its leaders. The governmental support for small enterprises assists to the appearance of new participants in the markets.

4. The increase of number of market participants through the creation of governmental enterprises or their entry into target markets, the participation of the country and government in registered capitals of commercial organizations that are entering to the target markets as well as through forced separation of leading market participants and the market participants that overuse their dominance. All the current rules that prevent the strengthening of economic concentration can be included in this list.

According to the current legislation, The Anti-Monopoly Committee has the right to issue an order on forced division of commercial organization or engaged in entrepreneurial activity of non-profit organization occupying a dominant position, or on separation from its structure of one or more companies in the case of systematic exercise of monopolistic activities. The systematic implementation of monopolistic activity is the Commission for

three years over two identified in the prescribed manner to the facts of monopolistic activities.

Such an order is adopted only with the following conditions: if this leads to the competition development; with the possibility of organizational and territorial isolation of the structural divisions; with absence of the close technological linkages between its structural units; with the possibility of legal entities as a result of restructuring themselves to operate on the market of certain goods.

However, there is no separation of economic entities like these in the history of existence of The Anti-Monopoly Entities, and the main reason lies in the unsatisfactory state of affairs with the methodological support of such processes.

In accordance with the Antimonopoly law, the economic concentration is prohibited, if it could lead to restriction of competition in the commodity market, including as a result of occurrence or strengthening of dominant position of an economic entity. This economic concentration is understood as the set of actions of economic entities including:

- the creation, merger and joining of commercial organizations;
- the creation, merger and joining of uncommercial organizations (associations, unions, nonprofit partnerships);
- acquisition by a person of shares with voting rights in the registered capital of the entity;
- obtaining the property, use or possession of a single economic entity of fixed production assets or intangible assets of another business entity;
- acquisition of the rights allowing to determine terms of a business entity conducts its business activities or exercise the functions of its Executive entity.

The above directions of the state innovation policy are implemented by using the following tools:

- 1) providing tax benefits for market participants in one or another form (from the point of view of the state of competition in the provision of such benefits may be justified only by the necessity of development of a competitive environment);
- 2) facilitating administrative procedures, which are required for entrance (e.g., the acceleration of the issuance of various permits for the construction of certain production capacities);
- 3) facilitating access to financial resources (in particular, subsidization of interest rates on development loans);
- 4) improving transport infrastructure (especially the improvement and construction of roads).

The suggestions to the author in relation to the implementation of regional competition policy in the Odessa region in the conditions of innovative development model of Ukraine the following:

- creating an attractive investment climate for innovation clusters, which intend to develop priority sectors of the economy of the territory;
- development of mechanisms of public-private partnerships;
- the introduction of the mechanism of investment tenders;
- the use of possibilities of examination of innovative-investment projects;
- the use of territorial ordering for innovation with priority to domestic producers.

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