

production remains one of the main areas of economic development of the country today. In relation to production, this means the creation of new tools, new types of materials and raw materials, equipment modernization, and the transition to a more progressive one. Only through joint efforts of the state, science and enterprises of agro-industrial production can innovative activity in the country's agriculture be increased in the future. This will not only increase the efficiency of production, but also its competitiveness in the international food market. Thus, the improvement of the innovation management system in agriculture should be comprehensive, covering the entire spectrum of aspects of this activity in the sectors of the agro-food sector: from conducting scientific research and development, experimental verification of scientific results to implementation in production and evaluating the effectiveness. The inclusion of this problem in one of the priority areas of scientific research on agricultural issues could contribute to increasing the validity and effectiveness of government measures in the sphere of innovation management in agriculture. This will give a certain impetus to the activation of innovative activities in the industry, which will contribute to the acceleration of scientific and technological progress and increased efficiency of agricultural production.

#### **Список использованной литературы**

1. Bogachev A. I. Innovative activities in Russian agriculture: current trends and challenges // NGIEI Bulletin. 2019. No. 5 (96). P. 95–106.
2. Dedeeva S. A., Lapaeva O. F. Innovations as the main factor in the development of regional agriculture in the context of import substitution // Bulletin of the Orenburg State University. 2015. No. 8 (183). P. 29–33.
3. Patsyukova I. G. Innovative activities in the agro-industrial complex // Problems of modern economics. 2014. No. 17. P. 135–139.

**УДК 658**

### **TO THE QUESTION OF THE CONCEPT OF INNOVATIVE POTENTIAL**

**Gorustovich T.G., master of Economics, senior lecturer**

**Prochorenko V.A., student**

*Belarusian state agrarian technical University, Minsk*

Ключевые слова: научно-технический прогресс, инновация, инновационный тип развития, инновационный потенциал.

Key words: scientific and technological progress, innovation, innovative type of development, innovative potential.

Аннотация: Анализируется значение базовых категорий: инновации, инновационный потенциал, инновационный процесс. Раскрывается основное экономическое содержание, сущность и значение инновационного потенциала, являющегося концептуальным отражением феномена инновационной деятельности и основой нового типа экономики – «экономики знаний». Оценка инновационного потенциала дает возможность выбора наиболее эффективной стратегии развития.

Summary: The meaning of basic categories is analyzed: innovation, innovation potential, innovation process. The main economic content, essence and meaning of innovation potential, which is a conceptual reflection of the phenomenon of innovation activity and the basis of a new type of economy – “knowledge economy”, is revealed. The assessment of innovation potential makes it possible to choose the most effective development strategy.

Scientific and technological progress changes the scale and structure of production, has a significant impact on the state of the entire global economy. In leading industrial countries, the formation of an innovative economy is largely due to a change in the economic role of innovation, the pace, directions and mechanisms for implementing innovation processes. Today, many scientists, experts, and politicians are beginning to talk about a new type of economy - a "knowledge economy" or an innovative economy, the basis of which is innovative potential, and the main guarantee of ensuring high, sustainable and high-quality economic growth are intellectual resources, science-intensive and information technologies. Scientific and technological progress, innovation, innovative activity, innovative process and innovative potential are studied to varying degrees within the framework of many sciences. But it should be noted that the concept of "innovative potential" was introduced into scientific circulation relatively recently. Nevertheless, various aspects associated with it to one degree or another have been considered throughout the history of mankind. In modern conditions, it is legitimate to talk about innovative potential as one of the most important components of economic potential. It has now become obvious that it is the level of development of the scientific and technical sphere – science, education, knowledge-intensive industries, technology markets – that creates the basis for sustainable economic growth and is one of the most important factors in solving socio-economic problems. Currently, the concept of "scientific and technological potential" has emerged and is widely used. The processes of introducing new technology have increasingly begun to acquire the character of a complex change in technologies, reflecting the logic of the development of technological clusters - blocks of technological equipment within the framework of integral functionally linked sections of production or the household sphere. Therefore, the concept of "technology" is broader and

includes not only engineering content, but also organizational and managerial aspects of production functioning. In modern economic science, the categories of "innovation potential" and "scientific and technical potential" (STP) are on the same level. However, the innovation potential contains the implementation of scientific and technical progress. In the most general form, STP is identified with the economic resources that society has for scientific and technical activities that ensure the creation of new and improvement of manufactured products, intensive development of production, changes in the nature of labor, and an increase in the efficiency of social reproduction. The main idea STP of the above definition is the inextricable connection of scientific and technical potential with the development of productive forces of society.

The essence of innovation potential is manifested in its functions, which include: 1) scientific function - innovation potential promotes the development of science, the discovery of new laws and principles, opens up paths to new areas, acts as a generator of ideas; 2) technical function - innovation potential promotes the development and mastering of improved, more perfect methods of manufacturing products; 3) production function - innovation potential promotes the release of products with new or improved properties; 4) social function - aimed at improving working conditions, solving problems of healthcare, education, culture; 5) information function - allows solving problems of organizing rational information flows in the field of scientific, technical and innovation activities, increasing the reliability and efficiency of obtaining information; 6) organizational and managerial function - innovation potential activates the processes of optimal organization of production, transport, sales and supply.

Innovations form the basis of innovative potential. It is believed that the term "innovation" was first introduced by J. Schumpeter, who in his work "The Theory of Economic Development" defined it as "a new scientific and organizational combination of production factors, motivated by the entrepreneurial spirit" [3].

Researchers argue that an integral part of innovative potential is innovative culture, that is, the receptivity of an individual, a group, or society as a whole to innovations, the readiness and ability to implement innovations as innovations. The content of innovative culture is dominated by the motivational component and the system of value orientations of the individual.

With a developed innovative culture, it is possible to achieve: in the economic sphere - acceleration and increased efficiency of the introduction of new technologies and inventions; in the sphere of management - real counteraction to bureaucratic tendencies; in the sphere of education - assistance in revealing the innovative potential of the individual and its implementation; in the sphere of culture - optimization of the relationship between tradition and renewal, different types and kinds of cultures [1]. Innovative potential is

realized through innovative activity or innovative activity. There are two types of innovative activity: pioneering and imitative. The first is characterized by an orientation toward searching for new technologies, while the second is characterized by the implementation of already mastered innovations, the effectiveness of which has previously been proven by business practice.

In a market economy, the use of innovative potential is influenced by the nature of competition, which forces producers to innovate. However, competition between manufacturers does not have a serious impact on the rate of strengthening the potential itself. Their acceleration is facilitated by the level of competition, determined by the number of its participants, the elasticity coefficient of manufactured products, and the concentration of entrepreneurial activity in a certain area [2].

In a market economy, the motives for mastering something new are offers from intermediaries, demand from end consumers, and the international division of labor. The formation of innovative potential is influenced by end consumers of means of production and consumer goods, since the demand of end consumers creates demand from producers and provides the financial basis for their implementation of innovations. The country's innovation potential is of great importance for substantiating the state innovation policy, a set of scientific, technical and innovation programs, the activities of innovative structures and institutions created to meet market economic conditions and to ensure the passage of scientific ideas from their inception to practical application in the production sphere. The level of development of innovation potential is in constant dynamics, which can be both positive and negative. Successes in scientific activity, caused by various factors (scientific discoveries, arrival of new employees, increase in the level of technical equipment of research, etc.), have a positive effect on the level of innovation potential. Conversely, stagnation in research, the departure of capable employees, the impossibility of updating equipment and similar factors negatively affect the level of development of innovation potential.

The task of assessing the formation and use of innovation potential is to reliably reflect the impact of these changes on its level. The essence of the system for assessing the formation and use of innovation potential is to create prerequisites and conditions for effective management of innovation development. One of these conditions is the creation of an adequate information and analytical base for the managed object and a mechanism for its functioning, as well as the development of methodological recommendations for making management decisions regarding the development and reproduction of innovation potential.

The goals of innovation activity, the methods, forms and timing of its implementation are determined by the resource capabilities of individual

economic agents and the whole society. Resource capabilities affect the scale of innovation activity, the completeness of coverage of the range of socio-economic problems, the sequence of their solution, and in the broadest sense they include almost everything that can be used in the innovation process, ensuring the achievement of final results.

The presence of certain components, their qualitative and quantitative characteristics largely determine the choice of the most effective strategy for innovation development. The lack or absence of individual elements of innovation potential indicate the need for their preliminary formation. The innovative type of development, relying primarily on the constantly increasing power, capabilities and strength of science and technology, is becoming dominant in modern civilization. It is based on a continuous and targeted process of searching, preparing and implementing innovations that allow for an increase in the efficiency of social production, an increase in the degree of realization of society's needs, and an improvement in its life. The necessary conditions that determine the use of the scientific method and technical progress in society are a conscious socio-economic need, a favorable social environment, and the availability of economic resources [4].

The state of the innovative potential of any country can be correctly assessed only if innovative activity is considered in an inseparable unity with scientific, technical and industrial activity.

The modern economy is inextricably linked with a constant cycle of innovative development. The ability to create new knowledge, technologies, processes, the ability to access new knowledge and its effective commercial use - all these are fundamental elements of competitiveness both at the national and global levels.

### **Список использованной литературы**

1. Apanasevich, M.V. Review of methods for assessing the innovative potential of an enterprise / M.V. Apanasevich // Issues of Management and Economics: Current State of Actual Problems: Coll. Art. Based on the Materials of the XLIII International Scientific and Practical Conference "Issues of Management and Economics: Current State of Actual Problems". – M.: Internauka, 2021. – No. 1 (41). – P. 28–35.

2. Sargsyan A.F., Sargsyan A.F. The Role of Innovative Potential in the Innovative Development of an Enterprise // Issues of Science and Education. 2017. No. 6 (7).

3. Shamgulova L.I. Methods of Managing Innovative Potential // Young Scientist. 2019. No. 4 (242). P. 274–277.

4. Elgukaeva L.A. Economic Essence of Innovative Potential // Education. Science. Scientific personnel. 2020. No. 3.