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# Conceptual framework of the regional development strategy of the region's innovation potential

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## Abstract

The paper deals with the conceptual framework of the implementation of the regional strategy for the development of the regional innovative potential. They as opposed to existing ones include the principles, goals, tasks, functions and mechanisms for planning, financing and implementation of regional innovation programs and projects. And also allow forming target markets and using the innovative potential of the region-specific, trends and challenges of socio-economic development of regions of Ukraine.

*Keywords:* conceptual framework, innovative regional development, regional strategies, regional innovation potential

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## 1 Introduction

Considered in the previous publications principles and systems of the region innovative potential management are interrelated and the formation of new systems should be used in the complex. Accordingly, the development of the regional strategy for the region's innovation potential of the most difficult task is to build the conceptual foundations of management. That will serve formally the formal graphic representation of the relationship between their constituent components and subsystems.

## 2 Analytical planning the development of innovative potential of the region

A conceptual model of the development management of the innovative potential, aimed at the group of regions with a sufficient level of innovation potential. It is based on the principles of systematic, dynamic, planned and complexity inherent in a complex multi-tasking system. Compliance with these principles will contribute to achieving the goals and objectives of the development management of the regional innovative potential. It is will contribute to the socio-economic development of the region through the effective use of innovative resources in the result.

The implementation and intensive application of planning, financing and implementation of regional innovation programs and projects mechanism, target market analysis mechanism and innovative potential of the region use mechanism embodied in the model will allow to control the functions of the regional actors of the innovation process and ensure the growth of the gross regional product in the midterm.

It should be noted that in these subjects are investors,

regional authorities, public authorities, business leaders, researchers and developers of innovation, as well as the consumers, that is, the population of the region, but as the results of the analysis carried out in publication [4] the greatest impact on the execution of the functions and the implementation of control mechanisms is carried investors and public authorities.

Stated objectives and goals of the regionals innovative potential management frameworks are achieved in terms of system implementation management functions and effective use of the mechanisms embedded. In this case, when it leads to ensure the growth of the gross regional product is expected adjustment goals and objectives of management, in order to achieve new positive changes and increase in the GRP. In the case where the goals and objectives are not achieved, and the functions are not met, it is supposed directly adjusting mechanisms (or elements) to achieve them.

Conceptual bases of the region's potential for innovation management relate primarily to regional authorities, which have the most significant impact on this process, and offer the greatest amount of leverage. Accordingly, the role of the investor, as an essential subject of the influence is more limited and more concern to the elements of funding and the creation of innovative and investment environment in the region.

Considering the analysis of the strategic priorities the development of the regional innovative potential the region's innovation strategy should consist of 5 priority areas. On the basis of which is carried out specific activities for the implementation the development strategy of the region's innovation potential (Fig. 1). The block diagram reflects that all priorities are interrelated and focus on the tasks and goals of the innovation strategy.

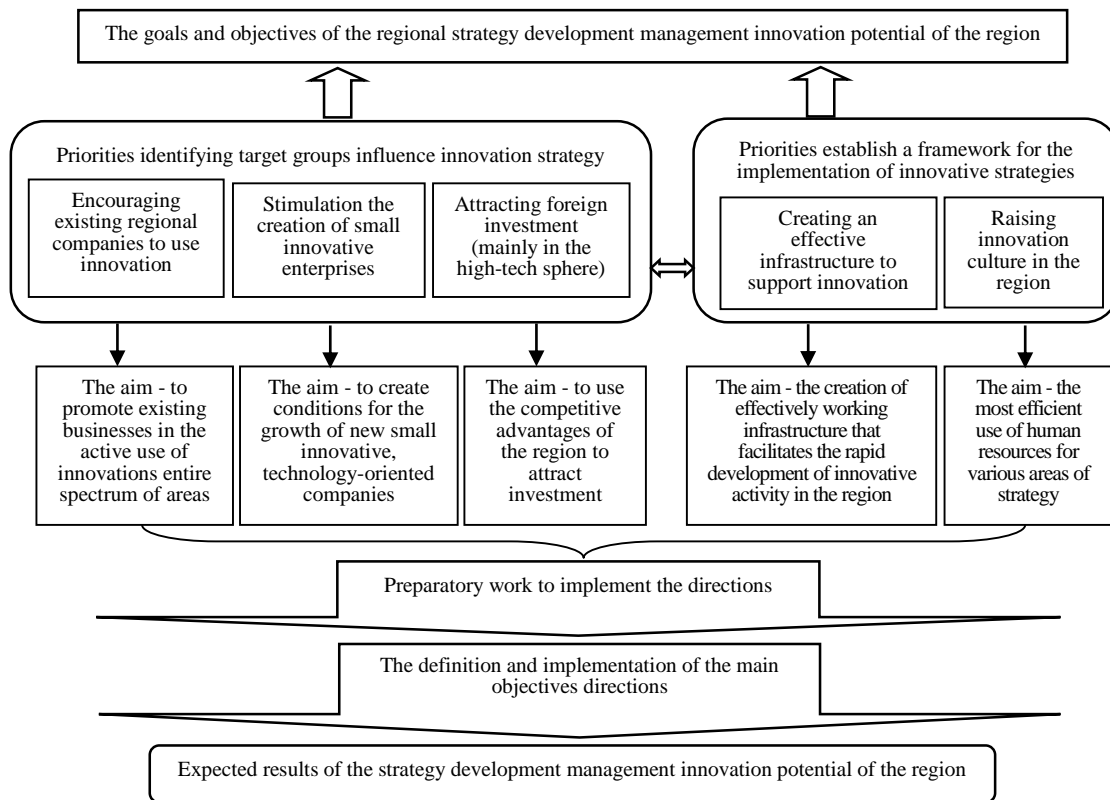


FIGURE 1 Scheme implementation of a regional strategy the development of the regional innovative potential

### 3 Conclusions

Thus, we have defined the principles of working out a regional strategy for the development of innovative potential which is seen as a complex system. This system is based on the principles of systematic, dynamic, planned and integrated approach. And through the implementation of its objectives embodied in the formation of innovative potential

development of management strategies in the region, matching its main directions with the existing potential for innovation, development of the organizational structure and information system, it creates the conditions and opportunities for effective implementation of the management functions of the regional innovative potential entrusted to it.

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