

STRATEGIC MANAGEMENT OF REGIONAL INNOVATION DEVELOPMENT

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Abstract

In the paper considered the basic priorities of the strategic planning of region innovative development. Identification of key parameters, which would increase the competitiveness and innovation capacity of the region.

[Key words: innovation, strategic planning, innovative regional development, regional strategies].

General

Strategic planning of regional innovative development is relatively new concept. Objective its necessity was the result of that in a volatile environment cyclic planning was not acceptable.

The role of strategic planning in innovative regional management has a large importance, since it is realized within the main objective on formation a clear vision of the regional innovation future. The image of the innovation future - a detailed understanding desired device innovative sphere of the region and determining ways to increase regional innovation capacity. When moving to the image of the future for the regional authorities sets specific goals, identifying priority directions and develop strategies to achieve the objectives of innovation development. Therefore, the quality of the planning process is largely depends on the effectiveness of all management activities.

Strategic planning of innovative development of regions Ukrainian abides at the stage solutions to systemic problems. Absence of mutually beneficial relations between the state and the region, outdated methods of state regulation of regional innovative development, the violation of the scientific and technical relations between the regions to create the foundation for a new management techniques. That will stimulate active self-development, management and innovative potential increase, creation of innovative structures in the region.

In a market economy strategically innovative regional planning allows to: leverage the competitive advantages of the region; to identify "points of growth", the development of which will yield the greatest effect; to concentrate investment in priority areas recurs innovative development; to create a based basis for the development of a rational scheme of innovative planning; demonstrate the commitment of the regional authorities to use modern methods of management innovation.

Innovative planning strategies represents the kind of management activities aimed at achieving such goals of innovation sphere of the region and the mechanisms to achieve them, the implementation of which is designed to meet the needs of the target segments of the region.

Thus, study showed that regional innovation strategic planning is now a necessary condition improving the efficiency of public administration region. Despite the developmental work of a number of issues related to the theory and practice of strategic management of regional innovations, beyond the scientific review, there remain many issues that will contribute to sustainable and regional innovative development, and improve the level and quality of life.

Reference

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