

СЕКЦІЯ І. ЕКОНОМІЧНА ТЕОРІЯ, МАКРО- ТА РЕГІОНАЛЬНА ЕКОНОМІКА

INDUSTRIAL POLICY OF BUSINESS SUBJECTS ON THE BASIS OF THE "INDUSTRY 4.0" CONCEPT IN THE CONTEXT OF INCREASING THE ECONOMIC POTENTIAL OF THE STATE

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No matter what the organizational system is – institutional, social, economic, technical or other, if it is complex and not completely passive, it needs to be competently managed, to regulate the internal processes taking place in it and to adapt them to external influences. It is obvious that the unregulated domestic market, which is not capable of a comprehensive, multi-purpose strategy of positive socio-economic and industrial development, is changing dynamically today. In its purest form, market mechanisms are quite indifferent to the technological level and scientific intensity of production, the professionalism of personnel, the social and spiritual sphere, and national interests. All this can be sacrificed to conjunctural considerations and private interests of business entities. That is why the market economy requires continuous efforts aimed at its constructive functioning, protection from destruction, deformation or looting by those who do not want it to function normally and have significant economic potential.

The government document "National Economic Strategy – 2030" emphasizes: "Ukraine does not use the existing cooperation potential of the powerful IT sector and industry, agriculture, transport, energy, etc. Currently, only 2 % of all companies providing IT services are targeting the domestic market. An increase in the technological efficiency of the economy, an increase in the share of goods with a high added value in exports is possible only due to the introduction of innovative solutions into production processes, which are developed on the border of the real sector and IT" [1].

The need for global transformation of economic processes is noted in many works of scientists, among whom we consider to highlight: O. Amosha, I. Pidorycheva & A. Zemliankin [2], A. Shiyan [3] and A. Bradul, L. Varava, A. Turylo, I. Dashko & A. Varava [4].

Thus, O. Amosha, I. Pidorycheva and A. Zemliankin conclude in their work that "Globalization 4.0 and the fourth industrial revolution transform all spheres of society worldwide, and therefore should be taken into account as much as possible when implementing strategic decisions on all levels of management – from corporate to international" [2, p. 17]. A. Shiyan and his colleagues, using the methods of system analysis, game theory, structural, functional and logical analysis, claim: "Innovative projects are the driver of economic development, therefore public involvement in their discussion, approval, implementation and analysis of results is an extremely important factor" [3, p. 27]. In researched by A. Bradul et al. [4] emphasizes the need to intensify the innovative and

investment development of enterprises. taking into account the financial component of the economic potential.

In all countries with a developed market environment, the state actively influences the functioning of the economy, thus supporting the desired mode of socio-economic development, which is subordinated to the optimal solution of national tasks. Therefore, abroad, along with market self-regulation, there is planning and regulation of economic processes at both the macro and micro levels. And the most important thing is not the scale of the country, but the degree of activity and direction of scientifically determined industrial policy, which ensures the formation of favorable conditions for the balanced development of highly productive, socially oriented industries, enterprises, territorial production complexes.

The most unresolved problems in modern industrial policy at both the macro and micro levels remain: lack of harmonious interaction of state institutions and market structures based on the principles of equal partnership and mutual assistance, insufficient use of knowledge and information as the main factors of sustainable economic development, insufficient regulation energy-saving and ecologically clean technologies, inconsistency of economic and scientific and technological policy at enterprises of several redistributions, non-fulfillment of social standards and regulations established by law, insufficient level of investments for active renewal of the physically worn out fixed capital of enterprises, insufficient regulation of monetary relations and foreign trade, the need to expand regional and interregional trade, large-scale economic differentiation of regions. All this requires the formation of a scientifically based industrial policy of domestic business entities and the creation of an appropriate development strategy.

At present, opportunities for faster, therefore, desirable growth rates of the economy are limited by the high capital intensity of structural changes, the lack of potential for rapid production growth in the fuel and raw materials industries, the scale of external and internal indebtedness, the lack of ways of low-inflationary expansion of the money supply, etc. For the formation of a scientifically based industrial policy it is proposed to implement the stages shown in fig. 1.

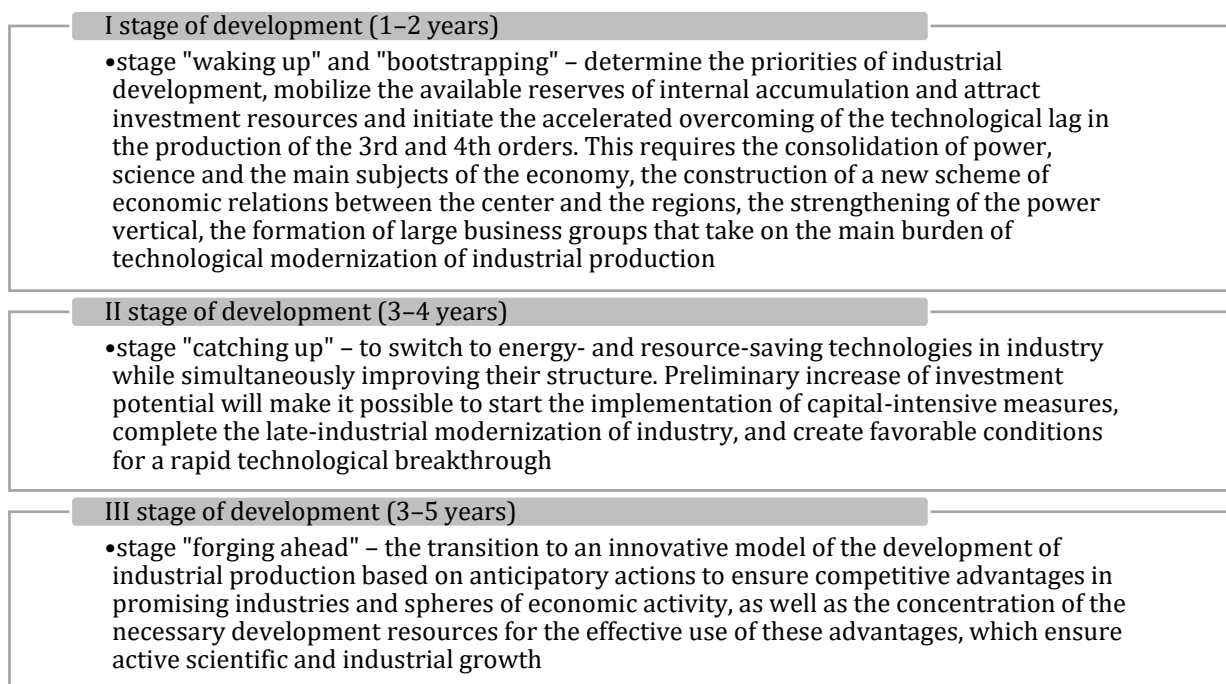


Fig. 1. Stages of implementation of scientifically based industrial policy

Source: author's suggestion

The general criterion for each of the specified stages is the achievement of a new technological frontier. At the same time, domestic consumer demand should expand on the basis of a steady increase in incomes, renewal of fixed assets and an increase in the number of jobs. Logically consistent industrial policy, which is carried out against the background of complex processes of the formation of a market economy, has the advantage that it allows you to support those "growth points", sectoral and structural changes in industry, which are revealed by the market itself, accompanied by an increase in the level of employment of the active population and the average level of its qualifications. World practice testifies to this strategy of self-preservation and successful development.

At the same time, the methods, forms and dimensions of state support for the most promising, economically and socially important industrial objects must be clearly defined and reflected in the relevant state and regional target programs, as well as other similar documents.

One of the most important tasks within the framework of the implementation of industrial policy in Ukraine will be the identification of industries in which Ukraine has competitive advantages (there may be 5–6 of them), as well as the development of a list of domestic products that are in high demand on the world market (Antonov aircraft, high-tech cables etc.). It is obvious that only such industries, which are related to scientific research centers, should receive support from the state and become the main goal of state industrial policy measures. It is a big risk to bet on the wrong industries. A systematic analysis of world markets is needed, which allows to determine which industry niches of production are already occupied. When forming the basic directions of industrial policy, it is necessary to take into account the general national interests, which include: social and economic development; development of science, technology, social intelligence; efficiency and competitiveness of domestic production; resource independence; economic, technological, technogenic (ecological), information security.

Conclusions. Scientifically based industrial policy will allow to stabilize the transition process: at the same time create a balanced national economy, reduce the state budget deficit to a minimum, carry out the necessary structural restructuring, and then increase the growth of production volumes and efficiency to a competitive level, and, as a result, to increase the economic potential.

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