

СЕКЦІЯ II. ПІДПРИЄМНИЦТВО, ТОРГІВЛЯ ТА СФЕРА ОБСЛУГОВУВАННЯ

ADAPTIVE AREAS OF SUPPORT FOR INNOVATIVE ENTREPRENEURSHIP

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In today's conditions, it is possible to state the increased activity of the state as a whole and individual regional institutions in the field of entrepreneurship support, which is manifested in a large number of developed and implemented legislative initiatives and local measures. If we turn to global trends in the development of entrepreneurship, we will see that one of the distinctive features of the modern approach to state management of national innovation systems is that innovation policy in the context of an innovative type of economy loses its sectoral character and turns into a regional integration policy. As a result of the mentioned measures of state support for innovative activities, they are mainly regionally selective in nature, which leads to their disunity, duplication on the same issues. All this emphasizes the acuteness of the problem of coordination of actions that need to be taken by various state administration bodies in order to increase the efficiency of the innovative economy [1-3].

The complexity of this problem increases many times due to the increase in the number of entrepreneurship participants in the innovative economy (intersubjectivity of the innovative economy) and the complication of the institutional environment, which is a characteristic phenomenon for the process of updating the socio-economic system in crisis conditions. Weak synergy, imperfect vertical and horizontal coordination, and insufficient systematicity of measures regarding state support for innovative activities have a particularly negative impact on measures aimed at enterprises in the scientific and technical sphere [3].

For the state authorities of Ukraine, the greatest burden is the perceptible burden associated with the efforts to determine the most relevant and effective ways of supporting entrepreneurship, orienting to their systematic implementation under adverse external factors. This means that under modern conditions of state administration, not only the development of the most effective measures for state support of entrepreneurship, but also the organization of the process of their implementation, implementation and coordination at all levels becomes an urgent task [3; 5].

An important task of the national economy is the development of a strategy to transform the country from an exporter of raw materials to a world producer of knowledge-

intensive products, which implies the transition of the economy to an innovative path of development as the only possible one in modern conditions. That is why the transformation of the national economy showed the importance of state regulation of selective processes in the entrepreneurship sector, which involves competent support primarily of innovative activity and initiative of entrepreneurial structures (concentration of the state's attention primarily on innovative entrepreneurship, not traditional) [3; 6].

The imperative for the transition of the national economy to an innovative path of development is a fundamental increase in the innovative sustainability of business. In order for the state policy of the creation of a high-tech economy to have a positive effect, the system of state authorities should promote the interest of business entities in effective innovative activities. At the same time, the state, regulating innovation processes, on the one hand, initiates innovation and acts as an active participant in these relations, on the other hand, it stimulates the innovative activity of entrepreneurship by determining state priorities, which is a guarantee of the competitiveness of the country's economy.

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