

INTRODUCTION OF THE ORGANIZATIONAL AND ECONOMIC MECHANISM OF THE ACTIVATION OF INTELLECTUAL AND INNOVATIVE DETERMINANTS OF THE REGIONAL ECONOMIC DEVELOPMENT

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subsystems of the organizational and economic mechanism are substantiated; functional, systemic and process approaches to the functioning of the organizational and economic mechanism of the activation of intellectual and innovative determinants of the development of regional economic systems are singled out; directions of ensuring effective managerial influence on the activation of intellectual and innovative determinants of the regional development are substantiated.

LITERATURE REVIEW

Well-known domestic and foreign scientists have studied problems of the formation of organizational and economic mechanisms of the regional development and peculiarities of the formation of creative economy, namely: Afanasieva, Volska, Khasanov (2020); Bessonova, Battalov (2019); Burkov, Enaleev, Strogonov (2020); Butko, Ivanova, Samiilenko (2021); Cerisola, Panzera (2021); Derhaliuk, Ishcheykin (2021); Gerosa (2021); Soemaryani, Prasetyo (2021); Iarmosh, Prokhorova, Shcherbyna, Kashaba, Slastianyukova (2021); Ključnikov, Civelek, Krajčík, Ondrejmišková (2020); Kuzmanova (2020); Lazzaro (2021); Legenchuk, Pashkevych, Usatenko, Driha, Ivanenko (2020); Londar, Lytvynchuk, Versal, Posnova, Tereshchenko (2020); Nikityuk (2020); Potjanajaruwit (2021); Revko, Garafonova (2021); Samiilenko, Khudolei, Mashnenkov, Derkachenko (2021); Samoilo vych, Marhasova, Lazarenko (2021); Semenov, Khrapov, Ulchenko (2021); Tkachenko, Radulovic, Pakhomova, Ustian (2021); Vovk, Saloid, Kostyunik (2021); Yuliaty, Kurniasari, Triyanti, Zulham (2021) and others.

INTRODUCTION

The formation of creative economy in modern conditions is provoked by intellectual and innovative transformations of socio-economic processes, digitalization of economic systems and corresponding reorientation of regional economies. In these trends, the key factor in activating the determinants of the regional development is the available intellectual capital and innovation potential, as well as the effective mechanism of their use. Consolidation of intelligence and innovation in economic systems creates new, non-standard and competitive solutions to ensure the development of regions. These challenges form foundations of creative economy, which is reflected in strategic guidelines for increasing economic effectiveness of creative thinking, formalization of methodological principles and legal framework for the functioning of the creative industry of the regions.

The aim of the study is to formalize the organizational and economic mechanism of the activation of intellectual and innovative determinants of the development of the regional economic space in creative economy. To achieve this goal, the following tasks were solved: functional components and

Scientists describe in detail components and functional elements of the mechanism of strategic management of innovative development (AFANASIEVA et al., 2020). The article of scientists is devoted to the study of the model of energy saving incentives, as a result of which they proposed the optimal mechanism of innovative development (BURKOV et al., 2020). The authors of the article presented a method for assessing the economic effect of concession agreements used in the implementation of investment and innovation projects in the housing and communal sector (NIKITYUK, 2020). In the article (LEGENCHUK et al., 2020) it is found out that the financial mechanism promotes innovative development and allows diversifying sources of funding, effectively managing the structure of the balance sheet of the enterprise, as well as significantly increasing the liquidity of its assets. In research (KUZMANOVA, 2020), methodical provisions for complex studying of influence of the processes of the technologies transfer on innovative activity of the enterprises were developed. Within the article of scientists (BESSONOVA et al., 2019), the features of innovative development of the world are analyzed. The article is devoted to the study of the potential of innovative regional development of the industrial region (KLJUČNIKOV et al., 2020).

The article is devoted to defining directions of the strategy of business education development in the field of creative economy of Ukraine, and which is based on international experience (TKACHENKO et al., 2021). Scientists are convinced that human capital is the main driver of creative economy, and the increase in human capital depends on the level of education and scientific progress in the country (LONDAR et al., 2020). The purpose of the article is to study the problem of the formation of the regional creative economy and provides recommendations for the formation of a mechanism for sustainable development of creative industries (SEMENOV et al., 2018). The article explores how cultural activities and creative economy of cities affect the products of their regions (CERISOLA, 2021). In the study, the role and influence of each stakeholder in the development of maritime creative economy in the region is researched (YULIATY et al., 2021). Scientists in the article examine the relationship and impact of operational strategies that affect the development of small and medium enterprises in creative economy (POTJANAJARUWIT, 2021). The study examines the ecosystem development of creative economy of the local area based on local culture (HILMIANA et al., 2021). The article by scientists is devoted to the study of the contextualized model of academic creative economics (LAZZARO, 2021). The research of scientists (IARMOSH et al., 2020) is aimed at studying the processes of innovation of creative economy as an important driver of sustainable development of the world economy. In the article (GEROSA, 2021) it is argued that the discourses that make up the imaginary creative economy, taken together, can be interpreted as an attempt by Western economies to launch a new successful cycle of economic accumulation.

METHODOLOGY

The methodological basis of this study are general scientific techniques and special methods of scientific knowledge of the object of study, namely the process of functioning of the organizational and economic mechanism of the activation of intellectual and innovative determinants of regional economic systems. In the study, a dialectical approach, which made it possible to establish the relationships and subsystems of the organizational and economic mechanism of the activation of intellectual and innovative determinants and contradictions between its subjects; monographic method and the method of generalizations for comparing different approaches to the functioning of the organizational and economic mechanism and the direction of the organizational and economic mechanism in the direction of regional development in terms of establishing a creative economy are used. As well as a functional, process and the system approach to the formation and implementation of organizational and economic mechanism.

PRESENTING MAIN MATERIAL

Ensuring necessary pace of the development of regional economic systems in the creative economy formation requires the formalization of the basic organizational and economic principles, which in this study will be formulated in the format of the mechanism of the activation of intellectual and innovative determinants. In the practice of domestic institutional

regulation of the development of regional economic systems, the functional approach is most often used. According to it development processes correspond to the set functional priorities in separate spheres of the regional economy. At the same time, the functional approach to the activation of innovation and investment determinants in the concept of creative economy determines not only strategically oriented areas, but also focuses on the distribution of resource, energy, information flows. This allows to optimize the infrastructure of intellectual and innovative processes, to adapt the economic system to change and to create non-standard, functionally oriented structures, solutions, processes. The disadvantages of the functional approach to the construction of the organizational and economic mechanism of intellectual and innovative development and activation of its determinants include:

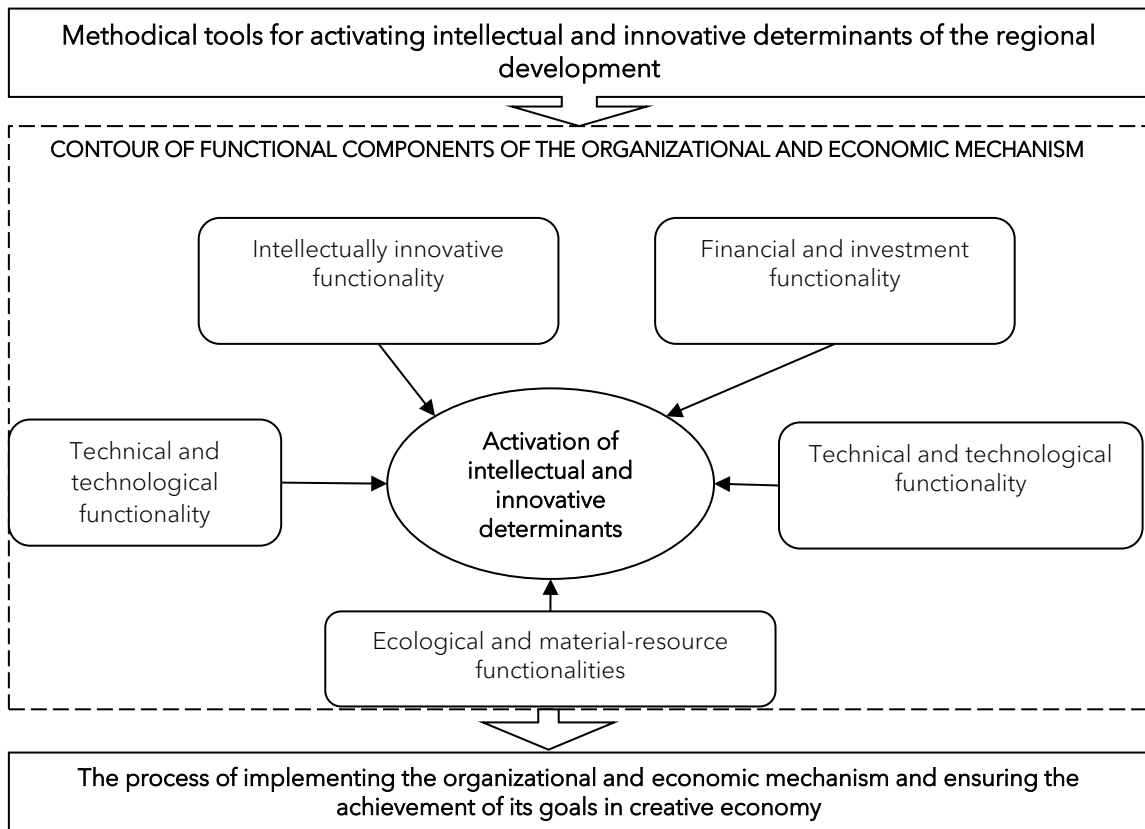
- inconsistency between institutions and functional structures-performers, which is provoked by the limited functions of the executive power in certain territories and their role in the general regional intellectual and innovation processes;
- disparities in the level of intellectual capital, availability of innovations and investment resources of certain territories, institutional functionalities-executors or business structures in the regions
- the executors do not have a general concept of intellectual and innovative development of the region, which is provoked by the priority for them of certain industries or territories of the region;
- most organizational functions are focused on logistics and optimization tasks, which negatively affects the cost of time and final performance, threatening bureaucratic superstructures and irrational decisions.

Functional components of the organizational and economic mechanism of the activation of intellectual and innovative determinants of the regional economic development include (Fig. 1):

- intellectual and innovative: includes the implementation of the principles and objectives of intensifying the use of intellectual capital and innovative potential of the region through creative solutions;

- financial and investment: ensures the efficiency of resource development of the region and the focus on financing projects for creative optimization solutions;
- technical and technological: includes the distribution of functions for the creation, commercialization, diffusion of creative intellectual and innovative ideas;
- institutional and legal: functional, which guarantees the preservation of the basic principles and compliance with the new standards of ethical, moral, market principles of the effective activation of intellectual and innovative determinants in terms of creativity;
- information and logistics: directs the functional impact of the mechanism on the dissemination and relevance of data on the environment of the activation of determinants, patterns and trends of intellectual and innovative development, creativity of digital technologies and their consistency with regional development goals, analysis and logistics of information flows between industries and territories;
- environmental and material resources: the functioning of this component is aimed at the adaptation and institutionalization of creative innovations, based on the accumulated knowledge and experience in the environmental protection and natural resources, maintaining the quality of life in the areas of creative innovations.

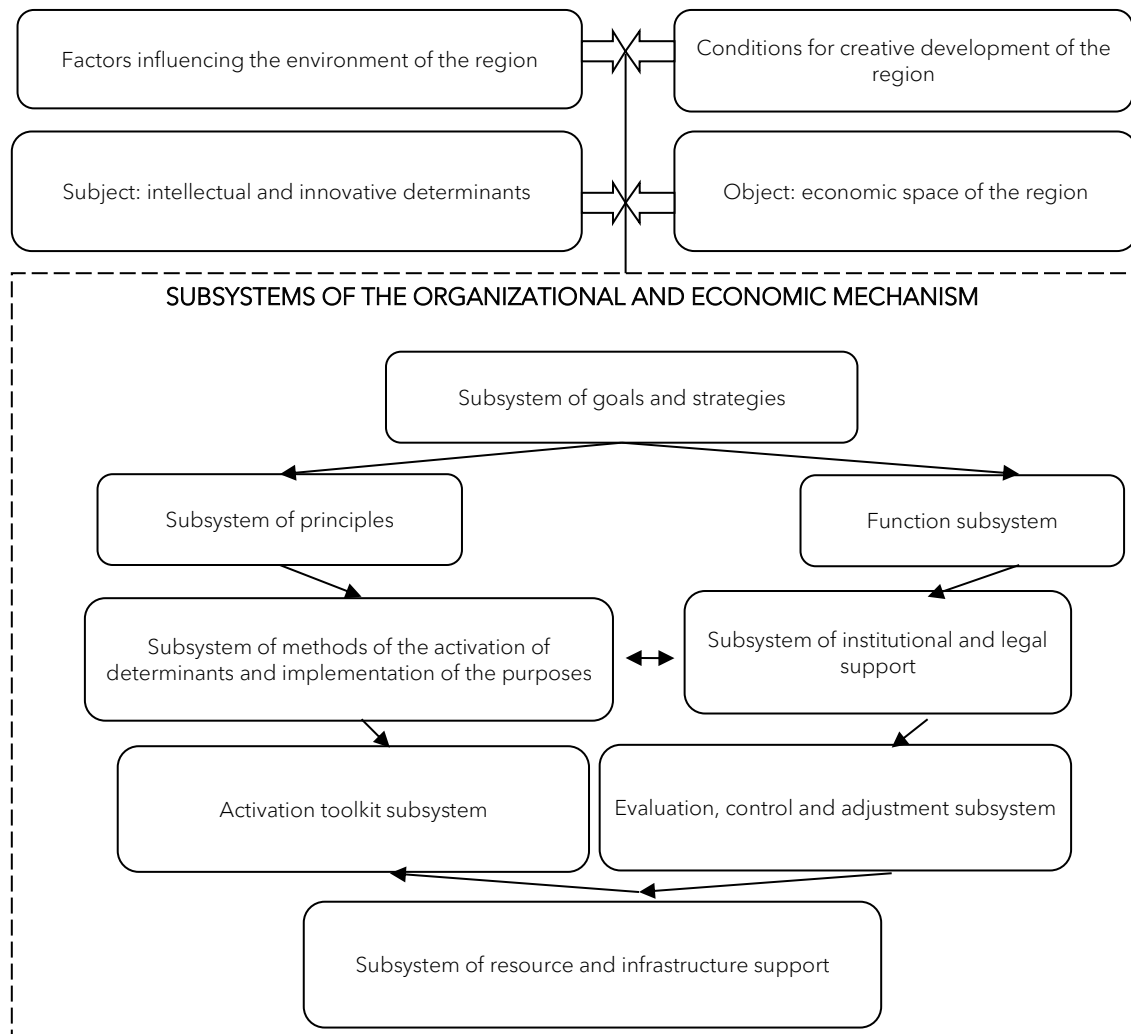
Figure 1. Functional components of the organizational and economic mechanism of the activation of intellectual and innovative determinants of the development of regional economic space in the conditions of creative economy



Source: developed by the authors.

The systematic approach to the construction of the organizational and economic mechanism considers the logic of the relationships between elements and processes, which together lead to interactions and ensure the effective implementation of tasks. The organizational and economic mechanism of the activation of intellectual and innovative determinants of the development of regional economic space in the conditions of creative economy from positions of the system approach should be considered as set of subjects, objects, methods, tools, and also subsystems of target influence and methodical and instrumental support, resource and infrastructure, evaluation indicators and adjusting regulators (Fig. 2).

Figure 2. The systematic approach to the formalization of the organizational and economic mechanism of the activation of intellectual and innovative determinants of the development of the regional economic space in creative economy



Source: developed by the authors.

Activation of intellectual and innovative determinants of the development of the regional economic system in creative economy should also be formalized from a process approach. The process approach to the formation and implementation of the organizational and economic mechanism is based on gradual achievement of goals, the establishment of key principles and factors of management at each stage, as well as determining the direction of influence.

According to the structure under the process approach, the organizational and economic mechanism of the activation of intellectual and innovative determinants of the regional economic space development creative economy can be formalized in a sequence of stages, which reflects functional relationships between system elements of the mechanism: objects, sub objects, subsystems, methods, creating creative structures and unique architecture of the regional economic space (Fig. 3). The direction of influences in the described organizational and economic mechanism of activation of intellectual and innovative determinants of the regional economic space development in the conditions of creative economy passes a full cycle of the involvement of intellectual capital, the creation and commercialization of innovations, the implementation of strategic goals of the regional development.

At the first stage, goals and strategic guidelines for the transformation of the regional economic system are determined under the influence of intellectual and innovative determinants based on the diagnosis of current and future prospects for the development of the region and its potential. The goals of activating intellectual and innovative determinants should be formed under the influence of accumulated intellectual capital, which allows to

formalize trends and patterns of the implementation of creative ideas and their introduction in the innovation potential of the region. The key goal is to formalize the direction, nature of future innovations, principles and the overall goal of the region.

At the second stage, the analysis of external influence of factors is carried out and actual intellectual and investment resources, infrastructural, institutional and organizational possibilities of the activation of intellectual and innovative determinants for formation of creative characteristics of the regional development are estimated.

The purpose of the third stage is to identify acceptable tools for the formation of intellectual and innovation strategies, assessing the effectiveness, coherence of future creative innovations in structural changes in the implementation of development goals of the region. Then the management system of intellectual and innovative strategies of the region in creative economy, the place and conditions of the application of certain functions, methods of using the determinants of their evaluation, regulation and control, determines the objectivity of intellectual and innovative strategies and the implementation of creative ideas.

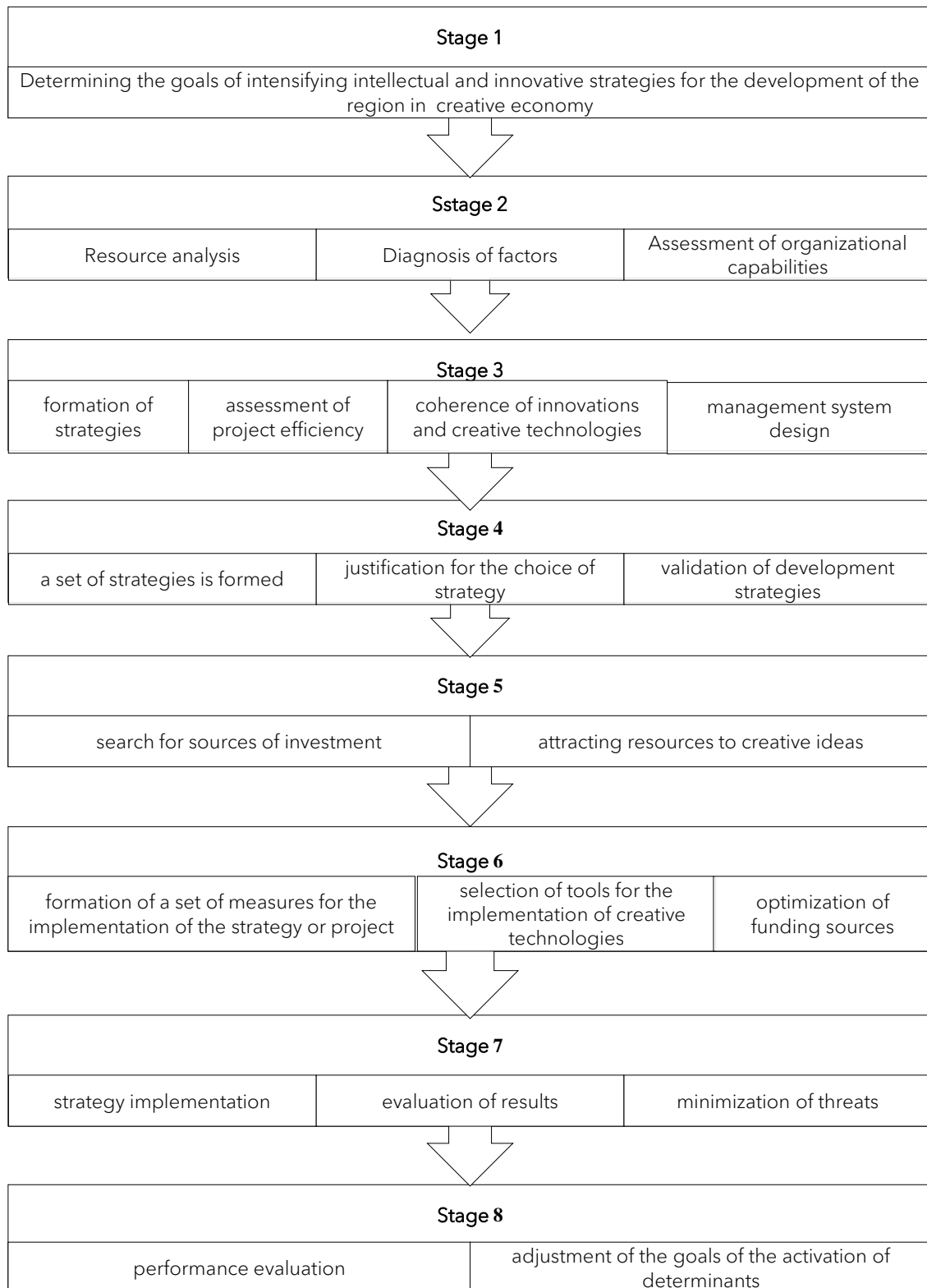
Based on the analysis, at the fourth stage, a set of alternative intellectual and innovative strategies is formed, and the choice of the optimal one is made. Substantiated strategies and creative projects in the decision-making subsystem undergo the process of validation, evaluation of the efficiency and development of institutional norms, imperatives for implementation.

The fifth stage is to find resource opportunities for the implementation of the chosen intellectual and innovative strategy for the implementation of creative ideas for economic development of the region. In addition to the search for intra-regional resource sources, it is necessary to design a system for attracting national and international investment funds, grants and targeted funding. Socially and ecologically oriented creative ideas and technologies need special attention.

At the next stage, a set of measures is formed to implement the strategy or creative project selected at the previous stage, as well as the choice of tools for implementing innovative ideas and technologies, defining goals for optimizing the structure of resource sources and more.

Next is the stage of the implementation of the chosen intellectual and innovative strategy of activating the determinants of the regional development, i.e. practical actions to involve intellectual resources and capital, the implementation of creative technologies and their diffusion into economic space of the region, the adaptation of the regional structure to new requirements and challenges, technologies.

Figure 3. Implementation of the process approach in designing the organizational and economic mechanism of the activation of intellectual and innovative determinants of the development of the regional economic space in creative economy



Source: developed by the authors.

One of the most important aspects in the process of the substantiation of the organizational and economic mechanism of the regional economic development in terms of creativity is to ensure effective managerial influence on this process. From the variety of concepts for the

management of development and ensuring its effectiveness in regional economic systems should be distinguished those that are based on different conceptual provisions for:

- type of response (reactive and proactive) to the impulses of development due to the creative technologies introduction;
- methods of exercising managerial influence on the process of the activation of intellectual and innovative determinants of development through legal norms and regional institutions;
- the nature of the involvement of intellectual capital and competencies of the population in the formation of areas of the regional development and responsibility for the results obtained;
- way of organizing managerial influence: through the creation of the creative economic structure of the region.

CONCLUSIONS

The analysis of scientific achievements in the study of theoretical foundations of organizational and economic mechanisms of economic systems management allowed to formalize functional, systemic and process approaches to formalize the mechanism of the activation of intellectual and innovative determinants of the regional economic space development in creative economy. The main functionalities of influencing the effectiveness of the mechanism, system elements and gradual formation and implementation of the mechanism of the activation of intellectual and innovative determinants of the development of the regional economic space in creative economy. It is substantiated that the main functional components of the mechanism are intellectual-innovative, financial-investment, technical-technological, institutional-legal, information-logistic, ecological and material-resource.

The separation of the functional approach to the organizational and economic mechanism makes it possible to distinguish institutional, legal and regulatory impact on the processes of the activation of intellectual and innovative determinants of economic development of regional economic systems. From the standpoint of the systematic approach, the mechanism of activating the determinants of the regional development in creative economy should be considered as a set of subjects, objects, methods, tools, as well as subsystems of targeted impact and methodological support, resource and infrastructure support, evaluation indicators and adjusting regulators. The process approach to the formation and implementation of the organizational and economic mechanism is based on gradual achievement of goals, the establishment of key principles and factors of management at each stage, as well as determining the direction of influence.

In further research it is necessary to establish the effectiveness of the impact of intellectual and innovative determinants on the formation of creative approaches and technologies for the regional development.

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Introduction of the organizational and economic mechanism of the activation of intellectual and innovative determinants of the regional economic development

Introdução do mecanismo organizacional e econômico de ativação de determinantes intelectuais e inovadores do desenvolvimento da econômica regional

Introducción del mecanismo organizativo y económico de activación de determinantes intelectuales e innovadores del desarrollo de la económica regional

Resumo

O artigo investiga abordagens funcionais, sistêmicas e processuais para a formação de mecanismos organizacionais e econômicos de ativação dos determinantes intelectuais e inovadores do desenvolvimento do espaço econômico regional nas condições de economia criativa. No âmbito da abordagem funcional, percebe-se a influência institucional, legal e normativa nos processos de ativação dos determinantes intelectuais e inovadores do desenvolvimento econômico da região. Constatou-se que os principais componentes funcionais do mecanismo são: intelectual-inovador, financeiro-investimento, técnico-tecnológico, institucional-legal, informação-logística, ecológica e de recursos materiais. Do ponto de vista de uma abordagem sistemática, o mecanismo de ativação dos determinantes do desenvolvimento regional em uma economia criativa deve ser considerado como um conjunto de temas, objetos, métodos, ferramentas, bem como subsistemas de impacto direcionado e suporte metodológico, recurso e infraestrutura suporte, avaliação de indicadores e adequação de reguladores.

Palavras-chave: Determinante intelectual e inovador. Economia criativa. Economia regional. Mecanismo organizacional e econômico. Abordagem funcional.

Abstract

In the article, functional, systemic and process approaches to the formation of the organizational and economic mechanism of the activation of intellectual and innovative determinants of the regional economic space development in the conditions of creative economy are investigated. Within the framework of the functional approach, institutional, legal and normative influence on the activation of intellectual and innovative determinants of the regional economic development is implemented. It is substantiated that the main functional components of the mechanism are intellectual-innovative, financial-investment, technical-technological, institutional-legal, information-logistic, ecological and material-resource. From the standpoint of a systematic approach, the mechanism of activating the determinants of the regional development in creative economy should be considered as a set of subjects, objects, methods, tools, as well as subsystems of targeted impact and methodological support, resource and infrastructure support, evaluation indicators and adjusting regulators.

Keywords: Intellectual and innovative determinant. Creative economy. Regional economy. Organizational and economic mechanism. Functional approach.

Resumen

El artículo investiga enfoques funcionales, sistémicos y de proceso para la formación de mecanismos organizativos y económicos de activación de los determinantes intelectuales e innovadores del desarrollo del espacio económico regional en las condiciones de la economía creativa. En el marco del enfoque funcional, se realiza la influencia institucional, legal y normativa en los procesos de activación de los determinantes intelectuales e innovadores del desarrollo económico de la región. Se sustenta que los principales componentes funcionales del mecanismo son intelectual-innovador, financiero-inversor, técnico-tecnológico, institucional-legal, información-logístico, ecológico y material-recurso. Desde el punto de vista de un enfoque sistemático, el mecanismo de activación de los determinantes del desarrollo regional en una economía creativa debe ser considerado como un conjunto de sujetos, objetos, métodos, herramientas, así como subsistemas de impacto focalizado y apoyo metodológico, recurso e infraestructura. apoyo, evaluación de indicadores y ajuste de reguladores.

Palabras-clave: Determinante intelectual e innovador. Economía creativa. Economía regional. Mecanismo organizativo y económico. Enfoque funcional.