

PECULIARITIES OF INNOVATIVE ACTIVITY OF FOOD PRODUCERS' ENTERPRISES IN THE CONDITIONS OF A WORLD PANDEMIC

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Abstract

The research aims to study the current state, problems and justify directions of ensuring the innovative activity of food industry producers in Ukraine. It is based on the generalization of trends in the food industry analyse and substantiate the factors and components affecting the innovation activity of Ukrainian food producers. Also, this research identify priority areas and their influence levers to increase the innovative activity of food producers in a pandemic.

Data for the study have been taken from the Ukraine statistical sources of information, scientific and analytical sources and empirically, the features of the current state of innovative activity of food industry manufacturers in Ukraine have been established. The method of comparison is used in the analysis of certain indicators of innovative development of food industry enterprises. The problem of ensuring innovative development based on a systematic approach and synthesis of innovative development mechanisms has been investigated. Multiple regression has been applied in the construction of the model to determine the influence of factors on the food industry's innovative activities.

As a result of the research, the factors that influence the innovative activity of Ukrainian food producers have been identified. The influence of factors has been determined by three main key groups, in particular, the macroeconomic, mesoeconomic and microeconomic nature of the impact. The influential components of food industry producers were analysed and substantiated.: the number of enterprises engaged in the innovative activity (ENG); the number industrial enterprises introducing innovations (INT); the volume of innovative expenses of food producers (EXP); the number of employees employed in R&D of innovative activity at food industry (EMP).

The most influential component is the number of employees employed in R&D of innovative activities in the food industry (EMP), and the number of enterprises engaged in innovation activities (ENG) has the smallest influence. Based on these conclusions, proposals were developed on ways of providing the innovative activity of the food producers, in the aspect of corresponding interaction between government and regional level, in the context of harmonized resource utilization and integrative cooperation between all levels of participants engaged.

Key words: *Innovative activity of enterprises, Food industry, Pandemic, Factors, Components of influence, Directions of providing.*