

WORLD EXPERIENCE OF INNOVATION AND INVESTMENT DEVELOPMENT OF ENTERPRISES IN OVERCOMING THE PHENOMENON OF DIVERGENCE

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Abstract

Enterprises of the industrial complex on the basis of innovation and investment development for a long period of time remain one of the important types of economic activity in the world market. They acquire particular importance during the period of overcoming the phenomenon of divergence in the countries of the European Union and in Ukraine. Therefore, an important issue is to determine the characteristics of their development; identification of existing problems and solutions, especially taking into account the existing negative consequences caused by COVID-19; study of issues related to the peculiarities of employment of the population, as well as issues of preserving existing and stimulating the creation of new jobs.

The information base for the study are the official materials of the State Statistics Service of Ukraine, and the countries of the European Union. With the help of statistical data, the assessment of the main indicators of production activity was carried out, features of dynamics and structure of export of production of the enterprises are defined. Due to the use of a systemic and structural approach, the positive aspects of development and factors hindering the growth of production in Ukraine and European countries were identified. The method of comparison is used in the analysis of regulations of Ukraine, European countries, which regulate the issues of innovation and investment activities of enterprises. The problem of institutional factors of providing innovative development on the basis of the system approach and synthesis of mechanisms of infrastructural maintenance of innovative development is investigated.

The study found that in the European Union there are factors that contribute to overcoming the phenomenon of divergence. In particular, the presence of innovative enterprises; production of competitive products with high added value; concentration of enterprises in settlements where highly qualified specialists are concentrated, etc. Unlike the countries of the European Union, in Ukraine there are factors that hinder investment and innovation development. In particular, this concerns the imperfection of the mechanism of investment development; low level of technological support of the production process; limited access to foreign markets; leakage of highly qualified specialists abroad, etc. In order to improve the situation, it is necessary to adapt the legislation of Ukraine in the field of investment and innovation development to the legislation of the European Union. Carry out the development of the national innovation system. Develop and implement a model of using public-private partnership, which will facilitate the inflow of investment resources, etc.

The most effective way to overcome the phenomenon of divergence in Ukraine is the development of enterprises on an innovative basis; functioning of the national innovation system; dissemination of public-private partnership in the field of investment and innovation; introduction of a network of transregional and cross-border cooperation.

Key words: *Innovation activity, Enterprise, Institutional and legal support, Convergence, Divergence.*