The prerequisites for the development of the innovation market for industrial economic systems in the UK food industry should be considered: purposefulness and effective stimulation of the creation and development of innovative enterprises; development of normative legal acts in the field of innovative activity of food industry enterprises; the formation of competitive local markets for innovative products and technologies of the food industry, consumers, government structures; focus on the creation of innovation and consumption by the market entities of competitive, environmentally friendly, safe innovative products and technologies by the UK food industry; ensuring responsible and effective management of the activities of innovation market entities, the creation and improvement of the infrastructure of the food industry, etc. So, the strategic goal for the future is the development of innovation markets for sectoral economic systems in the UK food industry in the context of globalization.

One of the leading industries in the United States is the food industry. The most economically developed enterprises in the industry are “R.J. Reynolds Industries Inc.”, “Dart & Craft Inc.”, “Philip Morris Inc.”, “Beatries Companies Inc.”, “General Foods Corp.”, “PepsiCo Inc.”, “Coca-Cola Inc.”. These food processors adhere to food safety standards. In the United States, food safety control is carried out by government agencies at various levels: federal, state, and local. At the federal level, there are 15 institutions that regulate issues related to food safety. There are also two main federal agencies that are responsible for the safety of the US food system (US Department of Agriculture, Food and Drug Administration, US Department of Health and Human Services).

Among other departments responsible for food safety in the United States, we can distinguish: the US Department of Homeland Security (coordinating the activities of government agencies on food safety, including on US borders); National Marine Fisheries Service (seafood safety and quality inspection services); Environmental Protection Agency (regulates the use of pesticides and the presence of the maximum permissible levels of residues of food products and animal feed); Centers for Disease Control and Prevention. At the state level, food safety regulations are implemented by departments of health, agriculture, or the environment. Their powers include laboratory research of food products; conducting checks in public catering; food retail regulation.

The analysis of the innovative development of the food industry of the G7 group of countries indicates the presence of differences in each country. They favorably influence the development of the country's food industry. The experience of these countries must not only be studied, but also implemented in our stratum, taking into account the regional characteristics of Ukraine.

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INNOVATIVE ACTIVITIES OF INSTITUTIONS OF HIGHER EDUCATION IN THE REALITIES OF MODERN SOCIAL TRANSFORMATIONS

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At the present stage of social development, education is one of the most important areas of human activity, closely related to all other areas of social life. The ability of the education system to meet the needs of

the individual and society for high-quality educational services determines the prospects for the economic and spiritual development of the country. One of the tasks of the State 's educational policy is the formation of a qualitatively new education system. The natural and necessary condition for the successful realization of this task is to ensure the advance development of general secondary education, the main sign of which is innovation. Innovation in the educational sphere is a crucial response to the challenges of our time, provides for flexibility of the education system, its openness to a new one, competitiveness. Innovative educational policy in Ukraine is being formed at the national level. Its realization is provided with the regulatory base and innovative processes connected with creation of the new theory and practice of education, support of scientific research in the field of pedagogical innovatics as sciences about creation of pedagogical innovations (innovations), their introduction and also development by pedagogical community.

Key words. Innovation; innovation policy; innovation development; knowledge modernization; education; higher school.

ИННОВАЦИОННАЯ ДЕЯТЕЛЬНОСТЬ УЧРЕЖДЕНИЙ ВЫСШЕГО ОБРАЗОВАНИЯ В РЕАЛИЯХ СОВРЕМЕННЫХ ОБЩЕСТВЕННЫХ ТРАНСФОРМАЦИЙ

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На современном этапе общественного развития образование является одной из важнейших сфер человеческой деятельности, тесно связанной со всеми другими областями общественной жизни. Способность системы образования удовлетворять потребности личности и общества в высококачественных образовательных услугах определяет перспективы экономического и духовного развития страны. Одной из задач образовательной политики государства является формирование качественно новой системы образования. Закономерным и обязательным условием успешной реализации этой задачи является обеспечение опережающего развития общего среднего образования, главным признаком которого становится инновационность. Инновационность в образовательной сфере является принципиально важным ответом на вызовы современности, предусматривает гибкость системы образования, ее открытость к новому, конкурентоспособность. Инновационная образовательная политика в Украине формируется на общегосударственном уровне. Ее реализация обеспечивается нормативной базой и инновационными процессами, связанными с созданием новой теории и практики образования, поддержкой научных исследований в области педагогической инноватики как науки о создании педагогических новшеств (инноваций), их внедрения, а также освоения педагогическим сообществом.

Ключевые слова: инновации; инновационная политика; инновационное развитие; модернизация знаний; образовательная сфера; высшая школа.

The quality of life and educational potential of Ukrainian society are largely determined by the level of education and culture of the population, its world orientation and spiritual development, the possibility to systematically receive and use information. These factors influence the degree of inclusion of Ukrainian society in national and world human processes of progressive development. Education that meets the modern needs of society and the labour market is a powerful adaptive potential in the rapid transformation of society to modern socio-economic realities becomes an essential condition for successful and sustainable social development.

In the developed world, educational infrastructure in the context of innovative development is attracted to active innovation policy as a targeted system of innovative activities, ultimately seeking to have a high innovation rating.

Institutions of higher education (especially in this segment) should be engaged not only in fundamental and applied research, but also in the development of the content of progressive educational programs, ahead of existing needs in knowledge and skills, search for new educational technologies, new management of the educational process and their activities. The Higher school is one of the country 's strategic resources.

The combination of policies, although still being formed, but reasonable and clear, aimed at improving the quality of education focused on the economy of knowledge with advanced world

models of implementation, allows to ensure integration of interests of the state, society, time. All this can be carried out in the so-called doctrine or concept of innovative development of education in Ukraine. At the same time, it is obvious to focus on the development of those initiatives aimed at overcoming the existing problems and stagnation trends evident in the educational system and educational environments of Ukraine.

Innovation policy should cover all activities of higher education institution, be responsible for its development, increase of competitiveness. All the multifaceted formation and implementation of innovation policies of higher education should be subject to certain shaping principles, which will ensure sustainability and self-sufficiency, and at the same time – efficiency of innovative development [1, 186 p.]. As such, the unity of scientific and educational processes, management activities and their focus on the economic, social and spiritual development of society can be considered: the optimal combination of government regulation and self-government; formation of innovative projects in priority areas of research, defined by state and regional innovation and scientific and technical policy; support for leading scientists, scientific collectives, scientific and scientific-pedagogical schools capable of providing the leading level of education and scientific research, development of scientific and technical creativity of young people; full cycle of research and development, ready-made services; supporting business activities in the scientific sphere; integrating science and education into the international community; formation of network structures in the organization of innovation and scientific activity.

The organization of such a system of innovative generation should be formed and implemented on the basis of: continuous development of innovative potential of the organization; integrated innovation, in which all types of innovation are closely interlinked and mutually supportive; mobilization of personnel, maximum use of financial, material and intellectual resources for innovation; material, moral and social incentives for innovation [2, 183 p.]. Innovation policy as a tool for managing the development of any organization is a decisive factor in innovation, one of the important elements of the innovation process in organizations. It should contribute to the discovery of innovative potential, the creation of innovative active behavior of personnel.

In the 20^{th} century there is a change in the educational paradigm: variable content of education and pedagogical technologies, new modern pedagogical concepts and ideas are offered. First of all, as already mentioned, it is necessary to activate the innovative complex of the higher education system. In the process of implementing innovation activities of higher educational institutions (HEI), the main emphasis should be placed not in strengthening the role of the state, but on the integration of education, science and production into a single innovative circuit. Some experience in this direction is already accumulating. The basis of the innovation complex of the higher education system is the university educational and scientific complexes, the core of which is directly HEI, interacting with the innovation infrastructure in the form of research institutes, experimental industries, scientific and production centers, etc [3]. The multi-faceted model of the ESC, implemented by many HEI, allows for the inclusion in the innovation activities of higher education of outsiders, including private and foreign enterprises of knowledge-intensive entrepreneurship on the basis of long-term contractual relations, which provide for joint innovation activities based on the integration of intellectual capacities and resources of the parties [4, 147 p.]. Within the framework of the ESC, innovation activities are implemented as: increasing the competitiveness of HEI as a whole; ensuring the high quality of professional training; conducting studies that meet the requirements of an innovative strategy for the development of the state on the basis of commercialization of the created scientific, technical and educational products and services, intellectual property objects, integration with relevant industrial enterprises and scientific organizations; implementation of a common system for managing the quality of scientific and educational activities and an efficient telecommunication environmen [5, 267 p.].

In this context, the key objectives of innovation within the framework of the ESC should be considered: ensuring the unity of educational, scientific and innovative processes and their focus on the training of a new generation of highly qualified specialists; creating conditions for the involvement of scientists, teachers, students and postgraduate students in the innovation process, using the innovation activities of the HEI to improve the quality of training of specialists in the new economic conditions and strengthening the role of higher education institutions as a regional centre for the development of innovation activities; ensuring concentration of scientific and scientific and technical capacities of the western

military district on research and development in the perspective directions of development of science and technology on the basis of realization of a continuous innovative cycle – from basic and applied researches to creation and sale of the knowledge-intensive products and services; promotion of new technologies developed in the HEI on the basis of commercialization of scientific knowledge, inventions in conditions of effective protection of rights to intellectual property objects, certification of knowledge-intensive products and transfer of these technologies to the economy and social sphere of the region and the country using new financial and economic mechanisms; creation of a system of quality management of educational, scientific and innovative activity in HEI on the basis of a single information space of institutions, which unites educational, scientific and innovative units of HEI. Innovative educational projects are characterized by interaction with the educational services market and the labour market. The educational services market and the labour market are specific. In particular, for the labour market, a trained specialist can be seen as the ultimate innovative product. This is what stands out as a separate key line of innovation development strategy. The second half of the 20th century for the sphere of education of all countries of the world passed under the sign of a material crisis and the search for ways to overcome it through permanent reform. As a result of the reforms undertaken, there is a main trend in the development of the sphere of education – the transition to market relations.

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IS FREEDOM ALWAYS GOOD ?!

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In the 20th century, changes were made in economic institutions that had been caused by the planned reforms carried out during this period. Reforms have generated the innovative institutions, one part of which turned out to be capable of developing with the option conceived from the very beginning. The second part was a bit like the original plan, and the third was doomed to a quick fail. That is why the reform theory, which has become so relevant after the Washington Consensus, had to become an essential part of the institutional economy.

Key words: Democracy; Economic Reform; Economic Institutions; Economic Order; Liberalism.

ВСЕГДА ЛИ ПОЛЕЗНА СВОБОДА?!

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В 20 веке в экономических институтах произошли изменения, вызванные запланированными реформами, проведенными в этот период. Реформы породили инновационные институты, одна часть кото-