

Раздел 2

УДК 339.97

EXAMINING THE PRESENT CONDITION OF THE GLOBAL INNOVATION MARKETPLACE

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The paper addresses the dynamics of the global innovation market and its impact on economic growth. It draws attention to how innovation shapes modern economies by highlighting how scientific research is transformed into innovative goods and procedures. The study looks at the main forces behind innovation, such as international cooperation, sustainable development, and technological adaptation. It also discusses differences in GDP distribution and research and innovation investments made by other nations. The Global Innovation Index and its evaluation of nations' performance in innovation are also mentioned. Finally, it emphasizes how important intellectual property rights are to the world economy and how the desire for new sources of income in the intellectual property sector is rising.

Keywords: innovation; global innovation market; economic growth; intellectual property; technological adaptation; sustainable development; Global Innovation Index; intellectual property market.

ИЗУЧЕНИЕ СОВРЕМЕННОГО СОСТОЯНИЯ МИРОВОГО РЫНКА ИННОВАЦИЙ

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В статье рассматривается динамика мирового инновационного рынка и его влияние на экономический рост. Он привлекает внимание к тому, как инновации формируют современную экономику, подчеркивая, как научные исследования преобразуются в инновационные товары и процедуры. В исследовании рассматриваются основные силы, стоящие за инновациями, такие как международное сотрудничество, устойчивое развитие и технологическая адаптация. В нем также обсуждаются различия в распределении ВВП и инвестициях в исследования и инновации, сделанные другими странами. Также упоминаются Глобальный инновационный индекс и его оценка эффективности стран в области инноваций. Наконец, в нем подчеркивается, насколько важны права интеллектуальной собственности для мировой экономики и как растет потребность в новых источниках дохода в секторе интеллектуальной собственности.

Ключевые слова: инновации; глобальный инновационный рынок; экономический рост; интеллектуальная собственность; технологическая адаптация; устойчивое развитие; Глобальный инновационный индекс; рынок интеллектуальной собственности.

The current global innovation market is defined by the growth of knowledge-based sectors, an increased emphasis on intangible assets and human capital, and a shift towards more intensive forms of economic development. Innovation is increasingly recognized as a key driver of economic growth, highlighting its critical role in shaping modern economies.

Countries worldwide, including Belarus, engage in the global innovation exchange, with their participation largely influenced by their economic and scientific capabilities. The majority of intellectual property trade is dominated by industrialized nations, making up over 90 % of the market. Innovation, as defined by international and national laws, is the outcome of activities transforming scientific research into new or improved products, processes, or methods in business. While specialized research entities primarily conduct these activities, a broad range of enterprises also develops new technologies for production use.

Innovations are valued for their novelty, practicality, and market demand alignment, with commercialization being key to their market presence as products. However, commercialization is contingent on their marketability and the economic viability of the technology. Innovations used internally within a company, such as new equipment or technology, hold potential for future market introduction. The commercialization process, crucial for tapping into profitable sectors through intellectual resources, involves transactions in scientific knowledge and applies to various intellectual property products, enhancing manufacturing and production efficiency [2].

Technological adaptation focuses on e-commerce, digital technology, and AI, enhancing organizational efficiency and global connectivity. However, it faces challenges like digital divide, cyber threats, and electronic waste. Sustainable development emphasizes environmental, economic, and social pillars, aiming for a future with reduced disparities.

The innovation market, a crucial economic process, operates through market dynamics, supporting scientific ideas and commercializing intellectual property. It encompasses the exchange of technologies, goods, and services within innovation activities, including all stages from fundamental to applied research and development. Key factors for the innovation market's emergence include a developed social division of labor, economic independence of market entities, global economic integration, intellectual property rights management, and the freedom of innovative entrepreneurship.

The innovation market's state is gauged by factors like the balance between knowledge achievements and gaps, guiding research and development. It's influenced by resource availability, shaped by geographical, socio-legal, and economic conditions. Key players include innovative entrepreneurs bridging creators with society, particularly in production and consumption. The market's scope is defined by potential knowledge application areas across hierarchical levels and activities. It thrives in an ecosystem supported by social, legal, economic, and informational institutions, including virtual corporations and business incubators, fostering innovation and supporting innovators.

Innovative intermediation plays a crucial role in applying R&D results by coordinating and legally supporting innovation owners, venture funds, and product consumers to maximize efficiency and protect interests. This process strengthens links across the market, balancing intellectual product demand and supply, streamlining innovation stages, and mitigating investment risks. Additionally, international R&D collaboration, fosters global scientific networks, enhancing information exchange, reducing work duplication, and fostering partnerships, significantly impacting intellectual property exchange and international patenting activities [1].

Scientific outsourcing, particularly in software development, has become a notable form of international R&D collaboration, with countries like Ireland and India leading in market share. Major tech companies are establishing research centers in global cities, including Russia. Technology transfer plays a key role in the international knowledge exchange, significantly differing from typical commodity trade due to the proprietary advantages it offers, primarily facilitated through patents, licenses, know-how trades, and technical assistance.

International technology exchange extends beyond knowledge sharing to include capital flows, trade in machinery, and labor migration, complicating statistical tracking. Various governments invest heavily in research and innovation, with notable differences in GDP percentages allocated by countries. For example, Germany spends about 2.7 % of GDP on research and development, the USA – 2.8 %, Japan – about 3.5 %, while countries with transition economies spend significantly less: Belarus – 0.74 % of GDP, Russia – 1.04 %. In light of economic challenges, enhancing the efficiency of these investments becomes a priority, introducing the need to evaluate economic efficiency in funding allocations to enterprises and research groups.

To measure the level of innovation in a country they use the Global innovation index developed jointly by the Boston Consulting Group (BCG), the National Association of Manufacturers (NAM) and the Manufacturing Institute (IP).

The Global Innovation Index assesses innovation performance by examining countries' business achievements in innovation and governmental efforts to foster and support innovation through new policies. This comprehensive study highlights the dual aspects of innovation: market performance and policy support, offering insights into how nations globally stack up in fostering an environment conducive to innovative growth.

The index is calculated as a weighted sum of scores from two groups of indicators:

1. Available resources and conditions for innovation (Innovation Input).
2. Achieved practical results of innovation (Innovation Output).

«Economic newspaper» presents the results of the innovativeness of the Belarusian economy according to the estimates of American and European scientists. The 2023 Global Innovation Index is compiled on the basis of 81 indicators that assess the potential, performance and framework conditions of innovation, which are grouped into 7 groups: institutions, human capital and science, infrastructure, domestic market development, business development, knowledge and technology dissemination, results creative activity.

Our country received the lowest scores for the indicators «business environment» (130), «regulatory environment» (115), and «institutional environment» (110). In terms of the «lending» parameter, Belarus took 116th place, «investment» – 109, «innovation ties» – 127, «intangible assets» – 103. At the same time, the authors of the study still highly assess our country's position in the «education» indicators (26), «higher education» (13), «knowledge workers» (38), «dissemination of knowledge» (18).

As a result, the highest positions in the «innovation resources» subindex for Belarus were in the «human capital and science» group. In this group, Belarus came in 37th place in the world. Moreover, in terms of the «higher education» indicator, our country almost entered the top ten, taking 13th place out of 132 countries.

The worst place – 128 – was shown by Belarus in the «institutions» group. Moreover, in terms of the «business environment» indicator, our country was in 130th place, and in terms of the «rule of law» indicator – in 126th position. In the «innovation results» subindex, Belarus' best position is noted in the «dissemination of knowledge and technology» group – 47th place. The most outstanding indicator here is «diffusion of knowledge», in which Belarus is ranked 18th in the world.

As a result, our country's overall position in the Global Innovation Index is 80th out of 132 countries, which is worse than last year's results (77th place). It should be noted that all neighboring countries of Belarus were in higher positions in the index. Thus, Lithuania took 34th place in the ranking (in 2022 – 39), Latvia – 36 (in 2022 – 41), Poland – 41 (in 2022 – 38), Russia – 51 (in 2022 – 47), Ukraine – 55th place (in 2022 – 57).

Switzerland became the leader of the Global Innovation Index 2023. Next on the list are Sweden, the USA, the UK and Singapore. The Top 10 most innovative countries also included the Netherlands, Korea, Germany, Finland and Denmark.

In the 21st century, the intellectual property market plays a pivotal role in the global production and technology-based economy, leading to more open national markets for international participants. The demand for new revenue streams keeps growing, with intellectual property rights emerging as key profit generators. Despite challenges within this market, the positive development trajectory indicates that these issues are resolvable.

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УДК 339.97

THE ROLE OF LIFE CYCLES IN STRATEGIC PLANNING FOR ORGANIZATIONAL GROWTH

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The article thoroughly investigates the concept of life cycles within the realms of products, industries, and organizations, highlighting the interconnectedness of life cycle stages with organizational strategies for prosperity. It delves into how the characteristics of industries, organizations, and products evolve according to their life cycle phase, offering insights into the dynamic nature of their development and the strategic responses required for effective management and growth.

Keywords: strategy; life cycle; life cycle stage; organization development; interconnection.

РОЛЬ ЖИЗНЕННЫХ ЦИКЛОВ В СТРАТЕГИЧЕСКОМ ПЛАНИРОВАНИИ ОРГАНИЗАЦИОННОГО РОСТА

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В статье подробно исследуется концепция жизненных циклов в сфере продуктов, отраслей и организаций, подчеркивая взаимосвязь этапов жизненного цикла с организационными стратегиями процветания. Авторы углубляются в то, как характеристики отраслей, организаций и продуктов развиваются в зависимости от фазы их жизненного цикла, предлагая понимание динамического характера их развития и стратегических ответов, необходимых для эффективного управления и роста.

Ключевые слова: стратегия; жизненный цикл; этап жизненного цикла; развитие организации; взаимосвязь.

The life cycle model is a key tool for outlining the evolution of any economic system. Using this model to guide an organization's development helps establish a solid foundation for se-