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SPECIFICS OF INNOVATIVE DEVELOPMENT OF SOCIO-ECONOMIC SYSTEMS IN THE STATE

The article is devoted to analysis of the specifics of innovative development of socio-economic systems in the state. The authors prove that the innovative behavior of socio-economic systems is diverse. Violent products have a high quality associated with a high level of standardization, unification and manufacturability and low prices typical of mass production. Many violents are multinational companies which create an oligopolistic market. Patents seek to avoid direct competition with leading corporations. In specialized production, the stock of competitiveness of the product arises mainly due to the high consumer value of the product. The patent has to pinpoint and enforce it. Small enterprises actively promote new products and technologies, massively creating new

services on their basis. This accelerates the process of diffusion of innovations. Medium and small businesses focused on meeting local and national needs are engaged in commutator enterprises (connectors). An expletive (pioneer) strategy is associated with the creation of new or with the radical transformation of old market segments. Each of the types of companies (violents, commutants, patents and explerents) has its own characteristics and different degree of implementation of the strategy for achieving the competitiveness of the products.

Keywords: *innovative development, state, socio-economic systems, innovative companies.*

Formulation of the problem. The digital economy sets the vector by which the social and economic systems of micro, meso and macro levels will develop for the long term, which necessitates a study and comprehensive analysis of digital transformation processes. A former priority for individual innovative companies, today digital transformation has become a massive phenomenon, and relevant projects are vital important for success of not only individual companies, but also regions and countries.

At the same time, this transformation itself is closely related to the tendency to service of social and economic systems and is largely implemented on its basis. Moreover, this relationship and the mechanism of its implementation remain insufficiently studied, which leads to the need to develop tools for its identification, assessment and management.

Analysis of recent research and publications. Methods and technologies of systematization of knowledge on the development of innovation of socio-economic systems should be focused on intensifying socio-economic development in order to meet the needs of society, increase business activity and motivation, ensure the necessary standard of living and social protection, preservation of historical and cultural heritage. After all, the development of innovation in socio-economic systems is a powerful stimulus to economic development at the national and global levels and vice versa: a high level of socio-economic development is the key to innovation. So, many foreign and

domestic authors have devoted their works to the given problem, in particular the following: Crawford Vincent P., Ishcheikin K., Rosemann M., VanVoorhis C.R.W. etc.

Presenting main material. The innovative behavior of socio-economic systems is diverse and various classification features can be used to analyze it. There are four types of innovative behavior of enterprises depending on their goals. Accordingly, enterprises received the following names: violents, commutants, patents and explerents [1; 7].

1. Violents. Such enterprises operate in the field of large standard business.

Violent enterprises are enterprises with a «power» strategy. They have large capital, a high level of technology development. Violents are engaged in large-scale and mass production of products for a wide range of consumers who make «average requests» for quality and are satisfied with the average price level. Violents work in the vicinity of the maximum production. Their scientific and technical policy requires making decisions on the timing of putting products into production (including the purchase of licenses); on removal of products from production; on investments and expansion of production; on the replacement of the fleet of machinery and equipment [2; 6].

The firms' motto is «Cheap but decent» (but not «Expensive and bad»).

Violent products have a high quality associated with a high level of standardization, unification and manufacturability and low prices typical of mass production. Many violents are multinational companies which create an oligopolistic market.

The spheres of activity of violents are not limited by anything. They can be found in all industries: in mechanical engineering, electronics, pharmaceuticals, maintenance, etc. Clearly, their types can be distinguished only by the stages of the evolutionary development of violents, depending on the dynamics of development. There are the following types of violents:

1) «proud lion» is a type of violent which are characterized by the most dynamic pace of development. This group can be divided into subgroups: «leaders,» «vice leaders» and the rest;

2) «mighty elephant» - a type with less dynamic development, expanded diversification of compensation for losing the position of a leader in the industry;

3) «hulking hippopotamus» - a type of violent who lost the dynamics of development and were overly carried away by wide diversification and sprayed forces [4; 5].

The field of scientific and technical activity of violents as well as state-owned companies, is predictable, current, software-targeted scientific and technological progress (risky breakthroughs into the unknown - the chance of explorents). Basically, violents participate in the conduct of planned search and applied research and development (sometimes – fundamental, especially in the pharmaceutical industry), in the creation of new models and modernization (improvement) of previously produced equipment. These are innovative product strategies.

For large firms, constant cost cuts are vital. An innovative solution to this problem is to switch to new resource-saving technologies that they create themselves or, which happens more often, adopt from developers [1; 3].

2. Patents. The patent (niche) strategy is typical of firms embarking on a narrow specialization path for a limited range of consumers. Their expensive and high quality is addressed to those who are not satisfied with ordinary products. Patent enterprises work for a narrow segment of the market, meet the needs formed by fashion, advertising and other means. They act at the stages of production growth and at the same time - at the stage of falling inventive activity. The requirements for the quality and volume of products of these companies are associated with the problems of winning markets. It becomes necessary to make decisions on the implementation or termination of development, on the feasibility of selling the purchase of licenses, etc. These enterprises are economically profitable. At the same time, there is a possibility of making an incorrect decision leading to a crisis. In such firms, the position of a permanent innovative manager is advisable, designed to secure their activities. The main goal of such an employee is to reduce the risks of the enterprise and create comfortable working conditions for employees [2; 4].

Patents seek to avoid direct competition with leading corporations. These enterprises are called «cunning foxes» of the economy. The proprietary (niche) strategy

clearly shows two components of the sub-strategy:

- 1) a bet on product differentiation;
- 2) the need to focus maximum efforts on a narrow market segment.

Product differentiation is a step towards the consumer who does not need mass standard products. It also allows the patent to open its own case for the production of differentiated products. At the same time, the patent uses differences in product quality, service and advertising [2; 6].

In specialized production, the stock of competitiveness of the product arises mainly due to the high consumer value of the product. The patent has to pinpoint and enforce it.

Most specialized companies turn market success into a takeover object. Typical of patents, the number of employees - from 200 to 500 - is the critical size of the enterprise's vulnerability to seizures by violents. For the latter, such a seizure may be the only way to gain access to patents, know-how, a specialized sales network, while an attempt to directly invade a patent-controlled market for a large enterprise can lead to irreparable losses.

A large firm, absorbing a patent, acquires an organization that is optimally adapted to meet the needs of a certain range of consumers. It cannot be significantly restructured - the ability to self-study, to accumulate experience will be lost. The former independent patent is managed as a subsidiary with a high degree of autonomy and, as it were, continues its independent existence [1; 7].

For example, the English manufacturer of expensive sports cars «Jaguar» was recognized by the British Layland concern, soon regained independence, then became part of Ford, but retained the traditions of the famous brand.

The development of patents that have avoided absorption can take place in two directions:

- 1) stagnation or moderate growth along with the occupied niche. This pathway is typical of most patents when their size reaches the boundaries of a market niche. The activity of the enterprise in this case is determined by a strategy of narrow specialization. Qualitatively, the company does not change, but goes into a stationary state. If the volume

of the market segment occupied by it interns, then it stops its growth. If the niche grows, then the patent can increase slightly in size;

2) changing strategy and turning into a major violent [2; 5].

For domestic firms, this strategy serves as an entrepreneurial philosophy (not to fight directly with leading corporations, but to look for areas of activity inaccessible to them), which increases the chances of the weak in rivalry with the strong.

It is likely that in the future many of our advanced enterprises, including former defense ones, will turn into patents.

3. Commutants. Medium and small businesses focused on meeting local and national needs are engaged in commutator enterprises (connectors).

The strength of a local non-specialized enterprise is in its best adaptability to meet the small (and often short-term) needs of a particular client. This is a way to increase consumer value not through ultra-high quality (like a patent), but based on the individualization of the service. «You pay extra for the fact that I solve exactly your problems» - the slogan of the commutants.

Violents and patents cannot always meet individual needs, and then commutants come to the stage, ready to use every business opportunity. They were called «gray mice». The increased flexibility of the switches allows them to hold their position in the competition [2; 9].

Switching enterprises operate at the stage of falling production cycle. Their scientific and technical policy requires making decisions on the timely installation of products for production, on the degree of technological tooling of products produced by violents, on changes dictated by consumers.

An innovative manager of such an enterprise should be well versed in the specifics of the buyer of goods, the current situation on the market, accurately, promptly and reliably predict possible crises.

The role of «gray mice» in the innovative process is twofold: they contribute, on the one hand, to the diffusion of innovations, and, on the other, to their routine. The innovation process is thereby expanding and accelerating.

Small enterprises actively promote new products and technologies, massively creating new services on their basis. This accelerates the process of diffusion of innovations [1; 3].

Commutants also actively participate in the process of routine innovation due to a tendency to imitation activities and due to the organization of new services based on new technologies.

4. Explerents. An expletive (pioneer) strategy is associated with the creation of new or with the radical transformation of old market segments. These are pioneers in the search and implementation of revolutionary solutions. Among such companies, pioneers prevail in the production of personal computers, biotechnology, etc.

The strength of explerents is due to the introduction of fundamental innovations, they benefit from their initial presence on the market. Explerents in 85 cases out of 100 fail, but at the expense of rare cases they get huge technical, financial and moral success. They are engines of scientific and technological progress. Exploit motto: «Better and cheaper if it works out».

Venture enterprises and expletive enterprises have created conditions for scientific and technical breakthroughs in the modern Western economy [1; 7].

5. Production enterprises. Like venture capital ones, they are small in size. Before such a company, there is a problem of production volume, when a novelty that is attractive to the market has already been created. In order to solve this problem, the expert firm makes an alliance with a large company, the hook cannot independently replicate the proven innovations. Delay with replication threatens the appearance of copies or analogues. An alliance with a mosh company (even if absorbed and subordinated) allows you to achieve favorable conditions, less the preservation of known autonomy. The choice of such a partner depends on the specifics of the consumer. When focusing on a narrow segment of the market, these will be patent enterprises [2; 5].

Each of the types of companies (violents, commutants, patents and explerents) has its own characteristics and different degree of implementation of the strategy for achieving the competitiveness of the products.

Conclusions. Finally, Among the most common methods of systematization of knowledge on the development of innovation of socio-economic systems for different organizations are: creating a new project, defining a corporate standard and transition to it, creating a data warehouse and synchronization. However, the best method of systematization of knowledge on the development of innovation of socio-economic systems is object-oriented approach, which allows you to model a specific socio-economic system, defining many objects and their attributes (data) and methods (operations and messages) that manipulate data objects or send requests to other objects, which significantly improves the quality of consolidation of data about it.

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