

Секція 2

Сучасні тенденції розвитку економічного потенціалу суб'єктів підприємництва

BIOECONOMY: CURRENT TRENDS IN THE DEVELOPMENT OF ECONOMIC POTENTIAL OF BUSINESS ENTITIES

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Building a new type of economy – bioeconomy, is becoming a priority, strategic and innovative direction of development of an increasing number of countries [1, с. 451].

The leading role in this field is played by the European Union countries, in particular Germany and Finland, both in research and in practical application. Advanced biotechnologies can play a significant role in improving the quality of human life and health, ensuring economic and social growth of states (especially in developing countries).

Significant theoretical developments and best practices of implementing a sustainable bioeconomy in the European Union are an essential basis for intensifying research, identifying areas and opportunities for the formation of bioeconomy in Ukraine [2, с. 66].

Modern biotechnologies can be applied in industry, energy, agriculture, medicine, ecology, etc. One of the main results of the application of biotechnology was the emergence of biofuels based on biorefining technology.

Biofuel – fuel from plant or animal raw materials, products of vital activity of organisms or organic industrial waste.

According to the aggregate state, there are: solid (mainly logging waste); liquid (obtained from various plants); gaseous (obtained as a result of biomass fermentation) biofuels.

Particular attention should be paid to such types of biofuels as bioethanol, biodiesel and biogas, which have important economic and environmental characteristics. One of the most important indicators of bioethanol is the fuel balance. The energy obtained from ethanol is 24% higher than the energy spent on its production. The environmental effect of using bioethanol as a fuel is the reduction of carbon dioxide emissions (greenhouse gas). Biodiesel in case of contact with water does not harm flora and fauna, does not contain sulfur, almost completely decomposes. Biodiesel also has a number of practical and technical advantages. It can be produced on low-quality agricultural land that was not previously used in the economy. Its use increases the service life of engines. All these indicators determine the interest of more and more countries in this direction. Biogas can be used in almost all areas in which conventional natural gas is used. After purification it can be used as motor fuel, etc.

By generation, biofuels of the first, second and third generation are distinguished. However, the most interesting is the third generation biofuels. It is made from cheap and highly productive raw materials – algae. But its main feature is that it can replace petroleum products without quality losses for users and with the best environmental component. According to experts, in the near future, oil fuel will not be able to compete with biofuels, especially in the post-war post-war state of the economy.

The war in Ukraine provoked a global crisis, which resulted in rising prices for food, energy and fertilizers, which negatively affected the economies of 74 developing countries with a total population of 1.2 billion. [1, c. 451].

The projected shortage of food due to the war in Ukraine and population growth, climate change, depletion of mineral, raw material and energy resources, environmental pollution, increased consumption and the spread of consumerism ideology require the search for mechanisms to maintain a balance between the consumption of limited resources and the accumulation of waste that causes environmental damage to the environment and the population of the planet.

One of the effective ways to solve this problem is the development of the bioeconomy, which is designed to solve the problems of more sustainable development of society, conservation of resources and at the same time ensuring a high standard of living, combining science and technology in the development of modern society.

Bioeconomy ensures the production of renewable biological raw materials and the transformation of these resources and waste into value-added products, in particular, food, feed, biobased products and bioenergy [3, c. 20].

The benefits of bioeconomy development can be seen in the examples of various companies, however, there are also a number of barriers to this development. These include financing problems, as well as insufficient public awareness of the bioeconomy.

The most important advantage is the moral aspect. After all, biotechnology involves the use of living organisms and includes such categories as genetic engineering, cloning and various methods of artificial reproduction.

Thus, this century will be the age of development of a new innovative direction – bioeconomy based on biotechnologies and their widespread use in the innovation economy, which will help to solve the problems of limited resources. However, wanting to eliminate problems, the main thing is not to create new ones. And state control and regulation plays a key role in this.

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EVALUATION OF INNOVATION PROCESS AND INFLUENCING FACTORS

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The IV industrial revolution, digitization, necessitates the creation of innovative enterprises that respond to new challenges. In the conditions of globalization and integration into the world, the innovation process, the need to investigate the factors affecting the innovation process at the macroeconomic and microeconomic levels are priority economic directions for all organizational and economic forms of enterprises.

Innovation can be seen in both statistics and dynamics. If innovation is in statistics, it is the final result of the commercialization of innovation, and the final dynamics of innovation is a complex process of creation, adoption and diffusion of innovation.

The innovation process is a set of interrelated processes performed at different stages, from the creation of a new idea, its adoption, and the release of the purchased product to the market.

In general, the innovation process consists of a chain of sequential events, during which the innovation becomes a concrete product, technology or service and spreads in the farming practice.

This process sequence is as follows: basic research; applied research; processing; designing; technical installation work; embezzlement; industrial production; marketing research; sale.

The innovation process is an innovation activity in any subject of the economy; in other words, it is a set of successive processes aimed at obtaining innovation products from the results of completed scientific research works and its realization.

The innovation process directly starts from the stage of conducting exploratory scientific research. In the course of these works, scientific and technical ideas about the materialization of existing theoretical knowledge and discoveries are put forward. The scientific research works (SRW) ends with the justification and practical verification of new methods of meeting the needs of society. All SRW is conducted by high-level scientific workers both in academic institutions and higher schools, as well as in large scientific and technical industrial organizations. SRW is financed mainly from the state budget and on a non-reimbursable basis. In this case, most of