**Abstract**

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**ELEMENTS OF IMPLEMENTATION OF INNOVATIVE ECONOMIC MODEL IN ENTERPRISES OF UKRAINE**

**Introduction.** The raw material orientation of the domestic economy, connected primarily with the export of mineral raw materials - oil and gas, has led to the fact that in the market of consumer goods, a significant part of domestic production was displaced by imported producers. In these conditions, the relative reduction in the volume of domestic production of industrial and agricultural products has increased the role of trade.

The current stage of development of the sphere of trade in Ukraine is characterized by the fact that competition in this area of ​​business has increased significantly. At the same time, in the competition on the domestic trade market, there is an increasing number of foreign participants. In today's conditions, competitiveness is becoming a key issue in the country's economic and technological policy, as it promotes acceleration of innovation, cooperation stimulation, and deepening of internationalization.

**Purpose.** Disclosure of the peculiarities of innovative development and its impact on Ukraine's economic growth and the rationale for the introduction of an innovative economic model at enterprises.

**Methods.** World experience proves that the use of innovative models of corporate agribusiness development is a significant reserve for increasing the efficiency of using available resources in the agrarian sector. Despite the large number of studies devoted to the essence of innovation in agriculture, there is still no unanimous opinion regarding the identification of the innovative model of development of the corporate segment and its impact on improving the efficiency and competitiveness of the agrosphere as a whole. Thus, innovative development of branches of agrarian production is considered as economic transformations, where, under the existing conditions, the optimization of economic growth is underway, and the formation of competitive advantages and their support is ensured by the widespread use of intellectual and innovative potential on its basis.

**Results.** Consequently, in the field of science and technology, the processes of globalization increase the tendency to use external resources, international cooperation and networking. Those countries that are most efficiently adopting and using new technologies, developed anywhere in the world, will benefit most. In such circumstances, the objectives of internationalization of the innovation sphere are as follows:

- enhancing the quality of advanced scientific research and innovation outcomes by improving access to external sources of knowledge and strengthening global collaboration between research organizations and innovation networks for the joint development and use of new knowledge and technologies, using the factor of comparative advantages (knowledge and technologies);

- Increasing the attractiveness of the country in the global technology and innovation market and the successful competition for research contracts and services, as well as attracting foreign investment and professionals in the innovation field;

- Preparation of a national background for successful foreign innovation activities;

- Rapid response to global challenges and international commitments in the innovation field.

There are three modes of internationalization of the field of science, technology and innovation:

1) International scientific and technical cooperation between partners from more than one country for the creation of new scientific knowledge and technological know-how, as a result of which each partner retains its own institutional identity and ownership remains unchanged (for example, in the case of direct investments or bilateral intergovernmental scientific and technical programs).

2) International generation of knowledge and innovation by multinational enterprises (BNP) that create innovation across borders through the construction of research networks, including the creation of new research units in the host country or the purchase of research foreign units.

3) International use of innovative know-how and technologies through trade, licensing and patents, reverse engineering, etc.

Taking into account the significant influence of the European Union on the socio-economic development of Ukraine, and also on the basis of its Euro-strategic directions, the experience of innovative development of foreign countries is of greatest interest to Ukraine. The European Union has powerful intellectual and technological capabilities. At the same time, since the end of the twentieth century, EU countries lose their position in the global competitiveness rating, which is largely due to the backwardness of the community in terms of innovation performance.

**Conclusion.** Today, the process of internationalization of the field of science and technology is determined by such factors as the rapid development of global information and communication infrastructure, digitization and standardization of tools, fragmentation of the production process. An increasing number of countries are focusing on strengthening national innovation capacity, increasing scientific standards, participating in the global research community, and enhancing international science and technology and innovation. In general, the nature of the implementation of scientific and technological research is changing. Future technological trends will be determined by more multidisciplinary and trans-institutional co-operation. These phenomena are linked to a growing dependence on external sources and networks.