ТРАНСФОРМАЦІЯ ПІДПРИЄМНИЦЬКОГО СЕРЕДОВИЩА В КОНТЕКСТІ РОЗВИТКУ РИНКУ ІННОВАЦІЙНИХ ТЕХНОЛОГІЙ В УКРАЇНІ

Актуальність. Україна проголосила шлях до розвитку сталої інноваційної економіки, але на цьому шляху існує багато перешкод, тому що діяльність у цьому напрямку не носить системного характеру. Це підтверджується зберіганням тенденції низької інноваційної активності підприємств і консервацією низької технологічної структури вітчизняної економіки. Країни – світові технологічні лідери формують високу частку доданої вартості за рахунок використання результатів інтелектуальної діяльності (якими є інноваційні технології), при цьому міжнародної поділ праці відбувається не під дією природних розходжень у сировинних ресурсах, а на базі використання інтелектуального потенціалу, людського капіталу і високого технологічного рівня виробництва. Однією з необхідних умов інноваційного розвитку є цивілізована трансформація підприємницького середовища в контексті розвитку ринку інноваційних технологій в Україні.

Мета та завдання. Метою статті є розробка методологічного підходу до трансформації підприємницького середовища в контексті розвитку ринку інноваційних технологій в Україні.

Для досягнення поставлених мети необхідно вирішити такі завдання:
- виявити розриви між розвиненим і в технологічному плані економіками та економікою України;
- довести, що як трансформаційний фактор доцільно розглядати державне регулювання;
- вдосконалити методологічні принципи державного регулювання у процесі трансформації підприємницького середовища для розвитку ринку інноваційних технологій;
- визначити аспекти, які зумовлюють трансформаційний процес;
- описати концепції, підходи, моделі та методи, на які має спиратись трансформаційний процес.

Результати. Доведено твердження, що завдання трансформації підприємницького середовища це подолання таких розривів між національною економікою та економікою технологічно розвинених країн, як: технологічний, тобто паритетний обмін найновішими технологіями відбувається тільки між розвинутими країнами, а на ринки інших країн передаються технології попередніх рівнів, що дозволяє компаніям розвинутих країн збільшувати прибуток за рахунок «розтягування» у часі життєвого циклу технологій; конкурентоспроможність виробництва продукції; якість структури підприємницького сектора; ступінь зносу основних фондів; якість інституційних факторів.

Виявлено, що як трансформаційний фактор доцільно розглядати державне регулювання, яке має викликати певні зміни в економічній системі (яким у даному випадку виступає підприємницьке середовище). Обґрунтовано, що державне регулювання як трансформаційний фактор має спиратись на такі методологічні принципи, як: системність як логічна послідовність і безперервність заходів щодо досягнення мети трансформації; рациональність як рух до досягнення мети за допомогою найбільш ефективних методів; аналітичність як використання об’єктивної інформації та визначення реальних результатів процесу трансформації за допомогою кількісних і якісних показників; транспарентність як процедура прийняття рішень на основі об’єктивного розгляду альтернатив та контроль усіх акторів процесу трансформації. Доведено твердження, що якість інституційних факторів є первісною, тобто інші розриви (конкурентоспроможності виробництва продукції; якості структури підприємницького сектора; ступеня зносу основних фондів) є похідними від неї. Відповідно, трансформацію інституційного середовища доцільно проводити, базуючись на комбінуванні програмно-цільового методу (основними особливостями якого є системність, спрямованість на досягнення конкретної мети або системи
цілей, послідовність і організаційна відособленість цільових програм) та проектного підходу, тобто для досягнення кожної цільової функції треба розробляти проекти у формі державних цільових програм. Для цього запропоновано алгоритм розробки державних цільових програм та їх структура.

Висновки. Запропонований методологічний підхід до трансформації підприємницького середовища в контексті розвитку ринку інноваційних технологій в Україні стане підґрунтям розробки прикладних наукових досліджень.

Ключові слова: ринок інноваційних технологій, трансформація, принцип трансформації, підприємницьке середовище, стійкий розвиток, проектний підхід, програмно-цільовий підхід.

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CONCEPTUAL MODEL OF STABLE DEVELOPMENT OF THE MARKET OF INNOVATIVE TECHNOLOGIES IN UKRAINE ON THE BASIS OF TRANSFORMATION OF THE ENTREPRENEURIAL ENVIRONMENT

Topicality. The urgency of the problem of stable development of the domestic market of innovative technologies today is due to the fact that, according to Western experts, world economic growth is already more than 3/4 based on the achievements of scientific and technological progress, and more than half of the profits received by enterprises are formed as a result of the promotion of new goods and services. This indicates that innovative development is increasingly becoming an important component of the reproduction process as a whole, and sustainable economic growth, preservation and creation of new competitive advantages in the business sector of the country becomes possible only if the transition to an innovative model of economic development.

Aim and tasks. The aim of the article is to develop a conceptual model of sustainable development of the market of innovative technologies in Ukraine based on the transformation of the business environment in order to create favorable conditions for the fullest use of the combined potential of science and technology entrepreneurship.

Research results. The system of principles of transformation of the business environment in the context of sustainable development of the market of innovative technologies on the basis of the revealed tendencies which have developed in world economy in the last decade is offered. The conceptual model of sustainable development of the market of innovative technologies in Ukraine on the basis of transformation of the business environment which is based on the theory of innovative development, the revealed interrelation of the factors characterizing a condition of the business environment is developed, and market development of innovative technologies (the criterion of which we consider the volume of sold high-tech products (works, services) in terms of information and communication technologies in production and services, production and services using high technology and intellectually rich market services), and also takes into account the probabilistic nature of the development of socio-economic processes in the world and national economies. It is argued that the business environment is a basic strategic variable, the transformation of which (through the mechanisms and tools of state regulation) is the key to sustainable development of the market of innovative technologies in Ukraine.

Conclusion. The proposed conceptual model will be the basis for further development of the methodology of transformation of the national business environment, which will determine the functioning and development of the market of innovative technologies in the future, providing conditions for innovation and technological development of business structures and the country as a whole.

Keywords: market of innovative technologies, transformation, principle of transformation, business environment, stable development, project approach, program-target approach.

Problem statement and its connection with important scientific and practical tasks. The main trend of modern times has been the replacement of the concept of economic growth with the concept of economic development based on the widespread introduction of innovative technologies, which was envisaged by J. Schumpeter. We verified the hypothesis of the relationship between the quality of the business environment and the development of the market of innovative technologies in Ukraine. Therefore,
for the sustainable development of the market of innovative technologies in Ukraine it is necessary to transform the business environment in the direction of reducing the existing gaps with technologically advanced economies.

**Analysis of recent publications on the problem.** Problems of improving the business environment in the context of innovation development are considered by many foreign and domestic scientists.

**Allocation of previously unsolved parts of the general problem.** But the transformation of the business environment for the formation and sustainable development of the market of innovative technologies in Ukraine is still unresolved and requires further research and modern theoretical basis.

**Formulation of research objectives (problem statement).** Thus, the aim of the article is to develop a methodological approach to the transformation of the business environment in the context of the development of the market of innovative technologies in Ukraine. To achieve this goal it is necessary to solve the following tasks:

- identify gaps between technologically advanced economies and the economy of Ukraine;
- to prove that it is expedient to consider state regulation as a transformational factor;
- to improve the methodological principles of state regulation in the process of business transformation environments for the development of the market of innovative technologies;
- identify the aspects that determine the transformation process;
- describe the concepts, approaches, models and methods on which the transformation process should be based.

**An outline of the main results and their justification.** The study showed that the main gaps with technologically advanced economies are: technological and competitiveness of production, the prerequisites for which are gaps, respectively:

- in the level of resource intensity;
- in the degree of depreciation of production assets.

The result was the degradation of most manufacturing industries, which led to a distortion of the structure of the business sector of the national economy (Table 1).

| The structure of the business sector of the national economy in 2015-2019 |
|----------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
|                                   | 2015            | %               | 2016            | %               | 2017            | %               |
| Total                            | 343561          | 100             | 306470          | 100             | 338341          | 100             |
| Agriculture, forestry and fisheries | 46744          | 13.6            | 44998           | 14.7            | 50115           | 14.8            |
| Industry                         | 42564          | 12.4            | 38555           | 12.6            | 42026           | 12.4            |
| Construction                     | 29165          | 8.5             | 24333           | 7.9             | 27468           | 8.1             |
| Wholesale and retail trade, repair of motor vehicles and motorcycles | 93643          | 27.3            | 82192           | 26.8            | 89538           | 26.5            |
| Transport, warehousing, postal and courier activities | 15148          | 4.4             | 13716           | 4.5             | 15252           | 4.5             |
| Temporary accommodation and catering | 7700           | 2.2             | 6544            | 2.1             | 7285            | 2.1             |
| Information and telecommunications | 13617          | 4.0             | 11932           | 3.9             | 13413           | 4.0             |
| Financial and insurance activities | 4454           | 1.3             | 3887            | 1.3             | 4066            | 1.2             |
| Real estate transactions         | 32719          | 9.5             | 30913           | 10.1            | 34058           | 10.0            |
| Professional, scientific and technical activities | 29780          | 8.7             | 24853           | 8.1             | 27445           | 8.1             |
| Activities in the field of administrative and support services | 15646          | 4.6             | 13801           | 4.5             | 15936           | 4.7             |
| Education                        | 2089           | 0.6             | 1855            | 0.6             | 2098            | 0.6             |
| Healthcare and social assistance | 4307           | 1.2             | 3936            | 1.3             | 4301            | 1.3             |
| Arts, sports, entertainment and recreation | 2089           | 0.6             | 1705            | 0.6             | 1926            | 0.6             |
| Provision of other types of services | 3896          | 1.1             | 3250            | 1.0             | 3414            | 1.0             |

Source: data from the State Statistics Service of Ukraine
In general, the structure of the business sector did not change from 2015 to 2019, but the number of enterprises engaged in professional, scientific and technical activities decreased slightly, and the number of enterprises engaged in real estate and administrative and support services increased. As always, almost a third of enterprises are related to trade.

At the same time, if we consider the share of value added by the cost of production of economic entities by type of economic activity, we see the opposite picture (Table 2). The largest share of value added in production costs is observed in industry, even taking into account the fact that in 2019 compared to 2015 it decreased by 1.5 percentage points.

<table>
<thead>
<tr>
<th>Activities</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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</thead>
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<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Agriculture, forestry and fisheries</td>
<td>13,3</td>
<td>10,5</td>
<td>8,9</td>
<td>8,5</td>
<td>7,1</td>
</tr>
<tr>
<td>Industry</td>
<td>35,4</td>
<td>36,6</td>
<td>36,6</td>
<td>35,2</td>
<td>33,9</td>
</tr>
<tr>
<td>Construction</td>
<td>2,8</td>
<td>2,8</td>
<td>2,7</td>
<td>3,0</td>
<td>4,2</td>
</tr>
<tr>
<td>Wholesale and retail trade; repair of motor vehicles and motorcycles</td>
<td>23,1</td>
<td>20,4</td>
<td>22,3</td>
<td>23,2</td>
<td>21,8</td>
</tr>
<tr>
<td>Transport, warehousing, postal and courier activities</td>
<td>10,8</td>
<td>10,8</td>
<td>10,0</td>
<td>9,5</td>
<td>9,4</td>
</tr>
<tr>
<td>Temporary accommodation and catering</td>
<td>0,5</td>
<td>0,6</td>
<td>0,7</td>
<td>0,7</td>
<td>0,7</td>
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<tr>
<td>Information and telecommunications</td>
<td>4,1</td>
<td>4,3</td>
<td>4,7</td>
<td>4,9</td>
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<td>Financial and insurance activities</td>
<td>0,9</td>
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<tr>
<td>Real estate transactions</td>
<td>1,9</td>
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<td>3,3</td>
<td>3,4</td>
<td>3,5</td>
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<tr>
<td>Professional, scientific and technical activities</td>
<td>4,3</td>
<td>6,8</td>
<td>6,3</td>
<td>6,0</td>
<td>7,0</td>
</tr>
<tr>
<td>Activities in the field of administrative and support services</td>
<td>1,6</td>
<td>1,9</td>
<td>1,9</td>
<td>2,2</td>
<td>2,5</td>
</tr>
<tr>
<td>Education</td>
<td>0,1</td>
<td>0,1</td>
<td>0,1</td>
<td>0,1</td>
<td>0,2</td>
</tr>
<tr>
<td>Healthcare and social assistance</td>
<td>0,5</td>
<td>0,5</td>
<td>0,5</td>
<td>0,9</td>
<td>2,0</td>
</tr>
<tr>
<td>Arts, sports, entertainment and recreation</td>
<td>0,5</td>
<td>0,4</td>
<td>0,4</td>
<td>0,5</td>
<td>0,4</td>
</tr>
<tr>
<td>Provision of other types of services</td>
<td>0,2</td>
<td>0,3</td>
<td>0,3</td>
<td>0,3</td>
<td>0,3</td>
</tr>
</tbody>
</table>

Source: data from the State Statistics Service of Ukraine

The structure of industry continues to be dominated by activities that use low and medium-low technologies, metallurgy, production of building materials, woodworking industry and more. This causes low competitiveness of their products in the markets. The world's most competitive markets are characterized by products of the aerospace, biotech and electrical industries, instrumentation, which Ukraine has almost lost. Thus, it can be stated that the technological gap between Ukraine and developed countries is only increasing.

The situation is complicated by the structure of the distribution of freelance students by specialties. Thus, according to the National Agency for Quality Assurance in Higher Education [1], in 2019 the number of socio-economic and humanitarian students was 75 thousand people, engineering - 28 thousand, medical - 14 thousand, pedagogical - 12 thousand, transport - 10 thousand, natural sciences - 6.2 thousand, architectural and construction - 4.8 thousand, other areas - almost 16 thousand. Thus, the training of
engineering specialists is only 14% of the total number of freelance students. This number is not enough in the conditions of spreading the concept of "Industry 4.0" in the world.

In addition, the reform of the economics of higher education, which began in January 2020 (i.e., the introduction of indicative cost of education, when the cost of tuition for contract students should correspond to the level at which the state finances the study of budget students), did not increase the number of contract students training (as planned), and before the outflow of young people to study in other countries.

According to the State Statistics Service of Ukraine, the degree of depreciation of fixed assets in the economy as a whole in 2019 amounted to 56.9%, and in industry - 59.1%, which is close to the critical level (70%). All the above determines the task of transforming the business environment as bridging such gaps between the national economy and the economy of technologically developed countries:

- technological, i.e., parity exchange of the latest technologies occurs only between developed countries, and the markets of other countries are transferred to previous levels of technology, which allows companies in developed countries to increase profits by "stretching" over the life cycle of technology;
- competitiveness of production;
- quality of the structure of the business sector;
- the degree of depreciation of fixed assets;
- quality of institutional factors.

Based on the research of domestic and foreign scholars and our previous research [2-15], we can say that as a transformational factor it is appropriate to consider government regulation, which should cause some changes in the economic system (which in this case is the business environment).

This conclusion is substantiated by the theory of regulation of the external business environment, which emerged in the late twentieth century. Representatives of this area of economic thought argue the need to improve the business environment as a condition for socio-economic development. Thus, M. Dominguez noted that markets operate within a regulated external environment that determines the behavior of market agents, influencing them in several ways: intra-firm relations, contractual relations with other firms, foreign economic relations, market conditions, lending, insurance risks, legal norms, standards, etc. [16].

From these postulates it follows that state regulation of the economy is a complex system of various forms and methods of influencing the business environment. At the same time, the business environment determines both the rules of conduct of business structures and sets certain parameters, within which the coordination of the interests of business structures, the state and society as a whole is ensured. In our opinion, as a transformational factor, state regulation should be based on the following methodological principles:

1) systematicity as a logical sequence and continuity of measures to achieve the goal of transformation;
2) rationality as a movement to achieve the goal using the most effective methods;
3) analytical as the use of objective information and determining the real results of the transformation process using quantitative and qualitative indicators;
4) transparency as a decision-making procedure based on objective consideration of alternatives and control of all actors in the transformation process.

The transformation process is determined by various aspects, the main of which, in our opinion, are:

- The world economy, entering the post-industrial era, is actively transforming the usual forms of economic relations, forming new mechanisms of entrepreneurial activity, transforming the style and way of life. In this case, the main tool for innovative transformations are innovative technologies, i.e., countries - world technology leaders form a high share of value added through the use of intellectual activity (which are innovative technologies), while the international division of labor is not due to natural differences in raw materials, and based on the use of intellectual potential, human capital and high technological level of production. All this leads to increasing dynamism and variability of economic situations;
- increasing the complexity of the components of the business environment and, accordingly, the problems that need to be addressed in the process of its transformation;
- the emergence of new business models related to the digitalization of the world economy, i.e., the emergence of innovations that have changed the technical and economic paradigm (cyberphysical systems, industrial Internet of Things and platform technologies);
- strengthening the role of human capital (higher education, science and lifelong learning).

Among the economic scientific concepts, we will rely, as a scientific basis, on the model of business climate and income growth, which are built on the basis of taking into account the impact of environmental factors on business. Thus, the first model involves the construction of institutional structures in the form of...
Various zones and parks to intensify innovative business activities. What they have in common is the construction on the following principles [4]: defiscalization, debureaucratization and deregulation. The second model reflects the possibility of increasing demand for innovation due to rising incomes. For example, H. Leibenstein [17] identified the so-called "minimum critical effort", which should be such that the level of investment is at least 12-15% of national income, which will increase the number of business structures (exponentially) and, accordingly, to increase incomes. In addition, we consider it rational to rely on:
- didactic approach, ie to consider the transformation process as a state of continuous development of the independent process, when the accumulation of quantitative changes leads to a qualitative change in the business environment;
- process approach, ie to consider state regulation as a consistent action to implement a set of measures in specific periods of time in order to achieve the goal - intensification of innovative business activities and development of the market of innovative technologies.

Therefore, taking into account the above, to achieve the goal it is advisable to carry out adaptive regulatory transformations carried out by the regulatory structure (i.e. government agencies). To choose the trajectory of transformation, we apply the approach of Gordeev VV [18], which is to consider the business environment as frequency-dependent feedback, when a change in any factor that characterizes the business environment leads to a change in other factors, and therefore to a change in the quality of the business environment as a whole. He formalizes the properties of integrated innovation systems as follows:

$$A \geq \sum_{i=1}^{n} a_{i} \cdot t,$$

where A is the result of the operation of the system, and an is the result of the operation of the n-th component of the system; and t - the number of system components (factors).

In other words, if it is insufficient to finance the scientific and educational spheres, then we get a deepening of the technological gap due to low qualifications and restraint of the research process. Our previous research [15] has shown that in the period of neo-industrialization, including the emergence of new industries and infrastructure, there is a mismatch between the technical and economic and socio-institutional spheres, i.e., the institutional environment that regulates socio-economic processes should change because it determines the ability of the economy to support the spread of breakthrough technologies and innovations, to maximize the economic effects of their application. Thus, the quality of institutional factors is initial, i.e., other gaps (competitiveness of production, quality of the structure of the business sector, the degree of depreciation of fixed assets) are derived from it.

Transformation of the institutional environment should be carried out based on the program-target method. In the economic literature, program-targeted management means a system of measures to be taken, actions that are designed to ensure the achievement of a single, pre-set goal [19]. A program in the most general sense of the word means a set of planned, consistent actions to be performed, operations, procedures related to the common problem to be solved, as well as information about these actions. The synthesis of the concepts "program" and "goal" forms the categories "program-target activity", "program-target methods", "program-target management" and so on. The combination of the terms "programmatic" and "purposeful" allows us to distinguish the range of programmatic actions that have a focus on a set of goal-oriented activities. Such measures form a purposeful program-target complex, in which the goal of the activity comes to the fore, becomes, on the one hand, the main reference point, and on the other - the connecting link of the whole system of actions. Program-target management is a system of measures (actions) to be implemented, the implementation of which should ensure the achievement of a single, pre-set goal. Defined in this way program-target activities have different forms, called "program-target planning" and "program-target management". All forms, activities, covering planning, forecasting, organization, coordination on a program-target basis, use a common methodology, called the program-target approach, or program-target method. This methodology is most characteristic of the processes of development and implementation of management decisions related to the development of economic systems [20]. Thus, the main features of the program-target method are systematic, aimed at achieving a specific goal or system of goals, consistency and organizational isolation of target programs. Therefore, to transform the business environment in the context of the development of the market of innovative technologies, it is also advisable to use a project approach, i.e., to achieve each objective function it is necessary to develop projects in the form of state target programs (Fig. 1). In addition, to achieve the goals it is advisable to follow the algorithm of development of state target programs (Fig. 2) and to form their structure as shown in Fig. 3.
Fig. 1 - Project approach to the transformation of the business environment in the context of the development of the market of innovative technologies

Source: Developed by the authors

Analysis of factors that characterize the state of the business environment:
1. Factor that characterizes the potential of technological development
2. Factor that characterizes consumer demand
3. Factor that characterizes the effectiveness of enterprises
4. Factor that characterizes investment in economic and industrial development

Expert assessment of the current situation in the context of the objective function (1-4, Fig. 1)

Evaluation by scientists
Evaluation by entrepreneurs
Assessment by the authorities

Identify and discuss existing problems

Coordination of economic interests of the state and business structures

Development and discussion of a set of measures to achieve the target function

Compilation of a list of measures to determine the personal responsibility of performers

Monitoring the implementation of measures by conducting a public examination of draft regulations and conceptual documents on the transformation of the business environment

Monitoring, identifying problems and adjusting the Program

Fig. 2 - Algorithm for developing a state target program Source: Developed by the authors
It is expedient to form the target state program from the following sections:
1) passport of the Program;
2) the content of the problem and justification of the need to solve it by software methods;
3) the main goals and objectives of the Program;
4) expected results of the Program and target indicators (indicators of efficiency of its implementation);
5) list and description of program activities;
6) resource provision (volumes, sources) of the Program;
7) terms of implementation;
8) description of the program implementation management system (identification of executors, distribution of powers and responsibilities);
9) monitoring and control over the implementation of the Program.

Such a methodological approach to the transformation of the business environment in the context of the development of the market of innovative technologies in Ukraine will be the basis for the development of applied research.

**Conclusions and perspectives of further research.** It is proved that the task of transforming the business environment is to bridge the following gaps between the national economy and the economy of technologically advanced countries:
- technological, ie parity exchange of the latest technologies occurs only between developed countries, and the markets of other countries are transferred to previous levels of technology, which allows companies in developed countries to increase profits by "stretching" over the life cycle of technology;
- competitiveness of production;
- quality of the structure of the business sector;
- the degree of depreciation of fixed assets;
- quality of institutional factors.

Based on the theory of regulation of the external business environment, which states that state regulation of the economy is a complex system of various forms and methods of influencing the business environment, it was found that the transformational factor should be considered state regulation, which should cause some changes in this case, the business environment).

It is substantiated that as a transformational factor state regulation should be based on the following methodological principles:
- **systematicity** as a logical sequence and continuity of measures to achieve the goal of transformation;
- **rationality** as a movement to achieve the goal using the most effective methods;
- **analyticalness** as the use of objective information and determination of real results of the transformation process with the help of quantitative and qualitative indicators;
- **transparency** as a decision-making procedure based on objective consideration of alternatives and control of all actors in the transformation process.

The main aspects that determine the transformation process include the following:
- The world economy, entering the post-industrial era, is actively transforming the usual forms of economic relations, forming new mechanisms of entrepreneurial activity, transforming the style and way of life. In this case, the main tool for innovative transformations are innovative technologies, ie countries - world technology leaders form a high share of value added through the use of intellectual activity (which are innovative technologies), while the international division of labor is not due to natural differences in raw materials, and based on the use of intellectual potential, human capital and high technological level of production. All this leads to increasing dynamism and variability of economic situations;
- increasing the complexity of the components of the business environment and, accordingly, the problems that need to be addressed in the process of its transformation;
- the emergence of new business models related to the digitalization of the world economy, ie the emergence of innovations that have changed the technical and economic paradigm (cyberphysical systems, industrial Internet of Things and platform technologies);
- strengthening the role of human capital (higher education, science and lifelong learning).

The study suggested that the quality of institutional factors is primary, ie other gaps (competitiveness of production; quality of the structure of the business sector; the degree of depreciation of fixed assets) are derived from it. Accordingly, the transformation of the institutional environment should be based on a combination of program-target method (the main features of which are systematic, focused on achieving a specific goal or system of goals, sequence and organizational isolation of target programs) and project approach, ie to achieve each target function projects in the form of state target programs. For this purpose the algorithm of development of the state target programs and their structure is offered.

**ЛІТЕРАТУРА**

REFERENCES


