ІНФРАСТРУКТУРА ІНТЕРНЕТ-МАРКЕТИНГУ ДЛЯ ПІДТРИМКИ ІННОВАЦІЙНОГО РОЗВИТКУ РЕГІОНА

Актуальність. Інфраструктура інноваційної діяльності слід розглядати як самостійну сферу економіки, особливістю якої є виробництво не матеріальних продуктів, а надання послуг. З розвитком ринкової економіки, основою якої є самостійні та незалежні товарищі, які цілком відособлені і ведуть конкурентну боротьбу, стає проблематичною підтримка стійких господарських зв'язків в середині економічних систем різних рівнів, як то державному, регіональному та, навіть, місцевому. Тому головною функцією інфраструктури є формування необхідних умов господарювання економічних суб'єктів.

Інфраструктура, як самостійна частина господарського механізму, повинна сприяти вільному обміну ринковими ресурсами та реалізувати функції саморегулювання та самонастроювання регіональної економіки на всіх її рівнях у зв'язку із кон'юнктурними коливаннями ринку.

Сьогодні остаточно не вирішені і потребують подальших глибоких розробок питання розбудови інноваційної інфраструктури на регіональному рівні в умовах формування ринкового типу економічних відносин, тому нашою метою є визначення інфраструктури інноваційної діяльності як цілого комплексу функціонально-економічних інститутів, що безпосередньо забезпечують умови реалізації інноваційних процесів господарюючими суб'єктами на основі принципів економічної ефективності.

Мета та завдання. Метою статті є визначення місця інновацій в розвитку сучасного ринкового регіонального господарства та встановлення ролі та значення інфраструктури, яка б сприяла стрімкому розвитку науки та техніки в умовах особливого і вкрай важливого для України Південного регіону. Особливості регіону полягають у гармонічному формуванні сучасної інфраструктури на засадах розбудови різних за призначенням науково-дослідних установ, що ставили б за мету розвивання багатого біотипівового та закордонного досвіду інноваційного розвитку.

Результати. Матеріальною базою інноваційної інфраструктури є території із розвиненою господарською, виробничою і соціальної структурою, об'єкти якої орієнтовані на масове впровадження нових технологій та вироблення нових наукомістких продуктів.

Інноваційна інфраструктура складається із таких основних елементів та складових: науково-дослідні, проектно-конструкторські, дослідно-експериментальні організації, які працюють в інноваційній сфері та підчіпають інноваційний потенціал регіону; виробничі підприємства, які реалізують результати науково-дослідних розробок і винаходів, запроваджують їх у виробництво наукомістких товарів та послуг; служби менеджменту, маркетингу, реклами, що націлені на поширення новітніх технологій та розробок, рекламуючи...
досвідження вітчизняних наукових центрів; інноваційні фонди, комерційні банки, страхові компанії, біржі науково-технічних продуктів, що акумулюють новітні розробки та нововведення в комерційних цілях; установи науково-технічної експертизи, юридичного захисту інтелектуальної власності, що забезпечують недоторканність інтелектуальної власності і право спроможність.

 Особлива роль відводиться закладам освіти і підготовці кадрів, які спеціалізуються на підготовці кадрів та підвищенні кваліфікації спеціалістів в науково-технічних галузях науки та техніки; інформаційно-комунікаційні підрозділи, редакційно-видавчі організації та структури, патентні бюро, ліцензійні палати та державні статистичні органи; організації сервісного обслуговування інноваційних розробок, лізингові, транспортні та транспорто-експедиційні фірми, матні підрозділи і інші державні структури

Висновки

Інноваційно-інвестиційним процесом в рамках регіону необхідно управляти і регулювати його професійно та ефективно, а для цього необхідно володіти системою оціночних показників та використовувати новітні методи управління регіональною інноваційно-інвестиційною інфраструктурою. Адміністративні органи управління інноваційною інфраструктурую регіону повинні мати в своїх руках значні економічні важелі управління інноваційно-інвестиційним процесом, саме за допомогою механізму створення науково-дослідних та дослідно-конструкторських установ, закладів освіти та експериментальних лабораторій в регіоні. Створюючи пільгові умови та сприятливе поле для діяльності інвесторів, забезпечуючи пріоритети в кредитуванні підприємств, підтримуючи за допомогою фінансових субсидій, лізингу новітні високотехнічні машини та механізми, надаючи своєчасно важливу економічну інформацію стосовно кон'юнктури вітчизняного та світового ринку.

 Ключові слова: інноваційна інфраструктура; механізм формування інноваційної інфраструктури; інноваційні фонди; комерційні інноваційні банки; біржі науково-технічних продуктів.

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INTERNET MARKETING INFRASTRUCTURE TO SUPPORT THE INNOVATIVE DEVELOPMENT OF THE REGION

Topicality. The infrastructure of innovation activity should be considered as an independent sphere of the economy, the feature of which is not the production of material products, but the provision of services. With the development of a market economy, based on independent and autonomous producers who are completely isolated and competitive, it becomes problematic to maintain stable economic ties within economic systems at different levels, such as state, regional and even local. Therefore, the main function of the infrastructure is the formation of the necessary conditions for the management of economic entities. Infrastructure, as an independent part of the economic mechanism, should promote the free exchange of market resources and implement the functions of self-regulation and self-adjustment of the regional economy at all its levels due to market fluctuations.

Today the issues of development of innovation infrastructure at the regional level in the conditions of formation of market type of economic relations are not finally resolved and need further deep elaborations, therefore our goal is
to define the infrastructure of innovation activity as an integral complex of functional organizational and economic institutions that directly provide the conditions for the implementation of innovation processes by economic entities on the basis of the principles of economic efficiency.

**Aim and tasks.** The aim of the article is to determine the place of innovation in the development of modern market regional economy and to establish the role and importance of infrastructure that would promote the rapid development of science and technology in a special and extremely important for Ukraine Southern region. The peculiarities of the region are the harmonious formation of modern infrastructure on the basis of building a complex of institutions and various research organizations, which would aim to spread the rich domestic and foreign experience of innovative development.

**Research results.** The material base of the innovation infrastructure is an area with a developed economic, production and social structure, the objects of which are focused on the mass introduction of new technologies and the development of new knowledge-intensive products.

The innovation infrastructure consists of the following main elements and components: research, design, research and experimental organizations that work in the field of innovation and increase the innovation potential of the region; manufacturing enterprises that implement the results of research and development and inventions, introduce them into the production of knowledge-intensive goods and services; management, marketing, advertising services aimed at disseminating the latest technologies and developments, promoting the achievements of domestic research centers; innovation funds, commercial banks, insurance companies, exchanges of scientific and technical products that accumulate the latest developments and innovations for commercial purposes; institutions of scientific and technical expertise, legal protection of intellectual property, ensuring the inviolability of intellectual property and legal capacity.

A special role is given to educational and training institutions that specialize in training and retraining of specialists in scientific and technical fields of science and technology; information and communication departments, editorial and publishing organizations and structures, patent offices, licensing chambers and state statistical bodies; organizations for servicing innovative developments, leasing, transport and freight forwarding companies, customs departments and other government agencies.

**Conclusion.** The innovation and investment process within the region must be managed and regulated professionally and effectively, and for this it is necessary to have a system of evaluation indicators and use the latest methods of managing regional innovation and investment infrastructure. The administrative bodies of the region’s innovation infrastructure management should have significant economic levers in their hands to manage the innovation and investment process, namely through the mechanism of creating research and development institutions, educational institutions and experimental laboratories in the region. Creating favorable conditions and a favorable field for investors, providing priorities in lending to entrepreneurs, supporting with financial subsidies, leasing of new high-tech machines and mechanisms, providing timely important economic information on domestic and global markets.

**Keywords:** innovation infrastructure; mechanism for the formation of innovation infrastructure; innovation funds; commercial innovation banks; exchange of scientific and technical products.

**Problem statement and its connection with important scientific and practical tasks.** The innovative activity of the subjects of the regional economy is becoming today a determining condition for the dynamic development of Ukraine, a condition for political independence, economic power and social integrity of the state. Today, innovations are gaining priority and becoming the driving force of social production. The prospects for the development of the Ukrainian economy are connected with the implementation of an innovative strategy, the main goal of which is to consolidate the achieved growth rates of the national product by strengthening the positions of Ukrainian producers on the world markets of goods and services, increasing the competitiveness of Ukrainian goods and, as a result, the continuity of economic processes and the gradual integration of Ukraine into the global community of leading countries on an equal footing.

Today, the interests of national states have become much more differentiated, and the directions of economic policy are implemented both at the international and regional levels. Moreover, in the conditions of globalization and strengthening of interstate socio-political ties, the role of regions, which are gaining greater independence both in the socio-economic and political life of the state, has significantly increased. The levers of the national economic policy have shifted to the regions, to the level of separate networks, economic clusters and innovative structures, where national problems are considered through the prism of microeconomics and a qualitatively new innovation mechanism of the economy is formed.

**Analysis of recent publications on the problem.** Today, the issues of developing innovative infrastructure at the regional level in the conditions of the formation of a market type of economic relations are not finally resolved and require further in-depth development. Therefore, our goal is to define the infrastructure of innovative activity as a complete complex of functional organizational and economic institutions that directly provide the conditions for...
the implementation of innovative processes by economic sub objects based on the principles of economic efficiency. The processes of forming the marketing development of the region, which is primarily caused by the development of markets, are of particular importance. The system of close relationships is reinforced by the modern Internet, its importance is growing. The works of domestic scientists B.V. Burkinsky, S.I. Bai, V. Denisyk, Z.V. Gerasymchuk, L. Yaremko, N.T. Rud, and A.Yu. Prysiazhniuk are devoted to this question. (1-7;11-15) and many others.

**Allocation of previously unresolved parts of the general problem.** The infrastructure of innovative activity should be considered as an independent sphere of the economy, the specialty of which is the production of intangible products, and the provision of services. With the development of the market economy, the basis of which are independent and independent producers of goods, which are completely separate and lead a competitive struggle, it becomes problematic to maintain sustainable economic relations in the middle of economic systems of different levels, such as state, regional, and even local.

Therefore, the main function of the infrastructure is the formation of the necessary conditions for the management of economic entities. The infrastructure, as an independent part of the economic mechanism, should facilitate the free exchange of market resources and realize the functions of self-regulation and self-adjustment of the national economy at all its levels in connection with market fluctuations.

**Formulation of research objectives (problem statement).** The aim of the article is to determine the place of innovation in the development of a modern market regional economy and establish the role and importance of infrastructure that would contribute to the rapid development of science and technology in the conditions of the Southern region, which is special and extremely important for Ukraine. The peculiarities of the region consist in the harmonious formation of modern infrastructure on the basis of the development of a whole complex of institutions and various scientific and research organizations, which would aim to spread the rich domestic and foreign experience of innovative development.

**An outline of the main results and their justification.** The material base of the innovative infrastructure is a territory with a developed economic, industrial and social structure, the objects of which are oriented towards the mass introduction of new technologies and the production of new science-intensive products. Innovative infrastructure consists of the following main elements and components:

- research, design and development, research and experimental organizations that work in the innovation field and increase the innovation potential of the region;
- production enterprises that implement the results of scientific research developments and inventions, introduce them into the production of science-intensive goods and services;
- management, marketing, advertising services aimed at spreading the latest technologies and developments, advertising the achievements of domestic scientific centers;
- innovation funds, commercial banks, insurance companies, exchanges of scientific and technical products that accumulate the latest developments and innovations for commercial purposes;
- institutions of scientific and technical expertise, legal protection of intellectual property, which ensure the inviolability of intellectual property and legal capacity;
- educational and personnel training institutions that specialize in training personnel and improving the qualifications of specialists in the scientific and technical fields of science and technology;
- information and communication units, editorial and publishing organizations and structures, patent offices, licensing chambers and state statistical bodies;
- service organizations of innovative developments, leasing, transport and transport forwarding companies, customs departments and other state structures (2, p.197-200).

One of the main problems today is that the regions of Ukraine have not yet developed a network of private innovative business entities, the most promising of which are the so-called venture enterprises, which are engaged in the search and implementation of new knowledge-intensive technologies and the production of the latest goods with qualitatively new consumer properties. The main condition for the wide distribution of various organizational structures of the innovative type is the formation and strengthening of the innovative infrastructure, in which financial and credit structures should play a leading role.

Communication, communication and information systems, which have a general economic purpose and take part in ensuring the effective operation of all branches of the national economy, are important components of the
The structure of the modern economy is undergoing significant changes due to the widespread introduction of information technologies, the spread of information in all spheres of economic life, and the transformation of information into an important component of social progress.

The economic efficiency of human activity is now determined not so much by the availability of traditional material resources, raw materials and energy components, but by the wide application of information resources, information technologies and products. The levers of scientific and technical progress are increasingly shifting from capital and property to information centers of scientific knowledge, which are of fundamental importance in the formation of the latest industries.

The information significance of society determines its future, forms a new composition of people's lives and the type of their industrial relations. Multifaceted economic relations in society require advanced management information technologies, systems for coordinating actions and monitoring their implementation. One of the important tasks of creating modern information systems at the regional level is the spread of foreign practice in the development of information technologies in the field of intellectual activity, which involves:

- development of communication and information networks with the possibility of online use of global information networks, especially the Internet, with the possibility of joining the existing European and global business infrastructure;
- formation of a network of bodies engaged in search, accumulation, transfer for the use of scientific and technical information to subjects of the regional economy;
- mastery of knowledge of computer technologies, information literacy and culture at the level of individual subjects of entrepreneurial activity and private business;
- formation of databases on the structure of scientific and technical information not only within a separate region, but also within the national economy of the entire country.

![Fig. 1. - The main directions and total volume of freelancing in 2020-2021. (in percentage)](image)

*Author's constructed development*

Modern forms of business activity are becoming increasingly large-scale thanks to the wide use of the Internet, with the help of which entrepreneurs achieve greater results in promoting their goods to global markets. Business is looking for new and new forms of its organizations and activities in the wide spaces of world markets. World markets are constantly evolving and developing, becoming the object of research into their condition and the formation of the latest forms of commodity products with new consumer qualities.

Business, under the conditions of rapid transformation of markets and the appearance of new products on them, also becomes diametrically changed, becomes more universal and dynamic. One of the trends in the emergence of the newest forms of business are the so-called nano-forms of business, or it is also called micro-business. A new type of business, which is used with the use
of the Internet, is becoming especially widespread - freelancing, a form of functioning of modern entrepreneurship. Diagram 1 shows examples of the professions of workers with a remote form of employment.

The essence of freelancing is difficult to express in one more or less thorough concept, it requires a voluminous disclosure of the content of this increasingly widespread economic category. Software technologies have become widely used in the world, which allow many people to spend a lot of time on the Internet for various purposes. The goals can be quite different, such as spreading one's own personal relationships among friends and communicating through the creation of one's own sites and pages on the Internet, as well as the formation of various business relationships between subjects of market relations. That is, freelancing should be considered as a modern trend that has developed in society, whose members spend more and more time online in the World Wide Web.

There are many interpretations of freelancing, which differ in different approaches to its definition, but all characteristics and assessment of its role in social relations are related to the involvement of the Internet for social, business and business communication in a multidimensional virtual system of human relations. The businessman, who started building his business without tying it to a specific country, a specific city, a specific office or premises, already becomes a freelancer. However, freelancing should not be associated only with business for the purpose of earning money, it covers a wide range of human relations.

The characteristics of the main areas of freelancing are not limited to the areas and volumes shown in the picture, at the same time, in the practice of international business, it is often considered as a so-called "mobile office" that allows an entrepreneur or businessman to work in different conditions, regardless of where he is - in a plane, car, ship, etc.

It should be noted that among all the selected areas of freelancing, in our opinion, the area related to the provision of educational services is particularly interesting. Distance learning is becoming a fairly common service, and the trend of developing such services is constantly growing. The universality of distance learning is that education is gaining more and more importance in connection with the development of scientific and technical progress and the increase in demand for specialists in the field of software technologies or "software specialists". According to economists, the cornerstone of modern technological development is microelectronics, modern technologies in the field of energy, especially energy saving and communication.

An important goal of the remote form of providing educational services is to find capable and talented young people who are involved in studying in the best scientific institutions of the world and their further practical training in laboratories, scientific centers and research institutes. Today, the most important resource in the growth of the economies of the world's leading countries is not oil, gas, or even gold, but "intelligence". The intellectual potential of the nation becomes a determining resource for the growth of the country's economy, and moreover, countries that do not have rich natural resources become leaders of scientific and technological progress. An example of rapid economic growth is Singapore, which in an extremely limited time, approximately 25-30 years, has achieved significant progress in development and rapid growth in the standard of living of the population of this small country (8, p.35).

Freelance has significant advantages over other types of human activity in any field. A freelancer is primarily a "free person", that is, one who does not have a manager or a boss who constantly monitors his activities, imposes types and directions of activity, requires a large number of reports in the form of papers and other types of bureaucratic forms of confirmation of effectiveness labor. Bureaucracy reduces initiative, purposefulness, independence and the ability to constantly develop, that is, it disables the ability to "turn on the mind" and direct it to a specific goal.

A great advantage of remote work is a free work schedule, which is especially important for young talented students, who are often forced to still work in order to earn money for a living. Also, young people often do not have a permanent place to live and are busy looking for housing for a short time, which is often related to work. Such mobility of young people requires specific conditions for work in complex and saturated conditions of study, work, personal life, hobbies and just recreation. Freelancing should not be considered only as a form of professional activity of a person, freelancing can also provide an opportunity for recreation, for example, listening to modern music, reading or listening to literary sources, watching movies, listening to concerts, etc.

Freelance has recently become a very popular form of remote professional activity of a person. "Remote profession" is quite common,
such professions include programmers, designers, and design becomes not only industrial, construction, natural, but also artistic. Activity in the field of trade - "online store" - is becoming widespread. Trade on the Internet acquires a special scope in the conditions of growth of labor productivity, when the number of offered goods grows not in an arithmetical proportion, but in a geometrical one. The large number of goods on the world markets requires the involvement of new forms of promotion of the offered goods, and Internet marketing is the newest form of freelancing.

An online store is created after the creation of a corresponding site, which requires promotion and appropriate design. In order to interest a potential buyer, a professional artist, site editor, advertiser, translator, "Public Relations" and site manager should be involved, who will manage the site, saturate it with relevant information and monitor visits to the site by potential buyers (9, p. 21).

The online store allows you to create thematic supports for products, conduct seasonal advertising campaigns, attract suppliers of relevant products, provide extensive advertising in the promotion of products to the markets. The website of an online store is a universal tool of modern trade, even if the owner lacks professional skills, he can use consulting services provided by consulting firms. Such services include accounting, management, advertising, design, finance, taxes, credit, personnel, etc.

The online store allows you to create cooperative relationships with a large number of other similar stores, attract free freelancers to trade, and also use the capabilities of well-known online stores and so-called "Internet flea markets" such as e-bay.com, etsy and others.

It is interesting to use the freelancer exchange, which registers freelancers and customers of various types of Internet services. Freelancers post their portfolios and search for work conditions acceptable to them, or activities corresponding to their professional training. Freelancers become on the exchange potential clients for work not only in retail stores, but also form the so-called "job market", a market of potential clients for businesses and firms looking for professional programmers, site developers, site managers, marketers, designers, artists and many more other professions (10, p.127).

Trading is another area of freelance work related to the trader's work on the securities markets - shares, bonds, futures, options, i.e. on stock exchanges. Traders also trade currency in the foreign exchange market, or forex market, and in the commodity markets. Commodity markets are divided depending on product groups, which are represented by products relatively homogeneous in their properties, for example, grain, meat, milk, etc. The markets where oil, gas and other highly profitable goods are traded are also quite developed.

At the regional level, it is necessary to form a data bank of scientific and technical developments, research and development works, as well as science-intensive innovative projects, which will allow regional authorities and business structures to determine the strategic priorities of the technological development of the region.

Having introduced a system of monitoring and forecasting the innovative potential of the region, as well as serving the needs of the regional economy in the development of scientific and technical innovations, R&D data banks can serve as arguments in justifying state orders for scientific and technical developments and the purchase of imported technologies, if the necessary design developments are not available in the region or in national scientific and technical databases (11, p. 23-25).

The creation and implementation of the infrastructure of innovative activity at the regional level should solve the following tasks:

- ensure the economic and social development of the region, taking into account the rational use of innovative potential, reproduction of local scientific, technical and intellectual resources, involving software technologies with their significant advantages;
- to contribute to the improvement of the quality of education in educational services provided by regional higher education institutions, the possibility of using online education and Internet marketing;
- to allow a comprehensive solution of cross-industry scientific-technical and organizational-management problems caused by the need to activate the innovative potential of the region, strengthening its structural development by actively including them in international information networks - World Wide Web;
- to increase the scientific and technological level of all spheres of economic activity in order to strengthen the competitiveness of the products and services of business structures of the region on world markets where, in recent times, software products, telecommunications and Internet systems prevail (15, p.279);
- to implement an innovative strategy for the development of the region, to promote the...
formation of a highly efficient structure of the regional economy based on innovation (14, p.107).

Conclusions and perspectives of further research. Thus, certain conclusions can be drawn, which are that:

1. The regional innovation and investment policy in the matter of infrastructure formation should be considered as an integral part of the general socio-economic regional policy. In the coming years, within the framework of the transitional period of reforming the economy of Ukraine, the innovation and investment potential of the region will grow based on the state-building principles, the economic effect of the implementation of investment projects will increase, and this will lead to the improvement of the living conditions of the population of the region.

2. The innovation and investment policy of the region should be based on the replacement of the old state-regulatory investment management methods with new, market-based methods, which provide for the implementation of market tools and technologies in the competitive selection system of the best and most effective innovation-investment projects, which will be granted state support and guarantees.

3. Competitive selection, according to which the state investment program of the region will be formed, puts forward a number of requirements for projects applying for inclusion in the program. All projects must meet a number of requirements: a) provide for the implementation of advanced technologies, the development of the raw material base, the loading of enterprises of related industries in the territory of the region, the development of the transport infrastructure of the region; b) innovative investment projects must have maximum performance indicators, i.e. positive net internal investment income, high internal rate of return of the project; c) innovation-investment projects must be coordinated with interdepartmental commissions for the placement of productive forces in the territory of the region and take into account extradepartmental and environmental expertise from the design and estimate documentation.

4. The innovation-investment process within the region must be managed and regulated professionally and efficiently, and for this it is necessary to have a system of evaluation indicators and use the latest methods of managing the regional innovation-investment policy. Administrative bodies managing the economic policy of the region should have in their hands significant economic levers of managing the innovation-investment process, precisely with the help of the mechanism of creating acceptable and favorable conditions, the possibility of highly effective management of the innovation-investment process in the region will appear.

Creating preferential conditions and a favorable field for the activity of investors, providing priorities in crediting entrepreneurs, supporting with the help of financial subsidies, leasing of the latest high-tech machines and mechanisms, providing timely important economic information regarding the state of the domestic and world market.

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