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## **INTELLECTUAL POTENTIAL AS CONSTITUENT OF PROVIDING OF INNOVATIVE DEVELOPMENT OF COUNTRY**

Today, there is a little pace of innovation and reducing the potential of Ukraine as a competitive state due to the availability of raw materials and low-tech industries. Given the importance of the innovation factor for the effective functioning of the economy and lack of human resources competence in the field of innovative development, is developing and implementing appropriate and specific measures to stimulate relevant processes should become a priority national interest.

The basis of the formation in Ukraine innovative type of development, based on intelligence and information technology production, is human capital.

Formation of innovative potential of the enterprise should take into account the financial, intellectual, organizational, administrative and information-methodical potential of the company, which in turn will affect the motivation of labour, production standards, creating favourable conditions for change in social relations both in the state and the enterprises in particular.

At the same time, years of reformation of Ukraine's economy domestic science came under the influence of negative factors that impede the development of technical and economic progress, in particular, this – low innovation favourable industry of Ukraine, which is manifested in the limited demand for

domestic enterprises and scientific research results technical activities, insufficient government funding of research and development; low socio-economic attractiveness of researchers in public institutions, and physical obsolescence of the vast majority of logistics research institutions.

Thus, according to the world rankings and statistical indicators on education, science, innovation Ukraine does not show the best results.

Therefore, the country education and innovation should be one of the most important areas of development in the long run the country, its potential and competitiveness in today's world, the level of development of the country depends on the level of innovation, since the introduction of the latest in a market economy is one of the most powerful levers of competition and growth of enterprises. This innovative way of development will stabilize and develop business activity, will provide Ukraine with rightful place in the international community and a way out of the crisis.

However, the corresponding state is impossible without the development of their own intellectual capacity, which today in modern terms is an important factor in ensuring innovative development combined with effective and efficient financial, economic, legal measures by the state.