

Chekamova O.I.

Research Scientist

Rice Research Institute of the Ukrainian Academy of Agrarian Sciences

INNOVATIVE POTENTIAL AS ASSESSMENT OF EFFECTIVENESS OF RESEARCH AND INNOVATION ACTIVITIES IN SCIENTIFIC INSTITUTIONS OF AGRARIAN SPHERE

For the agrarian science today the actual question is a competitiveness of own scientific research results, forming of an effective mechanism of bringing them to the state of innovations and realization of innovations, which will give an opportunity to obtain additional financing sources for further scientific researches. In this context the issue of increasing effectiveness of use of generated scientific research results the determination of criteria for assessment of scientific researches and developments gets its actuality. The purpose of the article is to determine the essence of concept "innovation potential of intellectual product", its structure and criteria for its assessment in order to form an effective system of producing of competitive scientific researches and developments in scientific establishments of the agrarian sphere.

Concept of innovative capacity of intellectual product is formulated as an availability and readiness for the use of system of appropriate means and resources to get a commercial result. The concept of innovative capacity depending on the level of economic system structuredness is considered as: innovative capacity of the national economy (macrolevel); innovative capacity of a branch (meso-level); innovative capacity of a single enterprise (microlevel);

innovative capacity of intellectual product (nanolevel). Criterion for assessment of an innovative capacity of intellectual product is an integral index, which includes product assessment by such aspects of scientific and innovational process as informational, legal and economic aspects. Criteria for assessment of informational component are the level of novelty, possibility to commercialize the intellectual product, sufficiency of resources for market promotion. Novelty level of intellectual product is determined as a level of distinguishability from famous and now using analogues. Possibility of commercialization of intellectual product is evaluated on the basis of marketing researches of science intensive market. Sufficiency of resources for market promotion suggests the evaluation of certain opportunities for intellectual product's market entry. Criterion for legal aspect assessment is the evaluation of the ownership level of intellectual product. Level of rights monopolization is considered as an organization of system of legal protection and intellectual product protection from the unauthorized use. Criterion for economic constituent assessment is the ability for ownership rights enforcement, economic evaluation of cost value, marketing assessment of product price.