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Scientific achievements in the field of research of innovative economic forms of entrepreneurship

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Abstract. *The purpose of the article* is to analyze the scientific achievements in the field of research of innovative economic forms of entrepreneurship. *Methodology.* Various methods were used in the study, in particular: generalization, comparison, systematic, etc. *Results.* In the paper the scientific achievements in the field of research of innovative economic forms of entrepreneurship is analyzed. The advantages and disadvantages of some scientific works in this field are studied. The significance of theoretical achievements for innovative economic activity is described. *Practical meaning.* The author analyzes the work of scientists on this topic, in particular, they consider the development of entrepreneurship in the context of its impact on the restructuring of the economy, increasing its efficiency. Considering entrepreneurship as the ability and willingness to develop, organize and manage a business for profit, modern researchers as factors of its development primarily consider those that allow: to organize business more efficiently, create a more marketable product, minimize business risks, maximize profits as the result of economic activity of the entrepreneur. The author notes that we can say that innovations are considered in the modern scientific community as one of the most important factors in the development of the enterprise, which clearly demonstrates the practical potential of this study. *Prospects for further research.* Given the results of the analysis of previous research, it should be emphasized that there is some difficulty in using existing theoretical developments on the effective implementation of innovative economic forms of entrepreneurship, due to the fact that the competitive environment in innovative entrepreneurship depends on various factors. management decisions. Despite the presence of a large number of meaningful theories and works on innovation management, there is no systematic study that would combine existing paradigms based on a single management methodology for effective implementation of innovative economic forms of entrepreneurship, taking into account the specifics of a particular country (Ukraine). on the feasibility of further developments in this area.

Keywords: scientific achievements, innovations, economic forms, entrepreneurship, economy.

JEL Classification: L26, L53, O32, Q55.

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Наукові здобутки у сфері дослідження інноваційних економічних форм підприємництва

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Анотація. Метою статті є аналіз наукових здобутків у сфері дослідження інноваційних економічних форм підприємництва. *Методологія.* В ході дослідження використовувалися різноманітні методи, зокрема: узагальнення, порівняння, систематичний тощо. *Результати.* У роботі проаналізовано наукові здобутки у сфері дослідження інноваційних економічних форм підприємництва. Досліджено переваги та недоліки окремих наукових праць у вказаній царині. Охарактеризовано значення теоретичних здобутків для інноваційної економічної діяльності. *Практичне значення.* Автором проаналізовані роботи науковців з даної тематики, зокрема в них розвиток підприємництва розглядається у контексті його впливу на структурну перебудову економіки країни, підвищуючи її ефективність. Розглядаючи підприємництво як спроможність та готовність розвивати, організувати та керувати бізнесом для отримання прибутку, сучасні дослідники у якості чинників його розвитку передусім розглядають такі, що дають можливість: більш ефективно організувати бізнес, створити більш ринково затребуваний продукт, мінімізувати бізнес-ризик, максимізувати прибуток як результат економічної діяльності підприємця. Автором зазначається, що можна говорити про те, що інновації розглядаються в сучасній науковій спільноті в якості одного з найважливіших чинників розвитку підприємства, що наочно демонструє практичний потенціал даного дослідження. *Перспективи подальших досліджень.* Враховуючи результати аналізу наведених раніше досліджень слід підкреслити наявність певної складності у використанні існуючих теоретичних напрацювань з проблематики ефективної реалізації інноваційних економічних форм підприємницької діяльності, обумовленої тим, що стан конкурентного середовища в інноваційному підприємстві залежить від найрізноманітніших чинників, а тому має місце значний рівень невизначеності при прийнятті управлінських рішень. Незважаючи на наявність великої кількості змістовних теорій та робіт, присвячених управлінню інноваціями, не існує системного дослідження, яке би поєднало існуючі парадигми на основі єдиної методології управління відносно ефективної реалізації інноваційних економічних форм підприємницької діяльності з урахуванням специфіки конкретної країни (зокрема, України), що вказує на доцільність подальших напрацювань в даній сфері.

Ключові слова: наукові здобутки, інновації, економічні форми, підприємництво, економіка.

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1. Introduction.

Traditionally, in the scientific literature, entrepreneurship is seen as the willingness and ability to perceive and solve new problems in a creative and innovative way (Kolomiets and Hoshovska, 2014, p. 179). It also characterizes the ability to take advantage of new business opportunities. Some authors define entrepreneurship as “flexible adaptation to changing

conditions of the organization” (Danylova, 2016, p. 43). Other researchers define it as a specific socio-economic force that has not only economic but also personal, social and cultural dimension (Krachok, 2017, p. 201–202). This approach to the interpretation of the concept of entrepreneurship emphasizes its importance for the formation of an appropriate attitude to it as an active activity in the economic sphere,

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which is influenced by a significant number of factors.

Entrepreneurship, according to researchers and practitioners, is an attitude to life, which is manifested in the adoption of initiatives, dynamic actions, ingenuity and constant acquisition of knowledge (Balaban P. and Balaban M., 2017, p. 54). Skills depend on propensity and individual abilities, and knowledge and experience depend on persistence in acquiring them. Entrepreneurship is thus perceived through the prism of an entrepreneur who, in addition to the desire for profit, is guided by the desire for independence, self-realization and the realization of their dreams and visions. Understanding these circumstances necessitates the search for factors that would enhance the development of entrepreneurial activity and increase its efficiency, given the significant competitive pressure of the corporate sector with its significant resource opportunities.

2. Literature review.

In the works of scientists S. Lykholat (Lykholat, 2018, pp. 167–169) and S. Blahodietielieva-Vovk (Blahodietielieva-Vovk, 2010, pp. 14–18) the development of entrepreneurship is considered in the context of its impact on economic restructuring, increases its efficiency, which makes a significant contribution to the growth of retail trade and service associations, promotes rational use of resources, creates a favorable environment for active competition. Innovation in modern economic theory is interpreted as the application of better solutions that meet new requirements, unregulated or existing market needs (Merriam-Webster, 2019), we can say that innovation is considered in the modern scientific community in one of the most important factors of enterprise development. Other domestic scientists L. Krachok (2017), T. Romanenko (2017), P. Balaban and M. Balaban M. (2017) also emphasize the need to introduce innovations as paid for the further development of entrepreneurship.

3. Methodology.

Various methods were used in the study, in particular: generalization, comparison, systematic, etc.

4. Research objectives.

The purpose of the research is to analyze the scientific achievements in the field of research of innovative economic forms of entrepreneurship.

5. Results and discussions.

Characterizing the more objectively mentioned works, it should be noted that, in particular, S. Lykholat believes that entrepreneurship "...plays a huge socio-economic role, in particular creating jobs, participates in the formation of the budget at all levels, promotes the collection of taxes from individuals" (Lykholat, 2018, p. 168), reasonably noting the results of research that a significant impact on the economy in the process of its transition to a new stage – innovation, has innovative entrepreneurship (Lykholat, 2018, p. 170).

Thus, the advantages of this scientific work in the context of the research topic include the following:

1) The paper outlines current issues and based on this hypothesis regarding the impact of public policy on the development of small business on the example of a particular country (Ukraine), which was proved using empirical material.

2) This work contains analytical material that substantiates the hypothesis of the impact of public policy on the development of small business in Ukraine, which is the result of this work.

The disadvantages of this scientific work include the following:

1) The findings of the study are not original and are not characterized by absolute scientific novelty, but to a greater extent contribute to the enrichment of the evidence base to substantiate the relationship of pro-innovation public policy to business development.

2) The work covers in a rather limited way the directions of the influence of the state

regulatory policy on the development of entrepreneurship, which are not sufficiently disclosed and are not characterized objectively.

The study conducted by S. Blahodietielieva-Vovk (2010) and I. Kuchumova (2013) can be interpreted in the same way, which defines an innovative approach as a more progressive approach to solving the problem of economic development in modern conditions. This position is based on ideas about the growing role of innovation in society. As a methodological basis for such an approach, the author singles out the theory of economic development of J. Schumpeter (1995).

The advantages of this scientific work in the context of the research topic include the following:

1) It should be noted quite significant work on the compilation and structuring of the theoretical and methodological basis of entrepreneurship, conducted in the analyzed monograph.

2) The paper actualizes the need to use an innovative approach to solve the problem of economic development at the micro and macro levels in modern conditions.

3) The monograph proposes the concept of considering entrepreneurship as a "micro-civilization", which has certain specifics and factors of development. This approach contains elements of scientific novelty and is useful for the development of theoretical and methodological basis for the study of innovative economic forms of entrepreneurial activity in modern conditions, under the influence of a range of internal and external factors (Blahodietielieva-Vovk, 2010).

The disadvantages of this scientific work include the following:

1) The analyzed work, although it raises a number of important questions regarding the methodology of evaluation and analysis, approaches to effective business management as a "microcivilization", but does not provide a sufficiently developed and practical tools to address these issues. This remark can be attributed to those that determine the prospects

for further research of the author of this work and researchers who have used the scientific achievements presented in this paper.

2) The work does not sufficiently use the empirical basis of the study, most of the author's conclusions are based on theoretical constructions and assumptions, does not have sufficient justification through retrospective analysis.

Considering entrepreneurship as the ability and willingness to develop, organize and manage a business (along with any of its risks) for profit, modern researchers (Romanenko, 2017, p. 240–242; Burov, 2018, p. 28–33) as factors of its development are considered first of all those which give the chance: to organize business more effectively, to create more market demanded product, to minimize business risks (including, connected with considerable competitive pressure), to maximize profit as a result economic activity of the entrepreneur.

Given that innovation in modern economic theory is interpreted as the application of better solutions that meet new requirements, unregulated or existing market needs (Merriam-Webster, 2019), we can say that innovation is considered in the modern scientific community as one of the most important factors in development enterprise, because it is in entrepreneurial activity that they are embodied through the creation of more efficient market products, improvement of business processes, provision of better services, creation of new technologies or business models, as noted in (Polinkevych, 2010, p. 61–62).

It is necessary to dwell in more detail on the coverage of scientific achievements of innovation theory in the work of O. Polinkevich (2010). O. Polinkevich believes that only innovative enterprises have the opportunity to meet the requirements of recipients and use the conditions of the global environment for their own development (Polinkevych, 2010, p. 63). The advantages of this scientific work in the context of the research topic include the following:

1) The paper notes that the specifics of the implementation of innovations in a particular type of business and a particular type of

innovative products is best reflected through certain forms of business (*Polinkevych, 2010, p. 65–67*). Some of these forms can be characterized as innovative, therefore, they realize the innovative potential of a particular business, which may be of some scientific and practical interest.

2) To reveal the problems of implementation of innovative economic forms of entrepreneurial activity, this scientific work is valuable because it contains a structured conceptual apparatus of the subject of study and a systematized theoretical basis.

At the same time, the disadvantages of this scientific work include the following:

1) In the work of the problems of methodology, implementation of business management tools in practice, not enough attention is paid.

2) Although outlined here, the connection of the theory of innovative development of entrepreneurship with the solution of specific practical problems of entrepreneurship, which are relevant at the moment in Ukraine and in the world as a whole, is not shown and revealed.

Innovative economic forms of entrepreneurial activity, given the specifics and problems of development of a particular country under the influence of global trends, are considered as a subject of research in the work (*Fan, 2011, p. 49–50*). The advantages of this work include the following:

1) In this study it is quite rightly noted (*Fan, 2011, p. 55*), that strong competition in the economy forces entrepreneurs to look for innovative solutions that will allow them to introduce new products that better meet the needs of the market, consumers and the environment.

2) It is noted that the constantly changing environment causes a constant need to learn new technological ideas, and their level is usually determined by the internal situation in the company and the external conditions of doing business.

3) This work is especially interesting because this author (foreign researcher) summarizes in it the theoretical and methodological basis of economic development in terms of successful foreign practice and best practices, which significantly distinguishes this work from those previously considered as one that reveals a specific connection. “theory-practice” and offers not only the analysis of relationships, but also certain areas and tools for solving problems, tested in practice, updated on the basis of empirical research of a significant amount of data.

The disadvantage of this work is the following:

1) Focus on generalized experience and insufficient consideration of the specifics of specific countries.

2) In Ukraine, the implementation of the author’s proposals will require significant rethinking and adaptation to the conditions and specifics of our country.

In general, it can be stated that the consideration of the issue of innovation development within the scientific and practical direction of innovation management with the established methodology, models and methods that have proven their effectiveness in practice, is characterized by multifaceted theoretical developments and variable application: theories appeared innovation management with many different concepts that developed basic approaches.

Researcher K. Andrieieva, in his work shows that the specifics of the development of a particular country (Ukraine), the peculiarities of its institutional and business environment, are factors that significantly affect the configuration and structure of innovative economic forms of entrepreneurial activity in modern conditions (*Andrieieva, 2016, p. 124*). The author is mentioned solving the problem of effective implementation of innovative economic forms of entrepreneurial activity in Ukraine is associated with the need to radically change the existing stereotypes of management, meth-

ods and principles of managing the development of entrepreneurial structures (*Andrieieva, 2016, p. 123-124*).

Thus, the advantages of this scientific work in the context of the research topic include the following:

1) This study, in contrast to the previous ones, largely takes into account the specificity of the application of tools for managing innovative entrepreneurial activity in a particular country (Ukraine) and this is why it is valuable for science and practice.

2) The paper identifies the basics of changing existing stereotypes of management, methods and principles of managing the development of business structures, which, according to the researcher, should be objective factors of innovative economic development in the current situation and current trends, the study and use of which depends on the state. In which the economy of Ukraine is at the moment, as well as focus on certain development priorities, distribution of public resources, opportunities and projects of infrastructural development of the country as a whole, its specific regions and areas of activity.

The disadvantages of this scientific work are the following:

1) The research material is quite limited in scope and disclosure of the content of the outlined areas of development, therefore, requires significant development and additional justification.

2) The paper pays little attention to the factors that hinder the implementation of business management tools in practice in a particular country (Ukraine).

According to the results of the analysis of the above research, it should be emphasized that there is a certain difficulty in using existing theoretical developments on the effective implementation of innovative economic forms of entrepreneurship, due to the fact that the competitive environment in innovative entrepreneurship depends on various factors. When making management decisions and applying in practice specific forms of innovative economic activity.

Despite the presence of a large number of meaningful theories and works on innovation management, there is no systematic study that would combine existing paradigms based on a single management methodology for effective implementation of innovative economic forms of entrepreneurship taking into account the specifics of a particular country (Ukraine). This opinion is confirmed by the note in (*Krachok, 2017*) that, despite extensive research on the problem of innovative development on a global scale, a fairly complete theory has not yet been created. According to the author of the study – LI In short, innovation theory still does not sufficiently take into account the factors of a market economy, due attention was not paid to market-oriented innovations, organizational and managerial, social innovations and networking of the national innovation system of a particular country.

Interesting in this sense is the study of I. Kolomiets and H. Hoshovska (*2014*), who believes that the efficiency of entrepreneurial activity, increasing the competitiveness of economic entities, the pace of their development is largely determined by the level of funding and effectiveness of technologies and tools they use, including management technologies. In his opinion, the solution of these issues during the development of market relations is one of the important conditions for the effectiveness of entrepreneurial activity, achieving their sustainable and balanced development (*Kolomiets and Hoshovska, 2014, p. 180-182*). At the same time, this problem is not only relevant, but also very complex both methodologically and theoretically and methodologically.

That is why we can assume that the researcher did not provide sufficient justification in his work for the content of modern technologies for innovation management, which is a disadvantage of this work, limiting himself to an overview of the consistent evolution of basic approaches to such management. However, for the structuring and systematization of scientific knowledge in relation to the studied issues, this work is quite valuable.

According to I. Tarasova (*2013*), to a

large extent the signs of innovation are inherent in the essence of entrepreneurial activity in general, the author emphasizes the importance of understanding the reasons for innovation by entrepreneurs, which determine the driving forces and incentives of entrepreneurial activity and in some way affect the specific forms. The author argues the main reasons for the introduction of innovations in business, which include many phenomena of an organizational nature, which include (Tarasova, 2013, p. 82–84): 1) technical and technological progress; 2) the appearance on the market of new machines and devices; 3) new processes that transform existing products or processes; 4) conducting own research activities / business ideas – invention; 5) tracking of technical innovations.

This list can be supplemented by a list of economic reasons that motivate the entrepreneur to innovate, considered by other researchers (Semenova and Obertailo, 2013, p. 220–230): the possibility of obtaining additional income; the ability to minimize operating costs; opportunity to gain a competitive advantage.

These researchers note that innovation as a systemic policy of change is implemented through such basic forms of economic activity (Semenova and Obertaylo, 2013, p. 225–230):

- Individual economic activity, which involves activities on a small scale and without the participation of partners. The advantages of this form of activity in terms of opportunities to implement through it the innovative activity of the entrepreneur are the following: relatively fast registration and business organization; relatively insignificant costs for business registration and organization; relatively low cost of maintaining operating activities; the possibility of applying simplified taxation and savings on tax costs; the possibility of individual management decisions regarding the implementation of innovation activity. The disadvantages of this form of activity in terms of opportunities to implement through it the innovative activity of the entrepreneur are the following: full responsibility of the entrepreneur's personal property for the obligations of

the firm in case of failure to implement the innovation initiative; limited involvement in (first of all, registration of such involvement) of external resources for financing of innovative projects (human, financial).

- Corporate economic activity, which involves large-scale activities with the participation of partners (co-owners, employees). The advantages of this form of activity in terms of opportunities to implement through it the innovative activity of the entrepreneur are the following: limited liability of business organizers personal property for the obligations of the firm in case of failure to implement an innovative initiative; wide opportunities in attracting external resources to finance innovative projects (human, financial), including through the issuance of shares and the sale of business shares. The disadvantages of this form of activity in terms of opportunities to implement innovative activities of the entrepreneur are the following: relatively complex registration and organization of business, which often requires the involvement of consultants and legal support, relatively significant costs of business registration and organization; high cost of maintaining operating activities, primarily due to a significant fixed component of operating costs; the complexity of accounting and taxation, which requires the involvement of specialists, limited application of tax benefits compared to individual entrepreneurship; the need for collegial strategic management decisions regarding the implementation of innovation activity.

Since the works of I. Tarasova (2013), V. Semenova and M. Obertailo (2013) contain a fairly well-documented material on the forms of economic activity of entrepreneurs engaged in innovative activities, it should be noted the positive contribution of these works to the study, but it is important to note that each of these works separately does not give a complete picture of the forms of economic activity of entrepreneurs and works are better perceived as complementary: the more theorized work of I. Tarasova (2013), and more focused

on solving practical problems work of V. Semenova and M. Obertailo (2013).

Particular attention should also be paid to the fact that market relations require strengthening the role of economic innovative forms of entrepreneurial activity, implemented within the above basic forms, the use of new methods of analysis and construction of enterprise management systems. The most significant changes, according to I. Kuchumova (Kuchumova, 2013, p. 360–361), must be implemented in the management structure of innovative business activities. This paper states that an integral feature of economic innovative forms of entrepreneurial activity should be their ability to provide opportunities for the formation of scientific and technical novelty and practical application of innovations in production. The possibility of commercial implementation of the plan, according to the author, acts as a potential property, to achieve which requires some effort.

This researcher as signs of promising opportunities for economic innovative forms of entrepreneurial activity defines their innovative potential as a generalized characteristic of the set of available entrepreneurial resources, which determines the ability to create, conscious search and selection, implementation of science and technology (innovation) (Kuchumova, 2013, p. 385–390). Innovative potential reflects the degree of perfection of products and production base of the enterprise. At the same time, it is determined by the results of the initial assimilation of innovations and the scientific and technical cycle as a whole. It is important to note the attempt to comprehensively cover the problem of innovation management, stimulate innovation development and ensure the effective creation, implementation and dissemination of innovations

in this scientific work, which indicates not only scientific interest in innovation management problems based on innovation, but also a significant need for of the market environment in the use of their results in management practice, including – the effective implementation of innovative economic forms of entrepreneurial activity, which can be used existing theoretical and methodological achievements of world and domestic science.

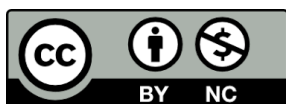
6. Conclusions.

Based on the generalization of the results of the research analyzed in the work, it should be noted that all authors reasonably identify the problems of analysis, evaluation and management of innovative entrepreneurial activity as one of the most important tasks of enterprise management. At the same time, in addition to updating the issue and highlighting areas for its solution, there is a need to identify opportunities to improve innovation policy and use effective innovative activities focused on market attractiveness of the enterprise, taking into account not only opportunities and benefits, interests of owners, potential consumers as current, and promising (modeling and creating such needs through marketing and advertising tools). Attempts to solve these problems are largely traced in (Andreeva, 2016; Fan, 2011; Kovtun, 2013; Krachok, 2017; Semenova and Obertailo, 2013) and in the work that has become a classic for this scientific and practical direction (Schumpeter, 1995). The rest of the research is an overview, but is quite valuable in terms of coverage of the conceptual apparatus of the research, updating the need for its solution and, to some extent, outlining the vectors of scientific thought on innovative forms of business development in the global dimension, in specific countries and in Ukraine in particular.

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