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INNOVATION AS A FACTOR OF THE LABOR RESOURCES OF RURAL AREAS RESERVE

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Introduction

Negative trends in social, economic, cultural, demographic and environmental processes exacerbate the differences between living standards and economic development of the rural and urban areas. This requires finding solutions aimed at achieving long-term goals in conditions of uncertainty, unpredictability and instability of the market environment.

Research Aim

The article considers the prospects of innovative entrepreneurship in the preservation of labor resources and attracting young people to ensure sustainable development of rural areas

Materials and Methods

The research methodology is based on methods of analysis and synthesis, modeling, interpretation and relevant comparisons.

Results

The key findings of the research are the following:

- Ukraine ranks 45th in the Global Innovation Index 2020, entering the TOP-2 countries of the economic group with lower-middle income (Global Innovation Index 2020, 2020). Ukraine, unfortunately, lags behind neighboring countries in terms of innovation, ranking 30th among 39 European countries (Global Innovation Index 2020, 2020). The main indicators of the innovation potential of the regions **correspond to the trends shown by Ukraine's rating** according to the global innovation index
- After conducting a survey among students of Mykolaiv National Agrarian University, we found that about **77% of respondents** express a desire **to live in the city and work in areas not related to agriculture**. Such answers quite clearly reflect the attitude of young people to the village, because the difference in living standards between the village and the city is huge, and among the main priorities that determine their choice, students identify **economic** ones. In addition, a part of the students talk about **the lack** of an adequate **social environment**. Such answers also suggest that without global change in the nearest future we shall not expect a large flow of graduates who will go to work in rural communities, which **will worsen** the already **catastrophic situation** in the Ukrainian countryside.
- The largest share of the population is likely to be focused on areas of activity related to **intellectual work** that requires higher education. As the opportunity to realize such advantages in rural areas **is extremely limited**, while maintaining modern conditions, the tendency **to reduce the human potential** of rural areas **will increase**. Therefore, it is necessary **to create and develop innovative activities in rural areas**, in our opinion, this will contribute to the strengthening of post-industrial society in Ukraine, because it is characterized by active use of "Internet", allows you to work physically away from work.
- Low level of infrastructure** is another problematic issue in the practice of rural decision-making: poor roads, insufficient transport services, low levels of education and health care, that is why these areas should be considered prior others for public policy.
- The high need of the economy for highly competitive scientific and technical developments **is not provided with financial resources**, in 2016-2019 there was a significant reduction in the cost connected with research and development in the region from all sources, Figure 1.
- According to the modern tendencies in the Mykolaiv region implementation of the project **Innovation cluster** «Regional innovative HUB» began, as well as the work of the experimental group "**Creative Laboratory**". As a result, the number of innovative enterprises is expected to grow by **15% every year**. So, the **innovation potential of the region is being developed**, and the culture of training networks for entrepreneurs and institutions that generate and use knowledge is spreading, which strengthens the prospects for generating new innovative projects.

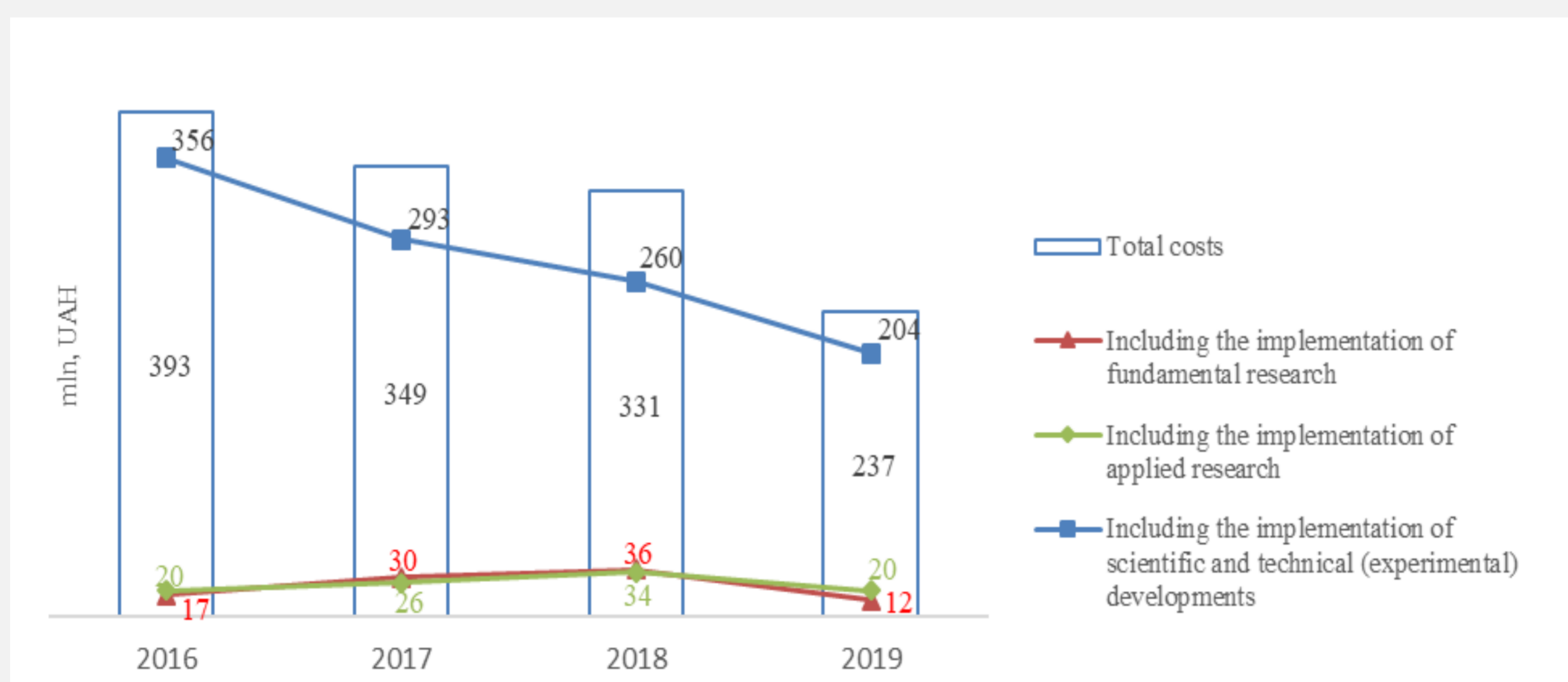


Figure 1. The cost of research and development by types of work in the Mykolaiv region, (thousand UAH) (Main department of statistics in the Mykolaiv area, 2020).

Conclusions

- Strengthening **the innovation potential** of the rural areas, through the optimal use of available resources and competencies are of particular importance in conditions of fierce competition. **Dynamization of innovation activity** is today one of the priorities of regional development.
- The current stage of development of the regions of Ukraine should lay in the field of a **transformational transition to the model of innovative economy**. This goal requires strengthening and effective implementation of the **innovation potential**, based on the formation of effective regional innovation systems, namely: the presence of a developed mechanism of technology transfer, effective innovation infrastructure, institutional structure, and the establishment of informal partnerships.

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