

# **INFLUENCE OF THE INNOVATIVE ENVIRONMENT ON EFFICIENCY OF THE RUSSIAN INDUSTRIAL ENTERPRISES**

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## Abstract:

In article value of the innovative environment as factor of success of the Russian industrial enterprises activity is considered. Components of the innovative environment are the innovative capacity of the industrial enterprises and innovative climate. The directions of the state impact on formation of innovative climate are investigated: creation of innovative infrastructure, improvement of institutes of legal character, institutes of financial character. Influence on efficiency of the industrial enterprises of one of social character institutes – consumer loyalty is shown.

## **Introduction**

Serious problem of modern Russian economy is the lack of innovative qualities and mechanisms without which decision it is impossible to pass to innovative economy. Questions of innovations commercialization efficiency are one of priority for innovative development in all world community. In modern conditions commercialization of innovations promoted achievement by many developed countries of the leading positions in the international market of the knowledge-intensive production, she acted as the main condition of successful introduction of innovative activity results in practice of the companies. (Sekerin, 2012)

For to optimize process of removal of innovations on the market in each of the developed countries own environment of commercialization was created (or the innovative environment as that). All developed countries differ from each other in a set of various institutional conditions, including political, economic, social and other factors, however the mechanisms of formation of the environment used by these countries were developed on the basis of universal experience therefore have the minimum distinctions. (Lyasnikov, Dudin, Sekerin, Veselovsky, & Aleksakhina, 2014)

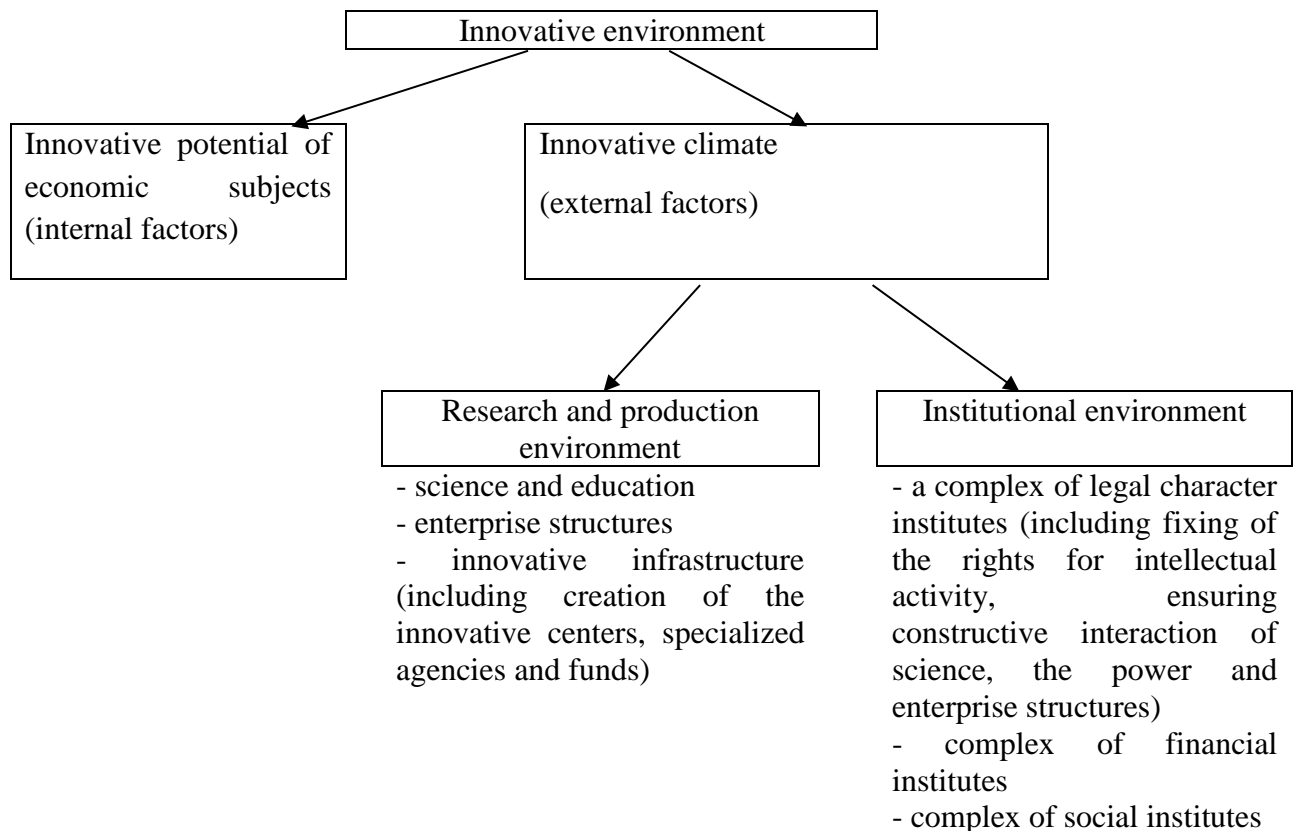
In Russia the innovative environment promoting emergence and commercialization of innovative ideas isn't created yet. Therefore its formation is a significant factor of increase of efficiency of the Russian industrial enterprises.

## 1. Content of the concept "innovative environment"

There is a set of different approaches to definition of the contents of the term "innovative environment". Many scientists share opinion that the innovative environment reflects a measure of readiness to solve problems in the direction of achievement of the set innovative object, i.e. a measure of readiness for implementation of the innovative project or program of innovative transformations and, therefore, to introduction of innovations.

Other definition of the innovative environment allows to estimate it as set of different types of resources, including the material and production, financial, scientific and technical, intellectual and other resources necessary for implementation of innovative activity. Also understand set of all social and economic subsystems providing access to various resources and giving this or that support of participants of innovative activity as the innovative environment. The making concepts the innovative environment are reflected in figure 1.

**Figure 1:** *The making elements of the innovative environment*



*Source: authors*

## 2. Mechanisms of formation of the innovative environment

Formation of the innovative environment in the country has to be considered by the state as the major task promoting economic growth on the basis of introduction of research, scientific and technical activity results and developmental development.

Public authorities the actions can directly influence formation of the innovative environment in various ways. The most priority are the following mechanisms now:

- formation and development of innovative infrastructure;
- improvement of institutes of legal character;
- development of institutes of financial character.

We will consider them in more detail. As one of mechanisms of innovations commercialization environment formation in economically developed countries the infrastructure providing meaning creation of special organizational structures – the centers, agencies and funds intended acts:

- • for rendering financial, marketing, legal, personnel, information services and the other help to developers;
- • for formation of favourable conditions of implementation of innovative activity and, as a result, commercialization of innovations;
- • for coordination of innovative activity, etc.

The innovative infrastructure can be classified by a range of services which is rendered being its part of the company (structure) – financial, material, information, personnel and expert and consulting (table 1).

**Table 1:** *Main areas of innovative infrastructure*

Infrastructure area	Characteristic of infrastructure
1. Financial	It consists of various investment, budgetary, venture funds, and also insurance funds and other financial institutions
2. Information	It is formed by various information, analytical and statistical centers (organizations), and also databases and knowledge, and the centers of access to them
3. Production and technological (or material)	It is presented by the centers of a transfer of technologies, science and technology parks, business incubators, research institutes, the national research centers, etc.
4. Personnel	Consists of the highest educational institutions, and also recruitment and recruiting agencies
5. Consulting and consulting	It is formed by consulting agencies, the centers of independent examination, etc.

*Source: authors*

As the second mechanism improvement of institutes of legal character which has to be directed acts:

- on stimulation and encouragement of development of process of commercialization and innovative activity;
- on assistance of involvement of talented people in innovative activity;
- on differentiation of interests (as which, first of all, understand a functioning framework) all participants of process of commercialization;
- on establishment of an order of coordination of activity of participants;
- on establishment of an order of fixing of the rights for intellectual property;
- on introduction of an order, ways and norms of interaction of the state, science and subjects of business;
- on establishment of standards of innovative production (quality, safety of use, compliance to environmental standards), etc.

In Russia innovative activity is regulated by the fourth part of the Civil Code. That is why it is necessary to build system legislative and the regulations stimulating innovative activity of economic subjects.

The third mechanism of effective commercialization of innovations includes various methods of financial character, such as the state support and stimulation of innovative activity. It is expedient to classify now in use methods and instruments of stimulation in economically developed countries the next way:

- on character of means – tax and natural preferences; financial incentives;
- on objects – stimulation of activity of small and medium-sized companies, contract scientific researches; support of researchers who generate scientific results.

The main forms of support and stimulation of innovative activity which developed in world practice are reflected in table 2.

**Table 2:** *Measures of the state stimulation of innovative activity in the world*

Measures of support and stimulation	Country of application
1. Direct financing – subsidies, loans and loans, including on favorable terms without payment of percent and the gratuitous, reaching 50% for a covering of expenses of creation of innovations.	Great Britain, Germany, Denmark, India, People's Republic of China, Norway, USA, France, Sweden
2. Target grants and grants for research development.	Japan, Great Britain, People's Republic of China, USA, Austria, Germany, France, Greece, India, Ireland, Norway, Spain, Poland
3. Decrease in the state taxes for individual inventors, representation of tax privileges to them, and also granting delays or liberation from payment.	Great Britain, Germany, Greece, India, Ireland, Spain, People's Republic of China, Norway, Poland, USA, France, Austria, Japan
4. Permission civil servant who are to the staff of the state research institutes to participate in commercial activities for introduction of scientific development – to work part-time, to hold shares, to participate in management of the companies.	Great Britain, People's Republic of China, Greece, Denmark, France, Austria
5. Simplification of the taxation for the enterprises operating in the innovative sphere including an exception of the taxation of costs of research and development, the preferential taxation of universities.	USA, Great Britain, India, People's Republic of China, Japan
6. Providing (legislative) protection of intellectual property and copyright, and also creation of special infrastructure for their support and economic insurance.	Great Britain, Germany, Denmark, India, People's Republic of China, Norway, USA, France, Sweden
7. Creation and support of a network of scientific parks, business incubators and zones of technological development.	USA, Japan, Germany, Denmark, India, People's Republic of China, Sweden
8. Information and methodical support of participants of innovative activity, in the form of creation of the information resources explaining an order of receiving grants, creations of special databanks of the patented inventions, etc.	USA, Great Britain, the People's Republic of China, Germany, the EU, Sweden
9. Stimulation of patenting of the developed innovations.	USA, Germany, France, Sweden

*Source: authors*

In addition, as one of the most important instruments of stimulation and support of innovative activity in economically developed countries the state contracts signed with various companies for carrying out research activity act. These contracts promote careful coordination of all main conditions of the organization, carrying out and receiving result – since dates of performance and finishing with necessary costs of their execution, thus the customer guarantees acquisition of future results of work with their the subsequent removal on the market

### **3. Influence of institutes of social character on efficiency of the industrial enterprises**

Lack of the favorable environment stimulating creation of innovative ideas of products and development of innovative processes is a fundamental problem at implementation of effective innovations in the industry. An important condition at implementation of innovative activity of the industrial enterprises is existence of a complex of material, infrastructure, intellectual, personnel, financial, information and other types of the resources acting as base for creation of innovative ideas and implementation of innovative projects.

Institutes of social character have impact on efficiency of commercialization of innovations in the industry also. As one of them consumer loyalty acts. Achievement and strengthening of consumer loyalty is at the same time a main goal of the concept of marketing of relationship (Sekerin, Nizhegorodcev, & Gorokhova, 2013). Consumer loyalty is one of components of the institutional environment of innovative climate. In our opinion, it is necessary to understand the level of usefulness as innovative climate available research and production and institutional (first of all, social and economic) conditions to which it is possible to refer consumer loyalty for formation and development of innovative climate. (Dudin, Lyasnikov, Veselovsky, Sekerin, & Aleksakhina, 2014)

### **4. Role of the industrial enterprise in formation of the innovative environment**

The industrial enterprise for improvement of the innovative potential needs to develop the internal and external innovative environment. Existence of the developed innovative environment provides to the enterprise of opportunity for creation and a conclusion of innovations to the market. Formation and development of the innovative environment implies process of interaction and interdependent development of all its components. Creation of the atmosphere of trust, interrelation and interdependence between consumers, the personnel and innovators provides conditions for creation of favourable innovative climate. It is possible to carry out effective formation of the innovative environment of the enterprise in the presence of the purposeful efforts supporting innovative climate of the industrial enterprise, developing systems of interaction between innovative personnel structure of the enterprise and its consumers. (Sekerin, Nizhegorodcev, & Gorokhova, 2013)

Introduction of the program of consumer loyalty allows not only to conduct monitoring of degree of satisfaction of consumers, but, developing system of feedback, to gain information on improvement of functioning and developments of the enterprise, ensuring its convenience to consumers and satisfaction of their needs Lyasnikov, Dudin, Sekerin, Veselovsky, & Aleksakhina, 2014.

## Conclusion

Thus, for effective commercialization of innovations at the industrial enterprises it is required to create the developed different complex of mechanisms. Thus the integral condition of formation and development of the effective innovative environment is participation of the state. Researches of foreign experience prove existence of potential of measures of state regulation of innovative activity in respect of its balance both owing to direct state participation, and as a result of actions of indirect support and development of innovative infrastructure.

However success of commercialization of innovations is determined not only the innovative environment, but also and actions of the companies. In modern conditions of fierce competition effective realization of innovative production is possible only as a result of activation by the organizations of the available internal potential in a combination to the developed external opportunities. Introduction of innovations on the market the developed industrial companies carry out on the basis of the debugged mechanisms considering and using all features, both the organizations, and innovations as those.

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