

# Study of Ways for Stimulation of Development Investment and Innovation Activities of the Region

Y A Doroshenko<sup>1</sup>, I O Malykhina<sup>2</sup> and I V Somina<sup>3</sup>

<sup>1,2,3</sup>Belgorod state technological University V. G. Shukhov, 46, Kostyukovastreet, Belgorod, 308012, Russia.

<sup>1</sup>Orcid id: 0000-0003-4250-3186, <sup>2</sup>Orcid id: 0000-0003-3053-4516, <sup>3</sup>Orcid id: 0000-0002-4365-9839

## Abstract

The quality of investment and innovation development of the region depends on the effectiveness of its scientific and innovative, as well as investment potentials, which are determined by the effectiveness and sufficiency of material, technical, labor, information and financial resources. In Russia, the problem of innovative development of regions is given increased attention, since the interrelation between the success of innovative and investment processes has been proved. Formation of innovative and investment potentials, activation of investment and innovation activities in the region are important target indicators, the achievement of which will ensure the social and economic development of not only the region, but the state as a general. In the regions there are a sufficient number of tools for the formation of an innovative economy based on the latest knowledge and technologies, but not all regions can effectively apply these tools. The conditions for regional development, informatization of the regional economy, informational openness that have changed, require new theoretical studies, the formation of new methodological approaches and methodological foundations in the management of innovation and investment activities of regions and economic systems.

## INTRODUCTION

In the current conditions of economic development of the states, the formation of an innovation-oriented economy of the Russian Federation will ensure its economic, socio-cultural and technological improvement. The prospect of scientific and technical development of the regions largely depends on their ability and ability to create and use the latest technologies in the most important industries [9].

Innovative and investment policy of the region are the most important components of the regional development policy, which is aimed at improving the innovation and investment potential of the regions and is often transformed into a generalized regional investment and innovation potential that creates prerequisites for the use of tools to activate investment and innovation activities in the region[8, 7].

Regions, being territorial units of the state, play an important role in the formation of an innovative and investment climate,

the development of an innovation infrastructure, and an increase in the investment attractiveness of the regional economic system. It is important to activate investment and innovation processes that contribute to the socio-economic development of the region.

## METHODOLOGY

Note that the most important methodological aspects of investment and innovation processes of the regional economic system were proposed by foreign and domestic scientists J. Schumpeter, R. Cantillon, P. Draker, A. Marshall, G. Markowitz, N.D. Kondratiev, S.Yu. Glazyev, I.G. Andreeva, R. Cantillon, A. Marshall, V.Ya. Gorfinkel and others.

The patterns and tendencies of the region's innovative development are presented in the works of M. Miller, F. Modigliani, S. Ross, B. Terborg, A. G. Granberg, A. A. Doroshenko, D. S. Lvov, A. Egorshin, L. I. Abalkina and others.

## MAIN PART

Most modern scientists under the potential of innovative development of the region understand the amount of resources of the economic system that at a certain moment the society can apply for the purposes of its development. Distribution of these resources is carried out between three key sectors: investment, scientific, technical, educational. As a result of this distribution, [1] is formed:

- educational potential;
- investment potential;
- scientific and technical potential.

Regional innovation potential is a characteristic of the improvement of innovative development processes, including [4]:

- resources that ensure the conduct of regional innovation activities;
- aspects of innovation activity;
- the region's readiness and ability to actively pursue innovative development [6].

- resource opportunities that can be put in place to achieve regional development goals [2];

The described mechanism represents the potential of innovative development and uses not a full amount of resources for the future development of society, but a part that can be used to increase the volume or optimize the quality of final consumption. It is important to understand that the dynamics of qualitative and quantitative indicators of consumption should be made in consumer interests, and not in the interests of producers [4, 7].

The segment of science and technology in the potential of innovative development supports the emergence of innovations. The educational segment is responsible for the dissemination of innovation and the productive introduction of innovations. The investment sector transforms innovation into innovation [3, 4]. Thus, the integration of the three types of activity (investment - science - education) forms the potential for innovative development.

We will point out the important role of investments and the interconnection of investment and innovation potentials in the region. The socio-economic development of the region and its efficiency are based on the management of innovative and investment regional processes that determine the pace of modernization and renewal of basic production facilities, the introduction and creation of improved and basic technical, information and technological innovations in order to increase the competitive component of the products, services, Commodity orientation of exports to the manufacturing industry X components [10].

The concept of investment and innovation development of a regional unit lies in the level of providing resources with mechanisms for the development of innovative and reproductive potential based on the application of the advantages of the region and, first of all, by increasing its innovative and investment potentials.

An important aspect of improving the innovation activity of the regions is the need to unite under the overall management of investment and innovation functions. Innovative and investment policies are common components of the productive policy of regional development, which is aimed at improving the innovative and investment potential of the regions and optimizing development, and positioning the issue that the consolidated regional investment and innovation potential is the basis for the development of all areas of the region.

Investments can be considered as a stimulus for innovative development. Achievement of effective values of indicators of innovative development depends on the relationship of goals and objectives, as well as the balance of investment in certain innovative projects, practical methods and means for their implementation, the size of capital investments, the identity of potentials and production activities of the subjects of the innovation-investment process [1].

The activation of the investment-innovation process is one of the most effective mechanisms of social and economic transformation, which predetermines the stable functioning of the regions, the increase of their economic and social potentials.

Thus, the investment and innovation potential of the region should be considered as the accumulated capacity of the social and economic systems of the regional unit in order to ensure a balanced development of its investment and innovation activities in the scope and objectives that are established by the region's economic development policy determined by the resource components formed by personnel, Financial, scientific, technical and technological resources [5, 10].

Activation of investment and innovation processes is one of the most powerful methods of social and economic transformation, and also determines the stable functioning of regional units and the increase of their socio-economic potential.

## CONCLUSION

We emphasize the crucial role of the process of investing in innovation in the successful development of the region, as a result of which not only the innovation potential is strengthened, investment attractiveness is enhanced, but also the quality of high-tech products is increased, competitive advantages are enhanced, and labor productivity and invested capital are increased. The improvement of innovations and their application in all spheres leads to the building up of the newest knowledge, the introduction and effective use of high-tech equipment and breakthrough technologies.

In conclusion, we note that the interdependence and interrelation of innovative and investment processes in the development of regional investment and innovation potential determines the need to consider the aggregate problems of the indicated processes. At the same time, from the theoretical-methodological point of view, the understanding of investment and innovation policy as a single phenomenon predetermines the most important milestones and directions for the development of the region.

## RESUMS

Summing up the main results we may said:

1. Formation of innovative and investment potentials, activation of investment and innovation activities in the region are important target indicators, the achievement of which will ensure the social and economic development of the region.
2. In the regions there are a sufficient number of tools for the formation of an innovative economy based on the latest knowledge and technology.

3. Regional innovation potential is a characteristic of improving the processes of innovative development of the region.
4. Integration of three types of activities (investment - science - education) forms the potential of innovative development.
5. The investment and innovation potential of the region should be considered as the accumulated capacity of the social and economic system of the regional unit to ensure a balanced development of its investment and innovation activities.
6. The interconnection of innovative and investment processes in the development of regional investment and innovation potential determines the need to consider the aggregate problems of the indicated processes.

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