

Zhyvko Z.B., Podra O.P., Kopytko M.I.
**Innovative development as a determinant of economy intellectualization of
Ukraine**

The article studies the rapid development of science, the spread of information and communication technologies, the conversion of human capital and its intellectual component to the main resource of material and intangible production, ensured the transfer to the information economy, and in some countries to the knowledge economy. Despite the scientific achievements of the topic under study, it should be noted that there is insufficient coverage of the importance of innovative and intellectual development in accordance with the requirements of the new technological paradigm, it requires basic research, development of measures to increase investment in the educational and scientific fields in order to develop and accumulate human capital, results of implementation and activities of which provide innovative progress, and ultimately - the transfer to knowledge economy. There is a need to clarify the importance of human capital in ensuring innovative development and the establishment of a knowledge economy, developing measures for its formation, accumulation, storage, reproduction in order to increase national competitiveness in the world market. A detailed analysis of the current state and problems of the branches of education and science is carried out, international ratings are analyzed and the place of Ukraine in it is determined. It has been established that despite the high level of educational potential of Ukraine, the education system requires constant review and modernization in accordance with the innovative requirements of the labor market. An analysis of the development of the domestic branch of science indicates its underfunding, a low level of material and technical support, a drop in the prestige of scientific work, and a low level of implementation of inventions. In order to improve the situation, provide an innovative model for the development and establishment of a knowledge economy, it is proposed to develop measures such as increasing research and development costs, stimulating the development of world-class universities based on international ratings, creating a national innovation system, high-tech clusters and zones, integrating national innovation system to the global. In order to improve the situation, provide an innovative model for the development and establishment of a knowledge economy, it is proposed to develop measures such as increasing research and development costs up to 1,5% of GDP with a prospect of up to 2,5-3%, stimulating the development of world-class universities based on international rankings, the formation of national innovation system with a market mechanism, the creation of high-tech clusters and zones, the integration of the national innovation system into the global one. Achieving Ukraine's competitiveness in the world market is determined by its ability to quickly adapt its potential in the field of creating and disseminating knowledge to the needs of the world economy and finding its own niche in it. The transfer to a knowledge economy supposes an understanding of the decisive influence of science, the latest technologies, innovations in the global economy and allows raw materials-oriented countries to get out of this status and turn into countries of high-tech and highly qualified development, based on the transformation of knowledge into a source of value and a driving force for economic development. Under such conditions, education and science become crucial areas for the development and

enhancement of competitive human capital, especially its intellectual component, which in the conditions of the knowledge economy becomes the most expensive asset, as the knowledge embodied in products and services creates value based on the intellectualization of technologies and the growth of the knowledge-intensiveness of products, the development of the market of intellectual services.