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INNOVATIONS AS THE DOMINANT IN THE MODERN FINANCIAL AND ECONOMIC AREA

The article reveals the conceptual apparatus of innovation research. The role and place of the innovations in the development of the national economy, public finance and regulation of socio-economic interests are highlighted. It is emphasized that the study of the role of innovations in the national economy is caused by the need for in-depth research and evaluation of the results of innovative technologies in the financial and economic sphere, as well as identifying factors of influence to achieve sustainable national economic growth.

One of the main activities of modernization of the national economy is innovation in general and their financial cut in particular.

Innovations are increasingly becoming a trend of socio-economic life and are the driving force of technological development of the country. The experience of previous years testifies to the insufficient spread of the innovative component in the socio-economic development of Ukraine, which has become a negative phenomenon in the system of national development as a whole.

Innovation should be aimed at solving specific tasks, in particular, in the field of research and development related to GDP growth.

Based on the study, we can conclude that it is necessary to create an effective system of technology transfer in order to commercialize them and establish industrial production of innovative products; implementation of organizational and financial support for innovative enterprises; creation of an effective system of control over innovation activity in order to adjust innovation policy, which will help strengthen the economic system, increase its competitiveness and ensure national security.

Keywords: national economy, innovations, financial innovations, financial sphere, socio-economic development.