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FEATURES OF INTRODUCTION AND COMMERCIALIZATION OF INTELLECTUAL PROPERTY OBJECTS IN AGRARIAN PRODUCTION

The domestic and foreign experience of successful development of innovative processes in agroindustrial production has been studied and analyzed.

It has been established that efficiency of the innovations transfer should be considered as a strategic effective economic and organizational mechanism for increasing level of effective use of available potential. It is investigated that the strategic importance for innovation development is the transition from level of simple introduction of scientific and innovative developments to level of their direct transfer to production and creation of conditions for the implementation of innovations on a commercial basis.

The use of the mechanism of intellectual property objects transfer and their commercialization promotes the development of high-tech products, improving its competitiveness, increasing the indicators of economic activity and bringing science closer to production.

It is established that the technology of intellectual property objects transfer and their scientific support passes several stages and is carried out according to certain criteria.

It was investigated that the introduction of innovations will enable to accelerate the innovative development of agrarian production, to commercialize the results of scientific developments, to increase the competitiveness of products, to improve the indicators of economic activity, to obtain additional returns from the basic means, to solve social development problems, to create an infrastructure, providing marketing activities aimed at active promotion the latest developments in energy-saving production technologies.

It is established that intellectual property is the main capital of the scientific environment, technology transfer which includes several stages, aimed at increasing economic-financial indicators of farms. At the same time, the promotion of completed scientific developments in particular production should be predicted taking into account the conditions prevailing in the socio-economic, organizational and economic, technical, technological and marketing activities of agrarian units.

