



РОЗРОБКА ІНТЕГРАЦІЙНИХ СТРАТЕГІЙ АКТИВІЗАЦІЇ ІННОВАЦІЙНО-ІНВЕСТИЦІЙНОЇ ДІЯЛЬНОСТІ В РЕГІОНАХ УКРАЇНИ В УМОВАХ РОЗВИТКУ МІЖНАРОДНОЇ ІНФОРМАЦІЙНО-ТРАНСПОРТНОЇ МЕРЕЖІ «СХІД – ЗАХІД» (НА ПРИКЛАДІ ДОНБАСЬКОГО РЕГІОНУ)

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Отримана 9 січня 2014, прийнята 21 лютого 2014.

Анотація. Розробка інтеграційних стратегій активізації інноваційно-інвестиційної діяльності в регіонах України базується на застосуванні методологічних підходів, запропонованих автором статті, та пов'язана, насамперед, з розширенням маркетингових можливостей для інноваційно-інвестиційного розвитку територій на прикладі Донбаського регіону. Запропоновані інтеграційні стратегії активізації інноваційно-інвестиційної діяльності у Донбасі в умовах розвитку євроінтеграційних процесів та міжнародної інформаційно-транспортної мережі «Схід – Захід». Для реалізації маркетингових можливостей запропонованих інтеграційних стратегій доцільно створення прикордонного транспортно-логістично-будівельного кластеру «Схід – Захід», а також формування розвинутої інноваційно-інвестиційної інфраструктури у Донбаському регіоні завдяки запропонованих організаційних структур Донбаської інноваційно-фінансова групи і Донбаської корпорації з розвитку регіону.

Ключові слова: інноваційно-інвестиційна діяльність, стратегічне (ідеалізоване) проектування, інформаційно-транспортна інфраструктура, інноваційно-інвестиційна інфраструктура, транспортно-логістично-будівельний кластер, технологічні парки.

РАЗРАБОТКА ИНТЕГРАЦИОННЫХ СТРАТЕГИЙ АКТИВИЗАЦИИ ИННОВАЦИОННО-ИНВЕСТИЦИОННОЙ ДЕЯТЕЛЬНОСТИ В РЕГИОНАХ УКРАИНЫ В УСЛОВИЯХ РАЗВИТИЯ МЕЖДУНАРОДНОЙ ИНФОРМАЦИОННО-ТРАНСПОРТНОЙ СЕТИ «ВОСТОК – ЗАПАД» (НА ПРИМЕРЕ ДОНБАССКОГО РЕГИОНА)

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Получена 9 января 2014, принята 21 февраля 2014.

Аннотация. Разработка интеграционных стратегий активизации инновационно-инвестиционной деятельности в регионах Украины базируется на использовании методологических подходов, предложенных автором статьи, и связанных, прежде всего, с расширением маркетинговых для инновационно-инвестиционного развития территорий на примере Донбасского региона. Предложены интеграционные стратегии активизации инновационно-инвестиционной деятельности в Донбассе в условиях евроинтеграционных процессов и международной информационно-транспортной сети «Восток – Запад». Для реализации маркетинговых возможностей предложенных интеграционных стратегий целесообразно

создание приграничного транспортно-логистическо-строительного кластера «Восток – Запад», а также формирование развитой инновационно-инвестиционной инфраструктуры в Донбасском регионе благодаря предложенных организационных структур Донбасской инновационно-финансовой группы и Донбасской корпорации по развитию региона.

Ключевые слова: инновационно-инвестиционная деятельность, стратегическое (идеализированное) проектирование, информационно-транспортная инфраструктура, инновационно-инвестиционная инфраструктура, транспортно-логистическо-строительный кластер, технологические парки.

DEVELOPMENT OF INTEGRATION STRATEGIES OF INNOVATIVE INVESTMENT ACTIVITY IN THE REGIONS OF UKRAINE IN THE CONDITIONS OF DEVELOPMENT OF THE INFORMATION AND TRANSPORT INTERNETWORK «EAST – WEST» (ON THE EXAMPLE OF DONBAS REGION)

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Received 9 January 2014, accepted 21 February 2014.

Abstract. Development of integration strategies of innovative investment activity in the regions of Ukraine is based on application of the approaches offered by the author of the article, and that is first of all connected with expansion of marketing possibilities for innovative investment development of the territories on the example of Donbas region. Offered integration strategies of activation of innovative investment activity in Donbas in the conditions of development of eurointegration processes and information transport internetwork «East – West». For realization of the marketing opportunities offered integration strategies it is advisable to establish cross-border transport and logistics-construction cluster «East – West», as well as the formation of the developed investment and innovative infrastructure in the Donbas region through the proposed organizational structures Donbas innovative financial group and Donbas Corporation for the development of the region.

Keywords: innovative investment activity, strategic (idealized) design, information transport infrastructure, investment and innovative infrastructure, transport logistic building cluster, technological parks.

Problem statement

The solution of problems of development of integration strategies of activation of innovative investment activity in the regions of Ukraine comes forward as especially actual in the modern terms of development of international cooperation and realization of social and economic reforms in our state. It should be noted that one of the important directions of bringing in investments in innovative development of regions in the modern world is creation of favorable innovative investment environment on the basis of development of international and eurointegrational collaboration, and first of all, expansion of an international information transport

infrastructure both in regions, and on the whole in the state.

Analysis of researches and publications about the problem

The necessity of development of innovative, investment and eurointegration strategies of development on national and regional levels has been researched in scientific works of such home and foreign scientists economists as: V. I. Tugan-Baranovskiy, V. M. Geyts, O. S. Galchinskiy, V. O. Onikiyenko, Z. S. Varnalia, M. G. Chumachenko, I. O. Blank, V. G. Fedorenko, M. I. Dolishniy, O. I. Orlovska, V. O. Onischenko, D. M. Stenchenko, V. N. Amitan,

R. B. Tyan, Y. Shumpeter, M. Kondratyev, G. Mensh, I. T. Balabanov, R. A. Fathudinov, and others [1–3, 5]. At the same time for the modern terms of integration of Ukraine in the world economic and financial system the development of integration strategies of activation of innovative investment activity in the regions of the country in the conditions of development of an international information transport infrastructure, especially in direction of «East–West» is very actual.

The aim of the article is development of integration strategies of activation of innovative investment activity in the regions of Ukraine in the modern terms of the information transport internet-work «East–West».

The basic material

To gain the aim the author has developed the methodological approaches to find integration strategies of activation of innovative investment activity of the regions of Ukraine in the conditions of innovative prospects of world economy and integration into the information transport internetwork (corridor, bridge) «East – West», that are based on strategic management, strategic (idealized) planning, expert estimations and structural logical design [4].

In modern political, social economic and other terms in Ukraine the author uses the methodological approaches to find integration strategies of activation of innovative investment activity of the regions of Ukraine in the conditions of innovative prospects of world economy and integration into the information transport internetwork «East – West» on the example of Donbas region. Due to this a manager's concept is offered that is «Ukrainian-Donbas model» (UkrDon–2020) which makes a new image of Donbas, develops marketing possibilities and restructures regional economy according to innovative investment direction. The national concept of the national regional strategic program «Ukraine –regions–East–West–2017» (UREW–2017) and the regional concept of the strategic program «Ukraine–Donbas–East–West–2017» (UDEW–2017) are also offered, they allow to promote their implementation due to the factors of globalization of regional markets to activate the innovative investment model of development of Donbas region (DR) [6].

DR is in the zone of European and Transasian transport corridors that go through Ukraine. The

most important is the transport corridor «Europe – Asia» (Silk way), the second is the transport system of the Azov and Black Sea region. These corridors are linked both with motor-car, railway and with the air and marine types of transport. In direction «Europe–Asia» through Donbas also enormous, trade, financial and other flows go. Donetsk and Luhansk regions are the leading exporters of Ukraine. At year-end 2012 their part in the general volume of export of Ukraine amounted to 26,6 % [7]. Thus it is necessary to mark that the export of Donetsk and Luhansk regions exceeds import part considerably. In an Asian country the regional volumes of export amounts over 45 % [8].

To gain the aim of the concepts UkrDon–2020 and UDEW–2017 integration strategies of activation of innovative investment activity in Donbas region and foreseen coordinating activities have been worked out to create the offered organizational structures at the regional level, namely: Assemblies of Donbas development, Donbas Chamber of Commerce and Industry, Donbas Region Development Corporation, Donbas Innovative Financial Group, Bank of Reconstruction and Development of Donbas, Donbas Information Office and others. Thus integration strategies line up in the conditions of development of international and frontier information transport infrastructure «Skhid–Zakhid» in the followings directions:

- creation of the new European region «Donbas–Don–Azov–Crimea–Kuban» (DDACK), as a further expansion of the existent European region «Donbas» and establishment of close partner relationships with other European regions of Ukraine, EU and Asia;
- integration and creation of the international information transport internetwork (bridge) «East–West» which coordinates due to the mentioned direction the activity of the following countries: Japan, South Korea, China, Kazakhstan, Russia, Ukraine, Poland, Bulgaria, Germany, Italy, France, Great Britain, the USA;
- making new and widening the existent international economic, informational, innovative, financial, investing and other kinds of contacts between enterprises and organizations of DR and other countries of world community;
- development of the international scientific and technical, innovative and investment, informational and marketing and other kinds of contacts

for the sake of restructuring the economy of DR on the basis of accepting innovative investment development model.

As it has been already said economic complexes of DR have close economic links not only with the regions of Ukraine but also with frontier regions of the Don and Kuban of Russia. At the same time geo-ecological, social economic and other kinds of contacts between DR and Crimea from the Ukrainian side and the Don and Kuban from the Ukrainian side have been set mainly in the Azov and partly Black seas areas. Thus having the experience of creation of the European regions in Ukraine the new European region can be formed «Donbas–Don–Azov–Crimea–Kuban» (DDACK). The necessity of creation of this European region is confirmed by the presence of close social and economic, ecological, infrastructural and other connections between Donetsk, Luhansk regions of Ukraine and Rostov, Voronezh and other regions of Russia and Krasnodar Kray. Thus the European region of DDACK tends to expand to east, namely: Russia–Kazakhstan–China–Taiwan–Japan–Singapore–Vietnam and others.

Cargo shipment in the transport complex of the frontier Rostov region of Russia, that takes rank as a region with the well-developed system of transport communications comparing to other territories of Russia on the whole has been analyzed. Transport infrastructure of the region is a part of the leading Eurasian international transport corridors: «North–South» that goes via Saint Petersburg – Moscow – Rostov–on–Don – Novorossiysk and Eurasian corridor «East–West»–«Transsib», that goes via Saratov – Volgograd – Kamensk-Shakhtinskiy – Rostov-on-Don – Novorossiysk.

Having diagnosed cargo shipment with all the types of transport of Donetsk, Luhansk and Rostov regions we can see that in the period of 2008–2009 the volume of the transported loads was decreasing in all these areas, and in the period of 2009–2012 it was increasing. But it should be noted that in Donetsk region the volume of the transported loads during the period is considerably higher than in Luhansk and Rostov regions.

To enable marketing possibilities of the offered integration strategies of activation of innovative investment activity in Donbas in the conditions of development of the information transport network «East–West» it makes most sense to form the frontier transport–logistics–building cluster «East–

West» («Skhid–Zakhid») within Donetsk, Luhansk and Rostov regions. On the basis of the conducted analysis the next members of the network «East–West» are offered:

Government bodies: Donetsk regional state administration, Luhansk regional state administration, Government of Rostov region.

Transport enterprises: «International airport Donetsk», Luhansk Airport, International airport Rostov–on–Don, state enterprise «Donetsk railway», LEMTRANS (SKM), North Caucasian railway (Russia), Donetsk regional department «Highways of Ukraine», Luhansk regional department «Highways of Ukraine», state enterprise «Mariupol sea trade port», PORTINVEST (SKM), Rostov regional department of highways of Transport Ministry of Russia, «Rostov river port» plc, Association of international motor transport shippers of Ukraine.

Building enterprises: «Altcom» (Donetsk region), ECTA (SKM), engineering organizations of Rostov region, building enterprises of Luhansk region.

Logistic companies: «PAKLINE logistics» ltd, (Ukraine), SCHAFER SHOP, ltd (Germany), Company ASSTRA (Switzerland); company New-EasyWay (Russia – China).

Repair-service enterprises: car repair service enterprises of Donetsk, Luhansk and Rostov regions, specialized repair organizations of these regions, company KAMAZ (Russia), company WIELTON (Poland).

Institutes: the Donbas National Academy of Civil Engineering and Architecture, Rostov State Engineering University, Institute of Industrial Economics of National Science Academy of Ukraine (Donetsk), Donetsk Academy of Motor Transport, Donetsk Institute of Railway Transport.

Bank institutions: the First Ukrainian International Bank (PUMB) (Ukraine), joint stock company «BANK FORUM» (Germany), commercial bank (China), Vnesheconombank of Russia.

Insurance companies: insurance companies of Ukraine, Russia and other states.

Other representatives of government bodies, banks, building organizations, transport enterprises, public organizations, logistic companies and others like that can become the members of the network «East–West». At picture 1 members and organizers of the proposed network are given «East–West».

Strategic aim of the offered cluster is providing of cooperation of all members of international innovative investment, transport logistic and investment building business aiming at giving consumers complex services in innovations, transportation, logistic service and achievement of the whole development of regional transport logistic infrastructure in direction «East – West».

Basic principles of functioning of the network «East–West» are:

1. Forming the one informative space: generation and exchange of new information and innovations; unity of financial and innovative space; unity of transport, logistic and building space; unity of legal space.
2. Improving of transport logistic services: introduction of efficient logistic technologies; introduction of new transport logistic solutions.
3. Forming of general commercial policy and policy of external economy.
4. Staff training and increase of the staff professional level at all the levels of management.

The main goals of the network «East–West» will be creation of a large transport logistic complex of global impact as «a dry port» towards international corridors «West–East» (Europe–Asia) on the base of the Donetsk international airport (transfer cen-

tre). Project implementation involves making a network of innovative investment, business, transport logistic and information navigation infrastructures (technological and industrial parks, logistic complexes, 2–3 hotels, multimodal transport system, business-centers, business-incubators, conference halls, exhibition center, shopping centers, network of restaurants, system of the multilevel covered parkings, car rent and other.

The above-mentioned complex of innovative investment projects must use the economic organizational mechanism of state-private partnership that promotes the interest of international investors on the whole, first of all from the side of the Russian Federation and China in the conditions of creation of the European region «Donbas» in Donetsk, Luhansk regions (Ukraine) and Rostov region (Russia) and its expansion to the European region «Donbas–Don–Azov–Crimea–Kuban».

Forming of the developed innovative investment infrastructure in DR is to be provided by Donbas Innovative Financial group (DIF group) and Donbas corporation of the region development (DonCor), that are to appear at the biggest international exchange stocks of Moscow, Warsaw, London, Shanghai, Tokyo, New York and others. In accordance with it certain experience accumulated in

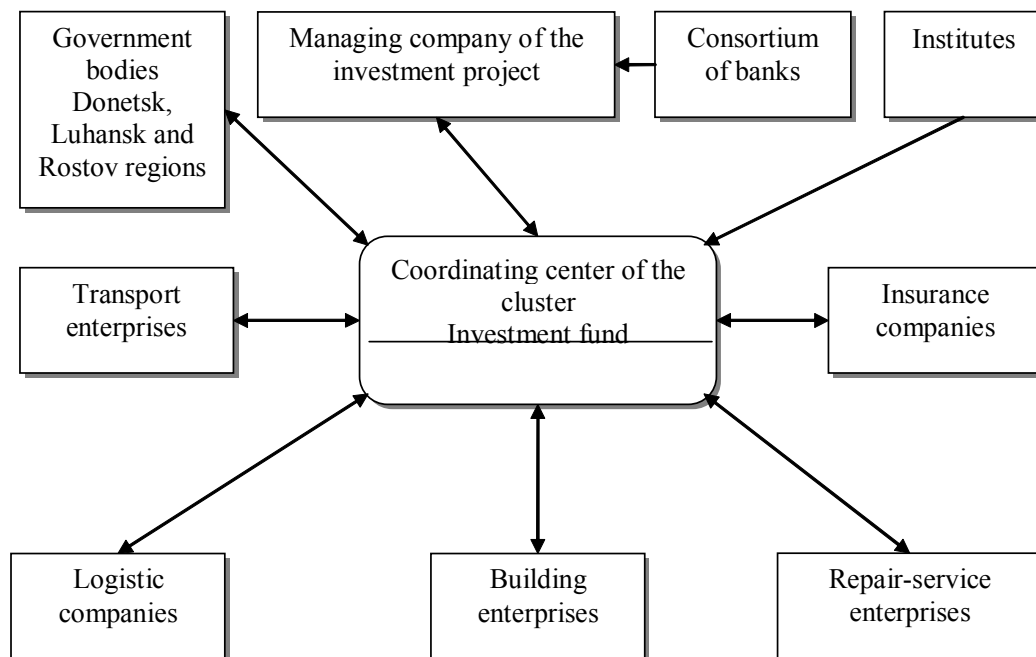


Figure. Members and organizers of the activity of the transport logistics and building cluster «East–West»: participating in innovative investment projects, active foreign economic activity.

financial industrial groups that are located in DR: SCM, IUD, and also representation offices of the largest world companies as SAMSUNG, NOKIA, SIMENS and others in DR.

Due to this DIF group and DonCor are to provide a strong partnership with leading world consulting, investment, innovative, information and advertising companies, corporations et cetera. Therefore DR will aspire to the European and world standards of running business, activation of innovative investment activity et cetera. An enormous role for realization of the marked tasks is played by the Donbas news agency, and also by Donbas integrated informative ports, information navigation centers, geographic information and other systems that will provide integration of DR into the international informative, transport logistic, financial, innovative investment and other systems. Thus at intergovernmental level the information transport internetwork (bridge) «East–West» is created and functions.

Conclusions

The prospects of innovative investment development of the regions of Ukraine will demand further expansion of the information transport infrastructure. The uses of transit advantages of Ukraine cre-

ate enormous marketing possibilities to activate innovative investment activity both at the national level and at the regional levels.

On the example of Donbas region integration strategies of activation of innovative investment activity are worked out in the conditions of expansion of the information transport network «East–West». Taking into account external economic links of DR is the east gate of Ukraine. Expansion and reconstruction of the Donetsk international airport made it the east gate of not only Ukraine but also East Europe. Enormous innovative investment potential to develop Donbas region in our time is concentrated for investors from China, Russia, Singapore, Taiwan, Japan, member nations of EU and others. To use these potentials it makes sense to form within the framework of Donetsk, Luhansk and Rostov regions the frontier transport logistic building cluster «East–West» («Skhid–Zakhid»). The main goals of that will creation of a large transport logistic complex of global impact as «a dry port» towards international corridors «West–East» (Europe – Asia) on the base of the Donetsk international airport (transfer centre). Realization of this set of projects involves the development of a network of innovative investment, business, transport logistic, information navigation infrastructure to activate innovative development of Donbas region.

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