

Innovative markets of Ukraine in the increasing system of the national economy competitiveness and security

*V.I. Terekhov, PhD in Economics, Professor Financial
and Economic Security Management Department
"KROK" University
victor @ krok.edu.ua*

*B.M. Odiahailo, PhD in Economics, Professor, Foreign Economic
Activity Management and Logistics Department
"KROK" University
odiagailobm @ gmail.com*

Research methodology. With the help of the conducted systemic analysis the conceptual principles of the formation of the innovations domestic markets in general, as well as at the level of regions, with the purpose of providing of scientific basis for subsequent introduction of this idea in practice, were given.

Results. The modern state of the innovations market as a priority constituent part of general strategy of the increasing of the state competitiveness, defence of domestic enterprises on the foreign markets and support of competition with the purpose of providing the close integration of production, finances, education, science, assistance to passing ahead development of scientific and technical sphere, was analyzed.

Novelty. A constituent elements of the innovation market were offered, under which this market is able to create the prerequisites for the comprehensive innovation development through the use of small businesses and intellectual potential, to tie the demand for innovation with the supply and help the customers implement them in practice.

Practical significance. On the basis of the conducted research of innovations demand and supply, the logistic window of competitiveness factors influence, which can be formally represented by the system of equalizations, was offered. The system of equalizations represents directions of flows of commodities and capitals to the foreign economic sector of the country.