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Innovative Competence and Its Determinants

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Abstract:

The article describes the concept of "innovative potential", its main factors, and the concepts of "innovative opportunity" and "innovative ability".

Keywords: innovation, potential, innovative potential, innovative opportunity, innovative ability, level of innovative potential.

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Introduction

The complexity of determining innovative potential is due to the different understandings of this term by scientists and the lack of comprehensive methodological research in this regard. It is appropriate to reveal the essence of the concept of "innovative potential and development" by defining its components, i.e., categories such as "competence", "innovation" and "development".

The term "Innovation" was used by Joseph Schumpeter in the 30s of the last century to understand the changes in the activities of enterprises in order to introduce and use new types of consumer goods, new production, means of transport, markets, and organizational forms. At the same time, the term "innovation" is understood as an entrepreneur's decision to implement a new idea in terms of production technology or enterprise management. Later, the theory of innovation continued to develop. Thus, Elaine Dundon's "Innovation: How to Spot Trends and Profit" [5] identifies four key components that innovation should include:

creativity (the ability to create new ideas), strategy (determining whether an idea is new and useful for the organization), implementation (moving from an idea to its implementation), and profitability (the final product obtained as a result of the implementation of the idea, increasing its value).

Later, many definitions of the word "innovation" appeared, and currently there are many and diverse definitions of the category "innovation" in the literature, which is explained by the multifaceted nature of this phenomenon.

The concept of "innovative potential" was first proposed by the English economist Christopher Freeman in the mid-1970 s. In his works, he emphasized that innovation is a system of measures aimed at the development, use, and completion of production and economic and social-organizational potential based on innovation.

One of the classics of management theory, Peter Ferdinand Drucker, gave a practical meaning to the concept of "innovative potential": "innovation begins with the analysis for effective use of existing opportunities" [6].

The methodological basis for defining the definition of "innovative potential" is the concept of "competence". The etymology of the definition of "authority" comes from the Latin word "potentia" (power, possibility). The term "competence" literally means "resources, opportunities, tools, and resources that can be used to solve any problem or achieve a specific goal" [11]. In encyclopedias, the concept of "authority" is defined as "... means, reserves, and resources that exist and can be mobilized, mobilized, and used to achieve specific goals, implement a plan, or solve any problem; the capabilities of a person, society, or state in a certain field."

At the same time, there is an understanding that "the complexity of determining the innovative potential is related to the different understanding of this term by scientists and the lack of extensive methodological research in this area" [4].

Innovative potential is a sign of the socio-economic system that describes the maximum possible result of targeted activities to change the structural and functional characteristics of the system. Within this definition of "innovative potential" and related to innovation management, the following concepts should be distinguished:

• innovative opportunity: the possibility of a certain type of activity changing the structural and functional characteristics of the socio-economic system;

• Innovative ability is the final possibility of changing the structural and functional characteristics of the socio-economic system, that is, the possibility describing the final possible result of the activity.

The above ideas about the concepts of "innovative opportunity" and "innovative ability" correspond to the concept of "innovative potential" according to their content. At the same time, it can be noted that this approach excludes:

1) The concept of "innovative opportunity":

2) one of the conditions for the implementation of certain types of activity;

3) obtaining the result of any type of activity;

2) synonymization of the concepts of "innovative opportunity" and "innovative ability";

3) to define the definition of "innovative potential" through the concepts of "resources, conditions, and factors" [8]. It should be noted that when considering the definition of "innovative potential", the following should be kept in mind:

1. Innovative potential is a sign describing the capabilities of the socio-economic system as limited by structural and functional changes.

2. Innovative potential is hidden as a sign and therefore cannot be directly observed and measured. "Competence is a feature resulting from the combined effect of internal and environmental factors on the level of manifestation of the potential carrier" [9].

3. In order to evaluate the innovative potential, it is necessary to use indirect measurement methods, which should objectively reflect the quantitative and qualitative values of the innovative potential.

4. The assessment of innovative potential has a predictive nature; therefore, it is possible to determine the current state of the socio-economic system and the maximum possible directions of its activity in the future.

In accordance with the proposed definition, units for measuring innovative potential should be units for measuring the results of targeted activities to change the structural and functional characteristics of the socio-economic system of an economic entity. From our point of view, such units can be indicators of the tendency of the socio-economic system to structural and functional changes, measured by the level of innovative potential.

The level of innovative potential is the normalized value of the innovative potential, taking into account the quantitative and qualitative propensity for the purposeful change of the structural and functional characteristics of the socio-economic system.

This approach to assessing the level of innovative potential allows taking into account the history of the emergence and development of the socio-economic system and its current state, as well as predicting the future behavior of the system from the perspective of its prospects for innovation. In addition, this approach fully meets the requirements of the transdisciplinary system methodology, and the indicator of the level of innovative potential itself is a temporary indicator of the system, that is, an indicator that reflects the temporary nature of the socio-economic system.

From the point of view of the transdisciplinary system approach, the meaning of time in the socio-economic system appears at the moment when it has a certain potential-a hidden possibility, ability, or power that can manifest itself in certain conditions [7].

As a socio-economic system, the innovative development of the enterprise largely depends on what innovative potential it has and how much of this potential can be realized (how ready this system is to accept innovations of a different nature), that is, what innovative potential the system has at any given time. In turn, implementation of innovative potential takes the form of recognition or rejection of innovation.

In order to recognize an innovation, two interrelated conditions must be met: on the one hand, the interest of the system in the implementation of this innovation is necessary, and on the other hand, the willingness to implement the innovation is sufficient to recognize the innovation. Fulfillment of the necessary and sufficient conditions provides great opportunities for the proposed innovative activity to change the characteristics of the socio-economic system (structural, quantitative, or functional, qualitative), i.e., to realize the innovative potential of the system. Otherwise, if the necessary and sufficient conditions for the realization of the innovative potential of the system are not observed, the innovative activity will not lead to a change in the characteristics of the system; that is, it will not be effective because the resources spent on it will be wasted, and therefore the system may refuse to accept the corresponding effects. It does not accept innovation because the innovative potential does not correspond to the planned innovative activity.

Thus, the readiness of the socio-economic system to implement innovations should be considered in a complex, comprehensive, and different way. At the same time, it should be taken into account that "the main problem in the innovative activity of the institution is the complexity of organizational processes and a significant increase in the role of management" [3].

Innovative activity is a means of using innovative potential and increasing system efficiency. The main parameters of performance evaluation should be:

1. Balance between sustainability (conventional technology management) and the cost of resources for innovation
2. Development of the system's ability to perceive changes together with the existing system management process
3. Organization of the interaction of all elements of the socio-economic system in the development of measures for the introduction of innovations Summarizing the above, it should be noted that the innovative potential of the socio-economic system is the fundamental basis for the implementation of innovative activities and means timely adaptation to environmental changes through the effective commercialization of new knowledge.

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