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### **INNOVATION BUSINESS SUPPORT INFRASTRUCTURE: REGIONAL ASPECT.**

The Global Innovation Index (GII) ranks world economies according to their innovative capabilities. Composed of approximately 80 indicators grouped by innovation inputs and outputs, the GII addresses the multidimensional dimensions of innovation. The following table shows the ratings of the Republic of Moldova (RM) for the last three years - the interval for the rating of the RM in GII 2020 is from 48 to 60 ranks. In 2020 75th in terms of the contribution of innovations, which is higher than last year.

Despite the fact that according to the results of innovation activity, the Republic of Moldova is ranked 48th, in 2020 the country demonstrates better results in terms of innovation results than in terms of the contribution of innovations. This means that despite the scanty funding for innovative programs, the R&D sector demonstrates good results that are being implemented at the enterprises of the country [1].

The research carried out by the National Bureau of Statistics (NBS) showed that the number of innovative companies makes up 18% of the total number of enterprises included in the research. From the total number of innovative enterprises, 40% achieved several types of innovations simultaneously (product, process, organizational and marketing), 20% introduced technological innovations, 40% - organizational and marketing [2].

From the total number of innovative enterprises, 52% worked in the industrial sector, 48% in the service sector (of which 22% in the wholesale trade, 11% in the transport and storage sector, 8% in the service sector, information and communication). Of the total number of innovative enterprises, 62% are small enterprises (10-49 employees); 27% are medium-sized enterprises (50 to 249 people); 11% are large enterprises (over 250 employees). Thus, the total number of innovation-oriented small and medium-sized enterprises (SMEs) amounted to 89% of the total number of innovative enterprises, which indicates a high potential for innovation in this sector.

In Chisinau carried out innovative activities 64% of the total number of innovative enterprises, in the development region (DR) North - 14%, DR Center - 11%, DR South - 7%, DR Gagauzia - 4%. These indicators characterize the low innovative activity of enterprises in the regions of the RM, which confirms the need to build a mechanism for promoting innovative business development services in peripheral rural areas. Organizations that catalyze sustainable development through the provision of information, business advice, acceleration programs, mentoring and other services are catalysts for the development of innovative entrepreneurship in the

regions. Local authorities should act as an accelerator (driver) of innovative changes, promoting and lobbying the interests of local economic agents.

This study is aimed at: studying the degree of development in the Republic of Moldova, the potential of local public authorities in supporting and creating these structures, as well as formulating recommendations for the development of certain types of organizations of infrastructure for supporting innovative business.

➤ The first stage of the study was based on the collection and analysis of scientific and literature describing the activities of the infrastructure for supporting innovative entrepreneurship; strategic documents; legislation in the field of innovation development in the Republic of Moldova.

➤ The second stage involved organizing and conducting a webinar with key stakeholders, during which views were expressed on the types of infrastructures for innovative business development that correspond to the potential and needs of municipalities.

➤ The third stage included the development and distribution of questionnaires among stakeholders: Mayor's Office, business representatives, civil and academic communities in order to identify the potential and needs of municipalities in the development of innovative infrastructure.

➤ At the fourth stage, recommendations were developed for the creation of organizations - subjects of innovative development of entrepreneurship, taking into account the potential and needs of the region, the views of all stakeholders and their desire to work in close cooperation.

The Innovation Business Support Infrastructure (IBSI) is a system of interrelated and complementary institutions (state, non-state, public, educational, scientific and commercial), the purpose of which is to create favorable conditions for the development of innovation-oriented entrepreneurship, from the development stages to the emergence of commercial product [3].

The main subjects of the IBSI are organizations responsible for the implementation of a specific stage of the innovation process at all stages of the chain of scientific and technical activities from developing an idea to making a profit from the sale of innovative products on the market. IBSI are represented by various concepts of implementation, which have flexible content depending on the technological SMART specialization of the region; the type and size of resident companies; the number and specifics of technologies being developed; their focus on a non-commercial basis or profit; binding to the specialization of a research institute and university; the specifics of the management process.

The creation and development of infrastructure for supporting innovative business is based on facilitating critical success factors: increasing the level of knowledge of enterprises in the field of R&D, the availability of research opportunities in cooperation with scientific structures, the expansion of intellectual property objects assigned to enterprises, the promotion of artifacts of a proactive innovation culture in politics enterprise management.

The conducted research allows us to draw the following conclusions [4]:

- regional and local authorities are increasingly playing a key role in the development of sustainable entrepreneurship ecosystems by stimulating innovation and increasing the competitiveness of local businesses;
- increasing their own potential allows the authorities to play a primary role in coordinating the interaction of the main actors of local economic development and forming a comprehensive policy to support innovation-oriented SMEs;
- regional and local authorities should be involved in the creation of new and development of existing subjects of innovation infrastructure - organizations that support the spread of innovation processes in business, while simultaneously developing network platforms for cooperation between organizations of science, education and the business environment;
- in accordance with the study of the needs of regional and local authorities in the development of innovative infrastructure, the existing potential and the opinion of the representatives of the Mayor's offices, business and academic communities, a number of concepts of the IBSI were proposed for the development and implementation.

### ***Bibliography:***

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## **THE ESTABLISHMENT OF EFFECTIVE COMMUNICATIONS IN PERSONNEL MANAGEMENT IN THE AGE OF DIGITALIZATION**

In modern society systems of communications and automations have a stable tendency to comprehensive development and modernization, providing the latest high-tech means of communications and the transition to modern digital technologies that increase productivity, as well as allow you to show more flexibility at the business and professional levels.

Today it is difficult to imagine our public life without smartphones and various applications for communication online. Emergence and functioning of mobile communicators – messengers, takes a special place in this process. Modern messengers have already become full-fledged communication centers, which, in