

UDC 338.47:656=111

INNOVATIONS IN THE PASSENGER TRAFFIC SPHERE**YANA POTOYALO, ELENA MALEI, ELENA KOLESOVA**
Polotsk State University, Belarus

Scope of passenger transportation is an essential element in the system of transport services. The question of the competitiveness of services for passengers requires systematization of accumulated scientific knowledge, developing ways to improve and study a number of provisions on the subject. Therefore, the urgency of the problem, its practical significance in modern conditions is great.

Status of innovation activities in any country is an important indicator of the development of society and its economy. At the current time, innovation policy in developed countries is an integral part of the state socio-economic policy. The socio-economic policy is aimed at the creation of a favorable economic climate for the implementation of innovative processes. It's the link between the world of science and industry that can meet challenges of economic restructuring, continuous updating of technical base of production of competitive products.

Today innovations should be regarded as an essential factor in ensuring the competitiveness of the Belarusian economy and its sustainable growth. Innovations have a significant impact on the volume of production and sales, its quality indicators and operational characteristics, production costs, the profitability of enterprises. It should be noted that recently there has been increasing innovation activity of economic entities.

Innovation activity of the Belarusian economy can provide sustainable economic growth at a rate that can solve the problems of socio-economic development of the country. Research and innovation becomes a platform that provides the transition from the old technology to the new one.

Currently, the country has set up a number of advanced technologies, and there are other results in perspective areas of innovation, which require implementation into the real economy. But not all technologies are created and brought development to implementation.

The effective functioning of the passenger transportation on the basis of innovative technology plays a significant role in creating conditions for the modernization and sustainable growth of the national economy.

Today transport and transport resources become the priority sector of the economy - one of the leading resources of its productive capacity, so today's economy is characterized by growing dependence on transport. In connection with the reorientation of the economy of developed countries - from production to consumer demand over the last decade has changed the role of transport. Observations show that consumer demand in the rank of importance is located in the following sequence: food - housing - transportation.

Investments in transport infrastructure are long-term and in most cases returned to profit. On that basis, the proportion of innovations should be as high [1, c. 73].

Innovations in transport systems in different countries are carried out in different directions. For Belarus, the most important area of transport innovation is the creation of additional services for passengers, taking into account the growth of private entrepreneurs in the industry.

Public passenger transport, being the service sector, does not belong to the sphere of material production and does not create material benefits, but only contributes to their production in the field of employment of citizens. Timely delivery of the citizens of the city to work, places for recreation are dependent on the quality of the urban passenger transport, which largely determines the rhythm of functioning of production and services sphere, the unity is not in doubt.

The desire of society to progress caused its ever-growing need for fast and guaranteed moving to considerable distances along the city's standards.

As a result, the society has created the production sphere and exploitation of urban vehicles, industries and sub-industries.

However, sometimes the departmental interests of the latter are in conflict with the public. For example, during the loss of public urban passenger transport due to low ticket prices the loss of transport enterprises is less, the less transport work they perform. In society there is a demand for the movement, it requires timely and qualitative needs of trips, and transport companies are interested in reducing the supply, which often gives rise to pent-up demand.

Innovative development in the field of passenger transport is aimed at the improving the efficiency of services and improve the quality of customer service, it is also expanding tourism potential, as today, in many countries, tourism plays a significant role in the formation of gross domestic product. Addressing a catalyst for social and economic development, tourism has a huge impact on the creation of additional jobs and employment, as well as the intensification of trade balance [2].

The main objectives of innovation in the field of passenger transport include:

- The development of new ideas in the field of passenger transport (additional routes, services, diverse system of selling (buying) tickets);
- The replacement of transport, its equipping with modern navigation devices and fuel economy, work and training regulation, as well as the improving organizational management.

In general, the innovative way of development will provide the renewal of fixed assets on the new technological base, the implementation of new technologies, and on this basis - the effective operation of the various modes of transport, the improvement of transport links between the regions and the integration of transport networks with neighboring countries. The transition to innovative development implies a large-scale application of innovative solutions, i.e the introduction of new or significantly improved technologies, products and services, methods of production and transmission, improved methods of marketing, organizational and administrative decisions, which will initiate significant technological change in the transport sector [1, c. 75]. Innovative development of transport will help to solve the major problems of socio-economic development.

In this article, the bus road transport operators, which it classifies as follows (Figure), will be considered.

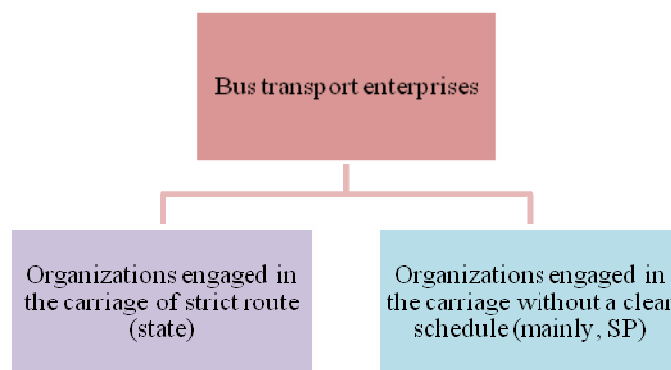


Fig. Classification of motor bus companies

Source: the private development.

Organizations engaged in the carriage without a clear schedule (individual private entrepreneurs) have important economic and social functions, ensure competitive conditions in the market, which should contribute and stimulate the development of organizations engaged in the carriage of strict route, which are the main focus in this article. However, in this regard, the activities of small private organizations makes the heads of state-owned enterprises backlash, and demands to limit the right and access to the market and private carriers, because of the customers' loss. As a result, the market share, companies are not competitive. To this end, innovative development becomes necessary. The author offers the following areas of the improvement of organization activity engaged in the transportation of severely route:

- 1) use of the possibility of providing additional services to passengers, including urban routes: Connection phone, individually controlled air conditioning, etc., which has been practiced long-distance routes, with full reimbursement of public transportation of "increased comfort";
- 2) the independent search of business information by heads of organizations about innovations in the field of passenger transport;
- 3) the use of vehicles for tourist purposes, the establishment of its tourist routes, that tariffs will compete with travel agencies.

Solving problems in the field of passenger transportation is the time-consuming, complex and expensive process. It should be noted and taken into account that many of the problems of these organizations have accumulated decades, and trucking industry has an impact on the vital activity of the population of the region, its economy.

Thus, the main strategy of motor organizations of the country should be a strategy aimed at the technological breakthrough, which requires the use of modern technologies and innovative way of development, in order to increase the competitiveness of organizations.

REFERENCES

1. Подобед, Н.А. Формирование придорожного сервиса в Республике Беларусь / Н.А. Подобед ; под ред. Ю.И. Енина. – Минск : Право и экономика, 2010. – 100 с.
2. Инновации в транспорте [Электронный ресурс]. – Режим доступа: <http://www.innoros.ru/news/tags/innovatsii-v-transporte>. – Дата доступа: 2.01.2016.

3. Воронин, В.В. Экономическая география Российской Федерации : в 2 ч. / В.В. Воронин. – Самара : СГЭА, 2007. – 376 с.
4. Дубинин, А.С. Сущность и методы оценки инновационной активности региона [Электронный ресурс] / А.С. Дубинин // Вестн. Новгород. гос. ун-та. – 2011. – № 1. – Режим доступа: <http://www.novsu.ru/file/958336>. – Дата доступа: 15.08.2014.

UDC 001.38:378.33

FINANCING OF SCIENTIFIC RESEARCHES IN UKRAINE AND EU

TETYANA PIMONENKO, OLHA PROKOPENKO

Sumy State University, Ukraine

The article deals with the analysis of volumes and sources of scientific researches financing in Ukraine and EU. The worldwide countries-leaders in financing and support of development of science and technology are determined in the article. The main existing Ukrainian and European funds of scientific researches financing are systematized. The possible mechanisms of scientific researches stimulation in Ukraine are proposed.

Ensuring of stable economical growth is impossible first of all without support and stimulation of scientific and innovative activity in the country with the purpose of generation and creation of innovative, competitive ideas and products. It is necessary to note that specifically the results of scientific and technological activity are one of the instruments determining the rate of economical development of the country. The contemporary conditions of functioning and instability of market economy cause limitation and lack of financial resources. Therefore, the search and implementation of modern economical instruments of stimulation and support of scientific and innovative activity is the hot question.

It should be marked that the list of publications of Ukrainian scientists is dedicated to studying of the problems of financing, stimulation, and development of scientific researches in Ukraine, namely S.V. Kovalchuk, O.V. Krasovskaya, N.S. Popovich, A.Y. Savenko etc.

The aim of this article is to study, analyze, and compare the main directions and the scope of financial scientific activity in Ukraine and EU. Within the framework of the research the potential mechanisms of scientific activity stimulation in Ukraine are determined, including the level of Higher Education Institute.

It must be said that one of the sources of scientific activity financing in Ukraine is the state as the financing volumes are included in the budget of the country. Thus, the main directions of state appropriations for innovative and scientific activity are:

- fundamental researches (for the accounts of the grants of the Government fund of fundamental researches as well);
- applied researches and developments;
- government target scientific and scientific-and-technical programs, the scientific parts of government target programs as well;
- the development of the most important and the newest technologies under the condition of the government order;
- the programs and the projects in the field of international scientific and scientific-and-technical cooperation;
- financial support of the scientific infrastructure development and renewal of science and technology base;
- other directions of financial support of scientific and technical activity.

As per the statistic data for 2014 the financing of innovative, scientific and technical activity has amounted 10320,33 million UAH, for the account of the state budget funds – 4057,03 million UAH. It should be emphasized that in absolute terms the increment of growth of scientific activity financing in Ukraine is observed. Thus, in 2003 the financing amounted 3319,8 million UAH, in 2008 – 8538,9 million UAH, and in 2012 – 11252,7 million UAH. At that, the relative density of government budget in the total sum of financing amounted 39,3%, the relative density of the orders from foreign countries – 19,8%, the relative density of the Ukrainian customers' volume – 20,8%, and the relative density of own financing – 18,7% [1, 2].

Analyzing the dynamics of financing sources for 2005–2014 years, it is necessary to mark that the relative density of foreign financing of scientific activity is decreasing, what firstly has been caused by the political and economical instability in the country. In addition, the gradual increase of the relative density of the volume of scientific activity financing for own account (Table) is observed. So, in 2005 only 6,6% was financed for own account, in 2011 – 38,8%, and in 2014 – 18,7% [1, 2].