

INCLUSIVE INNOVATIONS IN REGIONAL DEVELOPMENT OVERCOME POLARITY

Actual practice shows that innovation is not only a key source of economic growth and sustainable development, but also a factor of social and economic inequality. The above makes both researchers and practitioners to pay more attention to the problem of inclusive development and inclusive innovation features today. At international level, particularly important measures to implement the policy of inclusive innovation affect regional development, including the expansion of social involvement of citizens in the process.

The problem of inclusive innovation development is extremely relevant for Ukraine, where the slow transition to the knowledge economy comes at a high social and economic stratification of the population, especially at the regional level. The methodological basis of the study is the position of the theories of economic development and innovation; science and practice of innovative processes at all levels of the economic system and network economy. Based on analysis of current economic literature [9-14], surveys, reports prepared by international experts for international organizations [15-18] revealed the nature, role and characteristics of inclusive development to create innovative systems of modern formats.

In particular, it was found that increasing diffusion of modern knowledge and technology contribute to the expansion of business activity and demand for new solutions in policy that would take into account the specific areas of innovation processes in poor countries and emerging markets. Thus, within the research program "Innovation and inclusive development" (Innovation for Inclusive Growth) [18] found the possibility of creating favorable conditions for the use of innovation to the leveling of social inequalities, not only in economic but also in other areas. It analyzes a comprehensive approach, including strengthening national systems of protection of intellectual property rights, innovation ecosystem development, introduction of modern models of cluster mechanism.

In this regard, it should be noted in particular the discussion on "Women and Innovation" [19], where WTO members stressed, in particular, the benefits of gender equality for innovation and entrepreneurship. The World Bank also made a statement on the above subject, which was marked four aspects of the issue of women and innovation: 1) the relationship between entrepreneurship and innovation activities in enterprises owned by women; 2) inclusive innovation models that allow women to participate in the development and supply of products for low-income households; 3) address the issue of lack of women's participation in educational programs related to innovation activities, particularly in the natural sciences, engineering and applied sciences, engineering and mathematics; 4) overcoming barriers to women's participation in economy and trade.

In the course of a systematic approach revealed that the concept of inclusive development is closely linked with the model of the so-called "smart development" [20], which began to develop in the 90's. XX century. In response to the challenges

of resource limitations, international and interregional competition, which appeared under the influence of new technologies and finally emerged already in the XXI century? Its basis is the desire to combine innovation and rational decisions about the use of existing resources and capabilities to increase productivity without bringing harm to the environment and at the same time improving the quality of life. These concepts greatly influenced public policy in which territorial (regional) approach is uncontested, as a key policy instrument in this model is to invest in the formation of competencies and innovation in order to increase productivity [21]. Main economic substance of the underlying business model to provide vital needs of each person.

Using the methods of statistical analysis and comparative analysis the trends that characterize the polarity of socio-economic development, revealed the dynamics and problems of innovative development of regions of Ukraine. The methods of structuring are synthesis underlying in the proposals to form regional policy towards strengthening the role of intellectual resources in ensuring the implementation of inclusive innovation.

Polarity characterizes trends of the socio-economic development of Ukraine

Exploring new approaches to innovation policies used in the world is important for Ukraine because of the social aspect of innovation in domestic practice is not enough research. The weakness of domestic innovative capacity, particularly at the regional level, creates a tough barrier to economic development and increases the risk reduction actions available drivers for economic growth and increases the scope vulnerable population. Thus, according to the Ministry of Social Policy in Ukraine live 2.8 million. Citizens with disabilities, including retirement age, and only 37% of people of working age are formally arranged; he retired on 01.01.2016 amounted 12.3 million people; Gross Domestic Product (GDP) (2015) was 190 billion US Dollars current prices to 323 billion US Dollars in 2014, or US \$ 3000 per capita (and thus poverty, which according to UN standards set at \$5 a day, there are about 80% of the population); the unemployment rate by ILO methodology (average in 2012) was 7.5% aged 15-70, and at the beginning of 2016 – 9%, while the unemployment rate among young people under 25 has increased to nearly 23%. In particular, among women aged 15-24 years, the percentage of unemployed is 21.9% among men 22.7% and the unemployment rate in urban than rural youth with 23.5% and 20.7% respectively. Ratio exceeding youth unemployment on average in the age group 15-24 years compared to the unemployment rate of the population aged 30-49 years is 2.7 times, particularly among the urban population is 2.9 times and the rural population is 2.5 times [22]. The growth of unemployed youth has negative economic and social consequences for the population, because young people are the main carriers of the intellectual potential of society and a source of replenishment of the workforce.

The main ways of solving the problem of youth unemployment is offered by the state, improving the mechanisms of performance on youth employment;

Strengthening Youth own business, realize their own creative projects (start-ups); tax cuts create incentives for companies to hire young professionals on the first job; providing jobs in troubled regions. In terms of regional performance unemployed proportion of the economically active population aged 15-70 indicate significant irregularity (Table 1), there is significant differentiation, due, in particular, ineffective use of labor in the past and the lack of economic conditions that would give enables people to use their skills in productive work for a decent fee. A significant segment of the need to implement the policy of inclusive development and, accordingly, the implementation of inclusive innovation at regional level covers the rural population in Ukraine in 2015 amounted to 13.2 million people.

Table 1

Unemployed population aged 15-70 (by ILO methodology)

	2013		2014		2015	
	thousand people	% to economically active population ages 15-70	thousand people	% to economically active population ages 15-70	thousand people	% to economically active population ages 15-70
Ukraine	1576,5	7,2	1847,6	9,3	1654,7	9,1
Independent Republic of Crimea	55,2	5,7
Vinnitsia	64,4	8,4	77,6	10,5	66,3	8,9
Volyn	37,9	7,8	44,9	9,9	43,1	9,8
Dnipropetrovsk	106,8	6,5	128,9	8,0	115,3	7,2
Donetsk	165,6	7,8	216,4	11,0	121,4	13,8
Zhytomyr	56,8	9,3	66,6	11,5	64,6	11,3
Zakarpattia	45,6	7,8	53,1	9,2	52,5	9,2
Zaporizhia	57,7	6,6	71,3	8,4	80,4	9,7
Ivano-Frankivsk	43,8	7,2	48,1	8,1	51,2	8,4
Kiev	49,4	6,1	62,6	8,0	50,7	6,4
Kirovohrad	37,0	7,9	49,2	11,2	49,8	11,4
Lugansk	66,3	6,2	112,7	11,4	56,4	15,6
Lviv	84,3	7,1	97,2	8,6	92,7	8,2
Mykolaiv	42,6	7,4	50,1	9,1	49,5	8,9
Odessa	59,5	5,3	72,5	6,7	70,1	6,5
Poltava	57,7	8,2	78,3	11,5	80,7	12,1
Rivne	51,4	9,4	56,7	10,6	53,7	9,9
Sums	42,8	7,7	50,6	9,5	52,8	10,1
Ternopil	46,2	9,4	53,1	11,3	54,1	11,8
Kharkov	87,8	6,4	103,5	7,8	93,4	7,1
Herson	44,4	8,5	49,6	9,9	50,8	10,2
Khmelnitsky	49,9	8,0	54,0	9,4	56,6	10,2
Cherkassy	55,2	8,9	59,8	10,2	56,7	9,8
Chernivtsi	31,4	7,4	36,8	9,0	37,7	9,3
Chernihiv	48,4	9,3	55,3	11,2	51,6	10,7
Kiev	77,5	5,2	98,7	6,7	102,6	7,0
Sevastopol	10,9	5,7

Source: Official website of the State Statistics Service of Ukraine [electronic resource]. - Access: <http://www.ukrstat.gov.ua>.

At the same time, we conducted research the economically active population by region showed that nearly half of them concentrated in Dnipropetrovsk, Kharkiv, Lviv, Odessa and the city of Kiev.

This is because the flow of the employed is choosing the highest average monthly salary, which is available in these areas. That is, it can be argued that the level of wages in Ukraine is an important factor of motivation for employment. National and regional labor market is mainly aimed at implementing measures (which are largely formal) associated with an active form of labor market regulation, implemented by a set of economic instruments and perform several functions: professional activation of the unemployed; reduction of structural imbalances in the labor market; the impact on the volume of employment and unemployment; verification of readiness of the unemployed to work.

Ukraine has great potential for high-tech, largely concentrated in Dnipropetrovsk, Zaporizhia and Kharkiv regions, among which, according to experts on industrial policy in Kharkiv region branch structure is slightly different from the others, it is dominated by species such as food processing industry and mechanical engineering.

These sectors produce mostly industrial end-use product, and therefore the product with the highest level of added value. This feature allows the Kharkiv region to be leaders in innovation, and the rating estimation of innovative potential of regions of Ukraine in 2015 to take the first position.

Innovative development of regions in Ukraine

The state of science and technology directly affects the innovation activities in the country. Thus, in 2015 the innovative activity in the industry engaged 17.3% of the surveyed enterprises. In the regional context above average in Ukraine, the share of innovation active enterprises was in Mykolaiv, Kharkiv, Kirovograd, Ivano-Frankovsk, Zaporozhe, Kherson, Sumy, Odessa, Lviv and Ternopil regions; in terms of economic activity in enterprises with the production of basic pharmaceutical products and pharmaceutical products, motor vehicles, trailers and semi-trailers, computers, electronic and optical products, other vehicles, coke and refined petroleum products, electrical equipment.

Most of the funds spent on innovation activities of enterprises Kyiv, Dnepropetrovsk, Kharkov and Vinnitsa regions; of economic activity in metallurgical production, manufacturing of basic pharmaceutical products and pharmaceutical preparations, food products, machinery and equipment, not attributed to other equipment. Number of embedded innovation process (new and improved methods of processing and manufacturing) accounted for only 1217, most of which have implemented enterprise Kharkiv, Sumy, Zaporizhya, Dnipropetrovsk regions and the city Kyiv [23].

The success of state regional policy towards decentralization depends largely on how new knowledge generated depending on the nature of the challenges in the implementation of plans for socio-economic development and how closely interact with local elites (especially government, scientists and entrepreneurs) to share

knowledge towards selection mechanisms implement reforms. Therefore, identification of the intellectual resources and the formation of a critical mass at the level of each region should be a strategic objective of both the central government and local authorities to ensure real possibilities of implementation of decentralization policies on the ground.

Official statistics show that in 2015 reduced number of applications for inventions and utility models by applicants Vinnitsa, Donetsk, Luhansk, Mykolaiv, Chernivtsi, Chernihiv, Khmelnytsky, Ternopil and Sumy regions. At the same time, compared to 2014, increased activity of the applicants Zaporizhya, Kiev, Kirovograd, Zhytomyr, Volyn and Transcarpathian regions. Consistently high activity remains applicants Kharkiv, Dnipropetrovsk regions and the city Kyiv. In general, applicants from these regions gave more than 5.8 thousand applications or more than 54% of applications for inventions and utility models filed by domestic applicants in 2015.

Statistical analysis shows that the general trend in all regions of Ukraine is the decline in recent years of GRP. On average, the proportion of funding expenditures NNTR in GRP decreased from 1.17% in 2005 to 0.83% in 2014. Even in the leading regions m.

Kyiv and Kharkiv region knowledge-based rate fell from 2.7% to 0.4% and from 3.2% to 0.7%, respectively. These data indicate further deterioration of the quality of reproduction productive capacity in the economy. Even on the basis of the parameters VRP knowledge-based can be said about differentiation through innovative areas Ukraine Profile.

The prerequisites for implementing inclusive innovation

Among the modern trends of business operation at the regional level is inclusive market; inclusive projects that include vulnerable groups, small businesses, laborers and distributors (from applications), as well as customers and consumers of affordable products and services (demand side).

This model is profitable and promising, and during decentralization, it can be an effective method to improve the well-being of the country, reducing the unemployment rate and reducing the number of people living below the subsistence level. The greatest potential for the definition of "smart specialization" at the involvement of different groups to implement inclusive innovation are Vinnitsa, Dnipropetrovsk, Zaporizhya, Lviv, Mykolaiv and Sumy regions, and Kyiv. Most of them formed clusters as modern engineering partner network. However, currently the development of innovative networks in Ukraine can be characterized as fragmented. Nationally, deployed or is in the starting phase of a number of network organizations, individual network elements created in the regions (innovation centers, departments of technology transfer and commercialization of intellectual property, which is focused on the development around a network of business partners and agents).

However, these organizations are introducing a similar attempt to EU countries and their impact on innovation activity is currently low. In general, network

activity in Ukraine inherent space limitations that does not fulfill one of the main requirements of current scientific and technological exchange combining common information space of innovative regions. To this must be involved not linear, but systemic model of innovation, allowing for more uniform innovation activity across the country.

The study found that the risk of major regions towards the formulation and implementation of intellectual resources are: 1) the risk caused by globalization Ukrainian economy; 2) the risk of regional economies depending on market conditions and prices of raw materials and products; 3) the risk of technological lag that causes low productivity of labor and equipment, high unit costs of material resources due to outdated production technologies, leading to the loss of competitiveness of regional economies and their production companies; 4) the risk caused by infrastructural and institutional constraints; 5) the risk of shortage of manpower and negative trends in human development. At the regional labor market persist imbalance between demand and supply of labor, despite the increase in jobs over the past few years. The main reason of growing shortage of qualified personnel, serious professional deformation structure and low quality of labor. Thus, the unbalanced development of modern regional economy in Ukraine, the heterogeneity of their socio-economic situation, the progress of the crisis in all spheres of society polarity enhance regional development. However, the events of the last three years have shown that much of the business representatives willing to bear significant responsibility for solving social problems. However, the paradox that one of the major problems that hinder private sector initiative in social projects is that they believe this strategy viable.

However, the experience of other countries in the area of inclusive markets worldwide proved otherwise. It turned out that the provision of goods and services and income opportunities for low-income can be sustained and gainful business strategy and simultaneously promote human development. The concept of shared values obtained successful development in the works of Porter and Kramer M. [25], which clearly demonstrated that companies that develop close links between their business strategies and corporate social responsibility have made significant progress. What is particularly important to note this phenomenon is characteristic not only for investment but also for all aspects of social and economic systems. In this context it is important to have involvement in the development of various sectors of the economy (not just high-tech) with special emphasis on infrastructure as a prerequisite for its sustainability.

Tenor strategies for regional development should be the idea of "smart, sustainable and inclusive development", i.e. the transition to a more active format of business activity in modernization, development and introduction of innovations and new technologies in existing facilities and infrastructure and by improving the quality of human capital. This general line in the implementation of regional development strategies should be a balance of interests related to the achievement of the desired socio-economic goals and solutions ecosystem, and the involvement of civil society in the implementation of strategies as a crucial factor in it. With the advent of this

approach are very closely linked, in our view, the concept of "innovation ecosystem" that involves the formation of horizontal relations within the framework of interactive innovation process, where the basis for the formation of innovative development zones entrusted the creation of specialized structures, operation of which is intended to support innovation activities and to indicate that use the category "innovation infrastructure". For example, a typical innovation ecosystem may consist of the following main components: creative resources, innovative ideas, innovative entrepreneurial experience, funding sources and innovative network that connects them together and promotes technology transfer.

The main goal of any project should be inclusive involvement vulnerable to job integration of youth, women, people with disabilities, and older people in the labor market, enabling them to obtain social and economic benefits from participating in projects. Inclusive Market Development in Ukraine could become an important area in securing employment and reducing unemployment among low-income population. Most crucial in defining inclusive development is following characteristics: broader goals (not only increase revenue or gross regional product); comprehensive development of human capital; reducing inequality and poverty; the importance of active participation in economic life, not only in the distribution of income; obtaining benefit the general population, especially children, women, the elderly; careful use of natural resources and environmental protection.

Unlike social innovation (English:social innovation), new ideas, strategies and technologies that contribute to solving socially significant tasks and cause social change society (the new social system, education, health, public communication systems) that using innovative approaches and / or technologies, inclusive innovation aimed at implementing integration programs for vulnerable groups in innovative processes. In addition, moderate or inclusive innovation, which are much cheaper and are simplified versions of existing products, helping to reduce the differences in living standards and social groups. In addition to innovation aimed at solving problems of social stratification, the implementation of inclusive innovation emerging social benefits by creating employment opportunities and addressing specific problems faced by low-income groups.As the most famous examples of inclusive innovation centers should be called collective Internet access programs to improve computer literacy and language skills; mass support small businesses and innovative business that develops non-technical innovations (including microfinance); Effective promotion unemployed find jobs through ICT (including the small innovative enterprises); increasing the availability of public services (including for vulnerable citizens); subsidizing mobile and broadband Internet access in depressed regions, and more.

Proposals to form regional policy towards strengthening the role of intellectual resources in ensuring the implementation of inclusive innovation

In organizational terms, the most important is the development and application of network forms of promotion of regional development and structures that connect

its members within the region as business incubators, clusters, industrial parks, industrial parks, science parks, business associations, political parties, social networks, community groups and others. The appearance and quality of the functioning of regional networks can be seen as a kind of criterion of the region and means to overcome the negative external influences. Thus, taking into account that nowadays the state is not enough funding for regional and local development, in our view, should be greater use of information and organizational resources which the government always enough. It should also increase the total number of tools to stimulate the regional economy of the state and their coordination within a complex mechanism of economic development of each region.

An important component of regional innovation policy in the post-industrial development should be taken to address the integration of external economic problems, primarily associated with a significant increase in global and regional competition. In this context it is necessary to apply a comprehensive integrated approach to advanced technological change in a region where the object management appears not separate species or the result of innovative technology and regional innovation system that covers all processes at the same time the innovation cycle, with particular criterion value increasing regional competitiveness as the final result of regional innovation policy.

Despite the high educational level of the population of Ukraine, problems of learning are extremely important for the formation of inclusive innovation, fair distribution of innovative activity in the regions. Changes in the world, including uneven development, caused extensive growth of international academic mobility. It is predicted that the number of participants in this process in 2020 will be about 8 mln. people. Almost all countries more actively involved in the process of moving through the world of students, teachers and scientists, as well as the transfer abroad of educational institutions, products and services. This process is directly related to inclusive innovation development and significantly affects the formation of reproductive essential component of the innovation process as human capital [26]. The successes of Ukraine in the direction of academic mobility while, preferably, is irregular and poorly managed by the state.

In the last period in the country, more updated "boom" start-ups at regional level. In terms of the theory of "soft infrastructure" for the functioning of the organizational structure requires the following major elements: investments, competence, staff and services. In addition, they should move freely within ecosystems and inclusive implemented in specific innovative projects. If there is a deficiency or disturbed diffusion of startups or will not grow weak and ineffective. Practice shows that one of the main failures of "soft infrastructure" there at the start. And at this stage the future needs of a startup is not much money as personnel and business competence. Especially effective may be the development of start-ups within the creative action of regional clusters. In Ukraine, the first and best known today is the Ivano-Frankivsk creative cluster "warm city", which aims to turn the city into a progressive, comfortable and attractive environment for tourists. Make it through the development plan and horizontal class bonds in [27].

Analyzing the information on the websites of organizations in the region about the possibilities to declare any potential initiatives within the cluster, you can see the potential critical mass in cities and determine which areas need changes in production or of the service sector. Specifically, named the following potential initiatives: cluster jazz festivals (in the broader sense as a cluster of cultural and sports events), cluster food, furniture cluster, cluster crafts, textiles cluster, a cluster of amber products and cluster formation. This means that the above sectors can become future customers of inclusive innovation.

The development of inclusive innovation should be implemented in close connection with the development of higher education in this field. The results of effective interaction between business and creative education system will be the emergence of new educational products and quality education in the creative professions according to the capabilities of smart regional specialties. As a result, will be decided by one of the regional resource problems: reduced outflow of talent to other regions and abroad. In addition, given the economic benefits, concluded in implementation of individual talents and ideas in projects inclusive business models will adhere to the principle of accessibility of cultural services for the general population. Involvement modern facilities creative industry families with children, students, groups of older people will help solve problems associated with the lack in some places regional institutions of culture and leisure.

This requires not only grow their talents, but also to involve them in creating and regions of favorable conditions for self-realization in science, in business, in manufacturing, in services. That man, the creative capital of the territory is an important component of its financial solvency. Creative, a creative approach makes it possible to find new, unique solutions in a rapidly changing world, and thus win the competition.

In this context, more attention should be paid to the use of crowdsourcing as a tool to manage the development of regional innovation ecosystem that provides search and further implementation of creative solutions that come from call for proposals of the regional community. The use of technology in managing crowdsourcing inclusive innovation development engages citizens and involves them in the work to improve the quality of life. You need to define the prerequisites for its application in the development of regional innovation ecosystems, in particular to ensure transparency of innovative processes in the development of interaction between society and the authorities.

It should be noted that over the past two or three years the structure supporting innovative SMEs and received a powerful development: a host of additional services, there is a significant leap in awareness of the possibilities of infrastructure to support innovation. Currently there are two key areas for further development: 1) education (training who can competently use the possibilities of innovation infrastructure); 2) maintenance and support of entrepreneurs who have decided to take advantage of "soft infrastructure" support innovative businesses at all stages of development (Audit consultation, legal advice and so on). On the other hand, it needs general reassessment of the importance of "hard infrastructure" ("Wall") in

the form of preferential rental of office and production space in business incubators and technology parks, access to high-tech equipment and etc. the successful establishment and development of innovative projects. They are in the early stages of a much more necessary, as it turns out in practice, various "related" services that allow interaction with other participants in the innovation ecosystem, investors, experts, industrial customers. That is, the "soft infrastructure" that efforts should be established management infrastructure projects, in many cases it is more important material. Thus, the problem of employment and increasing wages in Ukraine and socioeconomic status all can contribute to comprehensive regional innovation policy formation mechanisms to support small business and convert unproductive "shadow" employment in the informal sector of economy Mika in effective business-oriented inclusive innovation.

DISCUSSION AND CONCLUSION

Mechanisms of regional innovation ecosystems related problems of innovation and inclusive human development. Today we need a stronger state role in the economy, government investment and economic management to ensure access of everyone to life-critical public services. To this end, more effective implementation of programs must be informatization of regions, which are implemented in Ukraine. This is a translation of a type of electronic public services, health programs of information, including the introduction of "electronic filing" in hospitals, as well as protection of information resources.

It should identify areas most efficient use of crowdsourcing as part of "soft infrastructure innovation" in the management of innovative development of inclusive, such as planning innovative regional development, coordinating the efforts of regional and local authorities to develop regional innovation ecosystems (RIES), the search for new innovative ideas and other.

The state of the national economy today is largely determined by the development of regional economies. The degree of integration of the areas in the innovation system of the country and in the international innovation area, functioning relationship and interdependence of all sectors at every level are indicators of socio-economic development. This approach is increasingly recognized role of human resources and their capacity to generate and implement inclusive entrepreneurship.

Innovation is a key source of economic growth and sustainable development, but experience shows that the current development is uneven. Rapidly growing economies of several countries are increasingly faced with the deepening social and economic inequality. These trends increase the problem of social exclusion in the development process. In this regard, the economic literature discusses the concept of inclusive growth, inclusive business, inclusive innovation, which means innovation, created for different (usually poor) populations and aimed at overcoming the polarity of regional socio-economic development. To choose a new model of the state and its regions and properly implemented in practice, we need first of all: a true desire and interest of the government and the private sector in shaping the new policy of the

country / region; competence, professionalism and experience, along with creativity in individuals who should develop and implement measures to implement the chosen model in practice; adequate legal, organizational and financial conditions for implementing the chosen model; high organizational discipline; general awareness of the importance of change and the existence of common objectives in the government, businesses and the public, their real cooperation.

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