

FACTORS AND CONDITIONS OF INNOVATION ACTIVITY IN REGIONS WITH DIFFERENT DEVELOPMENT LEVEL

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In an unstable macroeconomic and regional environment, stimulating the innovation activity of the economy becomes strategic, ensuring the economic stability of the state. The country's entities need to develop and increase their investment attractiveness. One of the most important tasks is to support innovation activity and implement digital solutions in the types of activities that form the economic specialization of the region. New technologies make it possible to improve production and management processes, use resources more economically, and reduce costs and energy losses. The scientific problem is the formation of a methodological approach to assessing the effectiveness of forms and methods of managing innovation processes at various levels of management, identifying qualitative relationships between business entities and government authorities. This article defines the factors and conditions of innovation activity in regions with different levels of development. The study is aimed at determining the key factors influencing innovation activity in the regions and forming a methodological approach to its assessment. In Russian and foreign science, approaches to assessing this area differ. In the first case, organizational, economic and financial stimulating factors are prioritized, while in the second case, the emphasis on knowledge and continuity between the achieved and innovative intellectual results prevail. The strategic approach to the development of the system innovation process based on the regulatory framework provides for several interrelated areas that determine the high rate of economic modernization: business, science, education, and competence. A methodological approach is suggested that allows assessing innovation activity at the level of the country's entities and industries that form the regions' specialization. The study revealed that the regions do not have sufficient resources to develop and implement innovations, so private companies may be involved in public-private partnerships. Stimulating innovation activity in the economy is a complex task related to staffing, implementation of scientific and technological progress solutions in production and management.

Keywords: innovations, innovative activity, regional economy, factors of innovation stimulation, indicators of innovative development. **Highlights:**

- ◆ the factors of stimulating innovation activity at various levels of economic management (local, industry, regional, integration) are determined;
- ◆ a system of indicators for a comprehensive analysis of the innovative development of economic systems at various levels of management has been formed;
- ◆ a methodological approach to assessing innovation activity is proposed, aimed at developing scenario options for innovative development of the research object, justifying the choice of technologies, mechanisms, and programs for implementing the priority option;

◆ the paper presents conceptual approaches to assessing the region's innovation activity in domestic and foreign studies.

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