

СЕКЦІЯ 4 ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ

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DEVELOPMENT OF INTELLECTUAL BUSINESS IN UKRAINE: THEORETICAL ASPECTS, PROBLEMS AND ADVANTAGES

This article is devoted to the study of factors influencing the development of intellectual business in Ukraine. Its social-economic role is determined, the main problems and prospects of development are revealed. In terms of importance, intellectual business can be considered one of the main factors of economic growth in Ukraine, in the absence of sufficient investment support for business development during crises and instability in society. It has been determined that intellectual property is a necessary condition for the prosperity of those cultures where its importance is fully understood and accepted and is effectively protected by laws, the implementation of which is guaranteed by the state.

Key words: intellectual business, intellectual property, intellectual services, intellectual entrepreneurship, intellectual component of business.

Адвокато́ва Н.О., Повод Т.М. РОЗВИТОК ІНТЕЛЕКТУАЛЬНОГО БІЗНЕСУ В УКРАЇНІ: ТЕОРЕТИЧНІ АСПЕКТИ, ПРОБЛЕМИ ТА ПЕРЕВАГИ

Стаття присвячена дослідженню факторів розвитку інтелектуального бізнесу в Україні. Визначено його соціально-економічну роль, розкрито основні проблеми та перспективи розвитку. Визначено, що інтелектуальний бізнес можна вважати одним з основних факторів економічного зростання в Україні в умовах відсутності достатньої інвестиційної підтримки розвитку бізнесу під час криз та нестабільності в суспільстві. Виявлено, що інтелектуальна власність є необхідною умовою процвітання тих культур, де її значення повністю усвідомлене та прийняте й ефективно захищене законами, виконання яких гарантується державою. Аналіз стану інтелектуального бізнесу в Україні свідчить, що головними причинами гальмування розвитку цього сектора економіки є: відсутність дієвого механізму реалізації державної політики щодо підтримки інтелектуального підприємництва; нестабільність і важкий тягар оподаткування, що примушує багатьох суб'єктів інтелектуального підприємництва припинити свою діяльність, відсутність матеріально - фінансових ресурсів, особливо на стадії фундаментальних наукових досліджень; обмеженість інформаційного та консалтингового забезпечення, недостатній рівень інформованості учасників бізнесу. Для виживання бізнесу у конкурентній боротьбі, потрібно виробляти конкурентоздатні товари. Цього можна досягти, якщо безупинно вдосконалювати технологічні процеси для їхнього виробництва. А це можливо здійснити тільки за рахунок використання результатів інтелектуальної діяльності, а саме науково-технічної творчості, тобто об'єктів промислової власності: винаходів, корисних моделей, промислових зразків, ноу-хау тощо. Безперечно, результати такої діяльності будуть більш вагомими, особливо у сфері оборони, якщо вони отримані своїми громадянами. За роки реформ інтелектуальний бізнес в Україні не зміг знайти свого місця в національній економіці. Тому сьогодні життєво важливим є включення розвитку інтелектуального бізнесу до загальної стратегії економічного зростання та структурної реконструкції національної економіки.

Ключові слова: інтелектуальний бізнес, інтелектуальна власність, інтелектуальні послуги, інтелектуальне підприємництво, інтелектуальна складова бізнесу.

Problem statement. The development of the Ukrainian economic system in a dynamic market requires the use and development of intellectual products and modern concepts of their management at enterprises. Fierce competition in foreign and domestic markets requires enterprises to significantly increase the efficiency of their economic activities, which is possible only through the introduction of new resource-saving technologies based on innovative approaches, automation of production processes and the use of modern equipment.

Analysis of recent research and publications. The development of the market economic system in Ukraine is associated with the growth of entrepreneurial activity in all spheres of the economy, and especially in the sphere of intellectual development and intellectual property issues. One of the promising areas for creating a competitive market environment is the development of intellectual business. World experience and business practice show that intellectual business is the most promising, and therefore the most dynamic sector of the economy. Ukrainian economic thought is increasingly aware that the creation of legal, economic, organizational and social conditions for intellectual entrepreneurship in Ukraine is one of the most important tasks of social-economic development.

The relevance of the study of intellectual business is determined by its objectively high social-economic role on the one hand, and insufficient scientific and theoretical substantiation, underestimation of its importance as a structural element of a market economy, on the other hand.

A significant contribution to the study of intellectual entrepreneurship was made by well-known Western scientists L. Edvinsson, M. Malone, K. Swaby, T. Stewart, E. Brooking. Among modern domestic studies dealing with issues of intellectual business in Ukraine, it is necessary to admit Avramova O.E., Vasilyeva N.G., Kirina R.S., Korostashova V.S., Romanyuka O.I., Perevalova L.V., Pirozhak S.V., Khomenko V.L.

The purpose of this article is to reveal the features of the development of intellectual business in Ukraine, and to study the main problems that accompany it.

Presentation of the research material and its main results. The development of intellectual business is one of the priority areas in the modern economic policy of any state with a developed economy. Intellectual

entrepreneurship and intellectual business activity in general have become integral components of modern society. The group of people engaged in intellectual business is one of the most promising sources of ensuring the social-economic activity of the population.

In terms of importance, intellectual business can be considered one of the main factors of economic growth in Ukraine, in the absence of sufficient investment support and the formation of a social structure in conditions of instability and uncertainty [1].

In the course of our research, it was established that intellectual entrepreneurship has many advantages that actively affect economic and social transformations in the state. The development of a competitive domestic market of goods and services depends on the development of intellectual business.

With a narrowly focused specialization, intellectual businesses can fill the investment market with genuinely new technical and technological solutions, take the lead in driving innovation, and achieve fast cost recovery through efficient resource use. They are also far more mobile and adaptable, rebound quickly from external shocks, and operate effectively without the need for complex strategic management systems.

A feature of intellectual business is that the demand for the services of these enterprises is derived and is determined by the properties of the customer's production process (similarly to how the demand for financial derivatives is derived from the characteristics of the underlying asset). Production processes that occur in the secondary and especially in the tertiary sector have become so complicated that they require very different "support". Based on this feature, the following functional groups of intellectual services are distinguished (Fig. 1).

The following services should be included in the sphere of intellectual business in Ukraine (Fig. 2).

The fact remains that the degree of involvement of intellectual business in foreign economic activity is much lower: the share of this sector of the economy in the total volume of exports of economically developed countries is up to half of the total volume, with the exception of Japan, where intellectual products account for two-thirds of the country's exports.

The role of intellectual business in the economy is becoming obvious, and the state must actively support the development of

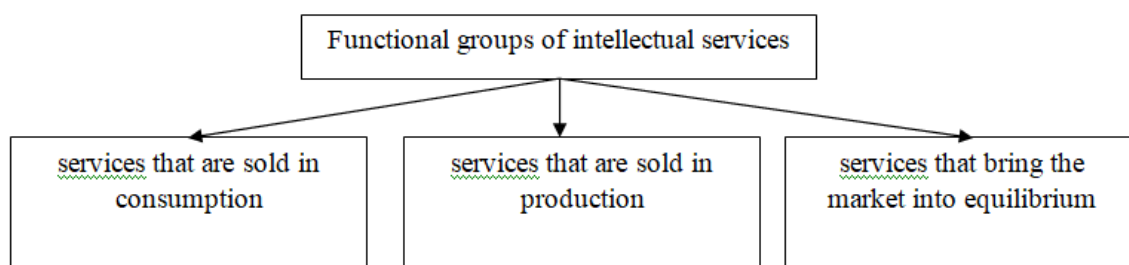


Figure 1. Division of intellectual services into functional groups

Source: compiled by the authors based on [1]

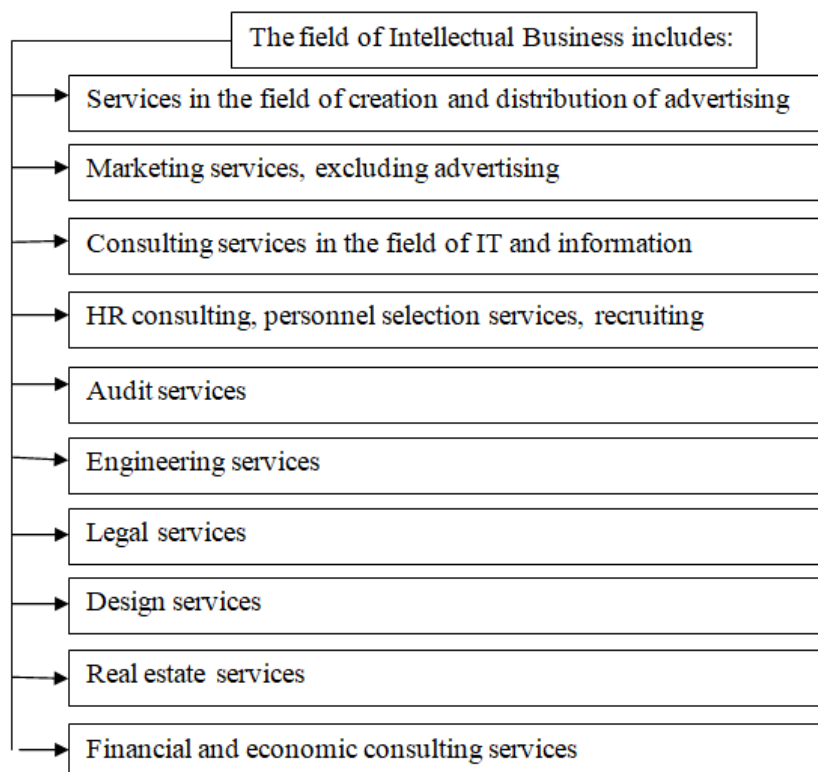


Figure 2. Spheres of intellectual business in Ukraine

Source: compiled by the authors

intellectual entrepreneurship, ensure support and protection of intellectual business at the legislative level, create appropriate regulation of the tax system, and stimulate the generation of new revenues (Fig. 3).

History shows that the greatest successes are achieved by countries in which the interests of the state coincide with the interests of citizens. Therefore, states that strive to become prosperous consider the improvement of the culture of citizens, the development of the country's economy, and the strengthening of national security as strategic tasks.

It is known that bright surges in the development of civilization were observed when the state effectively encouraged the creative activity of its citizens.

Now both statesmen and ordinary citizens are increasingly coming to understand that the primary basis of economic and cultural development of society is the results of intellectual activity of man – scientific, technical and artistic creativity. Therefore, a state that pursues leadership must provide its citizens with the most favourable conditions for creative work.

Today, the world's most successful countries treat the development of national creative potential as a priority of state policy. Thus, in the USA and Japan, carefully considerate programs for the development of creativity of citizens are operating, starting from preschool age.

Thus, intellectual property is a fundamental prerequisite for the prosperity of cultures

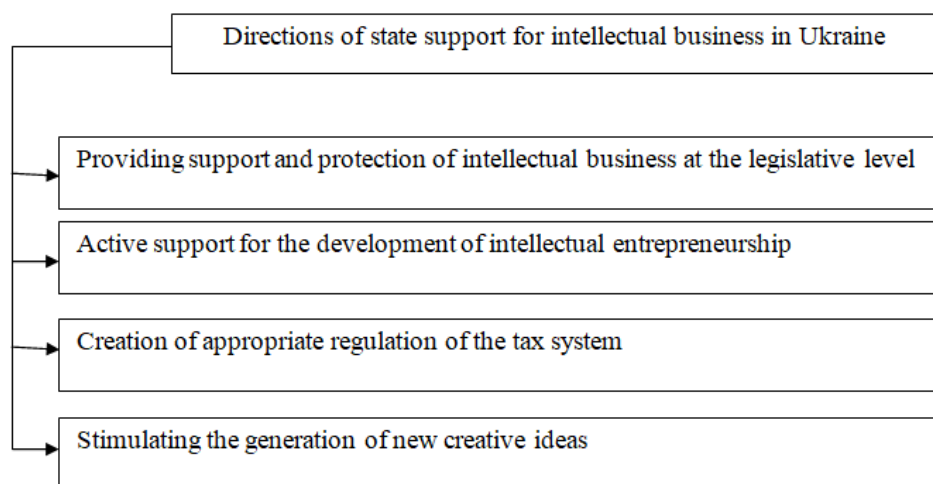


Figure 3. Directions of state support for intellectual business in Ukraine

Source: compiled by the authors

that recognize its significance and ensure its effective protection through state-guaranteed legal mechanisms. Unlike natural resources: land, oil, coal, etc., the reserves of which have a certain limit, intellectual property is an inexhaustible resource, therefore in recent decades it has rapidly replaced traditional material assets and has become the driving force of economic and cultural development of society.

We live in an era of technological societies – societies in which technology plays a decisive role in the production of material goods. To survive in the competitive struggle, it is necessary to produce competitive goods. This can be achieved by constantly improving technological processes for their production. And this can be done only by using the results of intellectual activity, namely scientific and technical creativity, that is, objects of industrial property: inventions, utility models, industrial designs, know-how, etc. Undoubtedly, the results of such activity will be more significant, especially in the field of defence, if they are obtained by its citizens. Unfortunately, the development of intellectual entrepreneurship in Ukraine is currently limited by numerous factors, and its overall level does not meet the capabilities or needs of the national economy.

Over the years of reforms, intellectual business in Ukraine has not been able to find its place in the national economy. Therefore, today it is crucial to include the development of intellectual business in the overall strategy of economic growth and structural reconstruction of the national economy. In terms of the number of intellectual business

enterprises, their contribution to the total volume of production and other indicators, Ukraine remains significantly behind developed countries.

An analysis of intellectual entrepreneurship in Ukraine indicates that the primary factors constraining the development of this economic sector include the absence of an effective mechanism for implementing state support policies; fiscal instability and an excessive tax burden that compel many intellectual enterprises to suspend their activities; insufficient material and financial resources, particularly during the stage of fundamental research; and limited information and consulting support, accompanied by a generally low level of awareness among participants in the production process. The trends in the development of intellectual business in Ukraine are directly affected by the negative dynamics of the main macroeconomic factors, which primarily include the following: limited domestic demand and the presence of a sales crisis in the domestic market due to the lack of free financial resources of enterprises and a decrease in real incomes of the population; insignificant economic activity, lack of funds from the financial to the real sector of the economy, limited or no credit resources (Fig. 4).

The experience of existing intellectual-business enterprises shows that 75% of entrepreneurs identify insufficient financing as their primary challenge. The majority do not have their own capital, bank loans are given for 2-3 months with a high interest rate, and there are no other available sources of financial support for intellectual business in Ukraine.

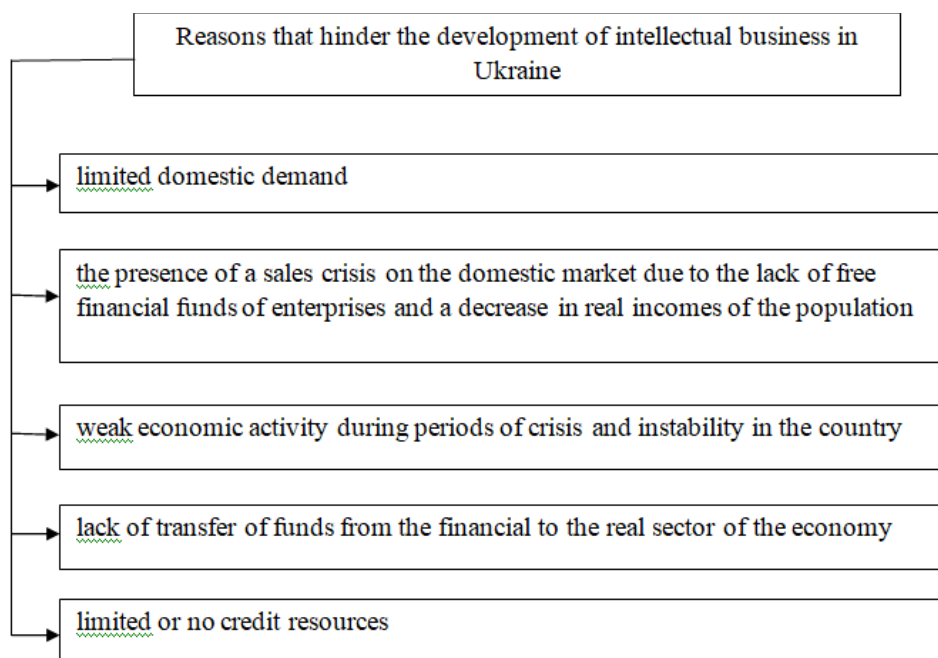


Figure 4. Reasons that hinder the development of intellectual business in Ukraine

Source: compiled by the authors

Conclusions. Hence, intellectual business is one of the priority areas in the economic policy of any state with a developed economy. Intellectual business activities are closely related to industrial property, patent affairs and provide economic activity and have many advantages: mobility and flexibility compared to industrial production, rapid cost recovery and ensuring innovative investment development. In terms of the number of intellectual business enterprises, their contribution to the total volume of production, employment of workers and other indicators, Ukraine lags significantly behind developed countries of the world.

Over the years of reforms, intellectual business in Ukraine has not been able to find its place in the national economy. Under current conditions, its development is being held back. The most important areas of state policy for the development of intellectual entrepreneurship in Ukraine are improving the legislative and regulatory framework, providing financial support for innovative activities, simplifying the procedures for regulating entrepreneurial activities by state bodies, providing preferential lending and partial compensation for interest rates on loans, improving the taxation system and reducing the tax burden.

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