

ABSTRACTS

УДК 330.341.1 N. Riabtseva, O. Alsufieva
FEATURES OF AGREEMENT THE ECONOMIC INTERESTS OF INNOVATIVE
ACTIVITY AT THE NANOSCALE LEVEL

The transience of the nowadays requires deep changes upon transfer the innovative activity into the mass, with the involvement of the population on the basis of the agreement of economic interests.

The realities of innovation-oriented economy require from human the permanent adjustments of his multicomponent system of goals, interests, and behaviors that necessitate manifestations of his innovative activity independently and in a team based on the approval of agreement of corresponding economic interests.

The basis of the system of economic interests upon human innovative activity is the relations of ownership (appropriation) on the resources, conditions and results of this activity.

Comprehension under the certain criteria and agreement of economic interests of the subject of the economy on the nanoscale level concerning the innovative activity is the activity that is aimed at achieving a state of dynamic equilibrium of human and is presented in a specific sequence of its components according to the given algorithm. Analysis of personal strategies of agreement of these interests allows allocating their main directions, namely: informational, insurance, productive and public and algorithm of agreement the economic interests upon innovative activity in general by subject at the nanoscale level. And also, offer reference points of state policy in the sphere of innovations aimed at creating conditions for involving the population to innovative activity based on achieving a balance of interests.