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ЗНАЧЕНИЕ НАУЧНО-ПРАКТИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ В ФОРМИРОВАНИИ ИННОВАЦИОННОГО ПОТЕНЦИАЛА ОРГАНИЗАЦИЙ

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Аннотация. Общественное развитие научно-технического прогресса, как следствие оформило потребность в приобретении умений и навыков у управленцев в грантовой деятельности, обеспечивающей привлечение инвестиций и развитие инновационных процессов в организациях. Формирование научно-практических навыков и умений является важным условием привлечения в организацию инвестиций, как при создании инновационной платформы развития организации, так и повышении инновационной привлекательности. Авторами уточнен порядок управления компетентностью персонала с позиции методологии иновационно-технологического подхода, обеспечивающего поступательное формирование профессиональных компетенций у персонала. Предложено развитие инновационной деятельности организаций осуществлять через создание системы территориальных научных центров, лабораторий; осуществлять стимулирование научной деятельности через систему налоговых льгот организациям, институт наставничества, обеспечивающие получение инновационной продукции. В результате исследования сделан вывод о необходимости в осуществлении государственной научно-технической политики придерживаться принципов, обеспечивающих признание научной деятельности в организациях, как социально значимой отрасли, влияющей на развитие производительных сил отрасли и в целом производственных отношений общества.

Целью авторов статьи является показать необходимость формирования научно-практических компетенций у персонала в условиях направления деятельности организации, как важного условия для инновационной восприимчивости персонала. Авторами предлагается для стимулирования профессиональной активности и повышения качества работ, услуг ввести траектории по совершенствованию системы стимулирования и оптимизации уровня вознаграждения за труд в области создания инновационной продукции.

Ключевые слова: методология научно-практической деятельности, методы управления экономическими системами, деятельность иновационно-технологического типа, системное научное знание, наука, научно-исследовательская деятельность, грантовая деятельность, инновационная привлекательность, управление компетентностью персонала.

THE IMPORTANCE OF SCIENTIFIC AND PRACTICAL ACTIVITIES IN THE INNOVATIVE POTENTIAL FORMATION IN ORGANIZATIONS

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Abstract. The social development of scientific and technological progress, as a result, has formed the necessity to acquire skills and abilities from managers in grant activities that ensure the attraction of investment and the development of innovative processes in organizations. The formation of scientific and practical skills is an important condition for attracting investment to the organization, both when creating an innovative platform for the development of the organization, and increasing the innovative attractiveness. The authors clarified the procedure for managing the competence of personnel from the standpoint of the methodology of the innovative and technological approach, which ensures the progressive formation of professional competencies in personnel. It is proposed to develop innovative activities of organizations through the creation of a system of territorial research centers, laboratories; to stimulate scientific activity through a system of tax incentives for organizations, the institute of mentoring, providing innovative products. As a result of the study, it is concluded that the implementation of the state scientific and technical policy should adhere to the principles that ensure the recognition of scientific activity in organizations as a socially significant industry that affects the development of the productive forces of the industry and the production relations of society as a whole. The aim of the authors of the article is to show the need for the formation of scientific and practical competencies of personnel in the context of the direction of the organization's activities, as an important condition for the innovative receptivity of personnel. In order to stimulate professional activity and improve the quality of work and services, the authors propose to introduce trajectories for improving the incentive system and optimizing the level of remuneration for work in the field of creating innovative products.

Key words: methodology of scientific and practical activity, methods of management of economic systems, innovative and technological type of activity, system scientific knowledge, science, research activity, grant activity, innovative

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attractiveness, personnel competence management.

INTRODUCTION

Science has always been understood as a social institution – a sphere of human activity that forms public consciousness from the position of the research activity result in the form of the new scientific knowledge system. The use of scientific results is carried out in accordance with the Strategy of Innovative Development of the regions, which provides a number of areas that determine the technological platform for regional development. We associate the promotion of innovation activity in the region with the choice of a field of activity that provides conditions for the implementation of professional competencies of employees of organizations in a broad sense. The innovative activity of organizations depends on many factors. The mechanism for financing innovation activities under private ownership in Russia has not yet taken shape. The cooperation of the interests of the state, the organization and the inventor of the innovation is just beginning to build. However, the implementation of the innovation policy of the regions today is ensured in the centers of youth creativity, which support talented young people in the educational field, graduate students, students, economic forums, competitions-all this allows to instill in the young generation of scientists an interest in research activities.

LITERATURE REVIEW

Since the stated topic contains two main concepts: "the innovative potential of organizations" and "scientific and practical activities", it seems logical to turn to scientific sources on this issue. The innovative potential of organizations is widely discussed by modern scientists, for example, Alexandrov I. N. conducts the evaluation of the organization's human capital as a factor of the organization's innovative potential [1]. Kulagina M. E. assesses the innovation potential and efficiency of innovation activity of organizations of the real sector of the economy in the Altai Territory from the financial aspect [2], while Parshutina I. G. analyzes the influence of the personal factor on the innovative potential in a modern organization [3]. Milyaeva L. G. presents the evaluation of the innovative potential of organizations both theoretical and methodological aspects [4]; 5. Shapovalova T. A. conducts the assessment of the innovative potential of the organization and ways to improve the efficiency of its use [5]. Mikushko A. E. dwells on features of the innovative potential of the organization in detail [6]. The importance of scientific and practical activities cannot be understated, and this is confirmed by a wide range of studies, the most significant of which are published by Kuznetsova A. R. who discusses the problems of introducing educational knowledge into the scientific and practical activities of modern agricultural enterprises [7], Gulyaeva L. A. who suggests conducting scientific and practical activity of students as a form of elective classes in economics [8]. Anufriev D. P. and co-authors actively integrate the environmental education in educational and scientific-practical activities at the Astrakhan Institute of Civil Engineering [9], while Matrokhina G.V. and colleagues show the use of simulation education in the activities of the scientific and practical circle of the medical university [10]. Bogdanova O. Yu. presents the model of organization of research activity as a part of scientific and practical education of students of specialized classes [11], Safiullina L. R. conducts the analysis of the role of scientific and practical activities in the development of the tourism market of the Sverdlovsk region [12], Vyatkin A.V., Fomina L.V., Shmeleva Zh.N. give the detailed analysis of empathy, emotional intelligence and decision-making among managers of agro-industrial complex as the forms of this type of activity and underline the role of tolerance for uncertainty in decision-making [13-14].

METHODOLOGY

Today, science is represented by a system of interrelations of the scientific community. *The purpose* of the authors is to show the necessity for the formation of scientific and practical competencies of personnel in the context of the direction of the organization's activities, as an important condition for the innovative receptivity of personnel. In order to stimulate professional activity and improve the quality of work and services, the authors propose to introduce trajectories for improving the incentive system and optimizing the level of remuneration for work in the field of creating innovative products. To solve the above problems, the following well-known *methods* were used: the study of theoretical and practical fundamental works in the field of sustainable development, innovative potential of organizations, taking into account scientific and practical activity implementation, analysis, synthesis, practical experiment, observation, testing.

RESULTS AND DISCUSSION

The formation of activity in the scientific creativity of the staff is represented by the requirements for the educational level and contains a comprehensive training of students, both for professional and additional training. It is important to note that the effectiveness of independent work of students today is expressed in the ability to carry out grant activities, which further ensures their competitiveness in employment. The methodology of consolidating the skills and abilities of personnel focused on the creation of innovative products and services is based on new technologies and practical experience, which have a cyclical nature of their development. At the present stage we associate the formation of skills of independent work with the understanding of the laws in the development of the productive forces of society from the position of describing the main types of professional activity of personnel (description of the content of the labor function, technological operations). Nowadays, when forming staff competencies, practical experience is in demand as a "scientific work devoted to the methodology of studying a practical problem" on the one hand. On the other hand, according to a number of authors [15-19], conditions should be created for the formation of imitation skills in the range of professional activity issues, ensuring the approbation of applied skills. For example, the legislative framework for stimulating innovation activity in the Krasnoyarsk Territory consists of the following regulators:

1. Federal Law "On Science and State Scientific and Technical Policy" of 23.08.1996 N 127-FL;

2. Federal Law No. 254-FL of 21.07.2011 "On the provision of state support for innovation activities";

3. Federal Law No. 185-FL of 02.07.2013 – No. 185-FL, as of 23.05.2016 "Assessment of scientific qualifications of researchers and other persons engaged in scientific (scientific and technical) activities is provided by the state system of scientific certification";

4. Order of the Ministry of Education and Science of the Russian Federation of 27.05.2015 N 538 "The procedure for certification of employees holding positions of researchers and the award of academic degrees of Candidate of Science and Doctor of Science, the assignment of academic titles of associate professor and professor, established by this article.

5. The Law of the Krasnoyarsk Territory "On scientific, scientific-technical and innovative activities in the Krasnoyarsk Territory" No. 8-3339 of 21.11.2019. According to the legislative framework, we consider it important to adhere to the following principles when implementing the state science and technology policy:

- recognition of scientific activity as a socially significant industry that affects both the development of the

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productive forces of society and industrial relations;

- support of integration processes in scientific and practical activities in the form of the creation of research laboratories, scientific schools, master classes, additional research trajectories for the analysis and testing of innovative products by graduate students, production innovators;

- stimulating the scientific activity of organizations through the development of a system of research centers that provide registration of practical skills in the form of certificates, certificates, diplomas.

It is important to understand that the study of economic systems is conducted primarily to obtain practical results in the development of economic systems and the effectiveness of the management of the national economy. The concept of "economic research" can be formulated as systematic research aimed at understanding the processes and phenomena in the field of business and management of economic systems. Research is conducted to gain new knowledge and an in-depth understanding of the nature of phenomena and processes, connections and relationships, where their interrelation determines the quality of the functioning of the system in the form of the implementation of economic interests at the level of the general, private and unified. In our opinion [17-19]: "if the methodology is considered from the point of view of the process of forming professional competencies of personnel, then the methodology of managerial activity is considered as the doctrine of the organization of managerial activity in the following logical sequence:

1. Structuring existing knowledge;

2. Systematization of concepts, categories, laws, and theories in solving the problem;

3. The organization of new knowledge that is, the construction of mechanisms, approaches, techniques, tools for the implementation of new professional knowledge".

The study in practice of methods, means and techniques by which new skills are acquired and formed allows us to find the best option for the effective use of resources in the production of innovative products, that is, the degree of satisfaction of the need as a driving force for the formation of personnel competencies.

The dynamics of changes is confirmed by the Order of the Ministry of Education and Science of the Russian Federation "On the application of a new nomenclature of scientific specialties" of 17.04.2021, where the study of economic systems in the specialty 08.00.05 "Economics and Management" of the national economy is represented by the following areas: economics, organization and management of enterprises, industries and complexes (industry; agriculture and agriculture; construction; transport; communications and information; services); innovation management; regional economics; logistics; labor economics; population economics and demography; environmental economics; business economics; marketing; management; pricing; economic security; standardization and product quality management; land management; recreation and tourism.

The passport of the specialty includes:

- code (08.00.05 "Economy and management of the national economy");

- specialty formula (the object of research is economic systems of various scales, levels, spheres of action, and forms of ownership. An important part of the specialty 08.00.05 is various aspects of the study of subjects of management of economic systems (state, transnational, regional, corporate management structures, as well as managers as subjects of management); the subject of the study is management relations that arise in the process of formation, development (stabilization) and destruction of economic systems. In the formation of management models in economic systems, the following methods have become widespread (Figure 1).

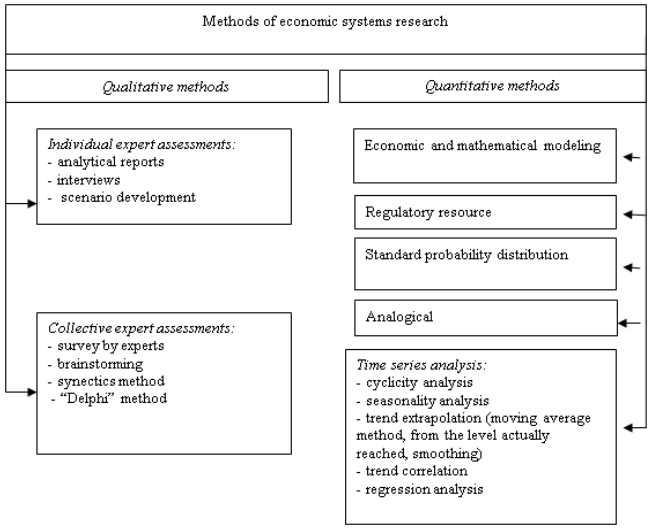

Figure 1 – Classification of research methods in the formation of models of management of economic systems

It is important to note that the use of a variety of methods in the formation of evidence in the study of economic systems is provided by the quality of the established cause-and-effect relationships of the scientific hypothesis. The demonstration of the validity of the established relationships based on the acquired skills and abilities in making managerial decisions in building a strategy for the development and functioning of systems indicates the degree of competence of the employee.

The methodology of research activities and the methodology of practical activities should be considered in one key, from the perspective of the vision of organizational culture in management, the formation of personnel competencies. Scientific research in the context of organizations' activities is the involvement of employees in the innovation process, as well as in the scientific and experimental work of the organization. A specialist-practitioner, being involved in any innovation process, must inevitably possess the methodological foundations of the organization of scientific activities of the innovative and technological type:

- use new facts in solving the tasks set for the functioning of the system;

- use the scientific results of the "predecessors";

- expand the terminology in the field of new knowledge and build a conceptual framework;

- bring new knowledge to the professional community and test the results obtained from the position of correlation with the accepted point of view of the scientific community.

According to the authors, scientific and practical activity in the conditions of the innovative environment of organizations allows to form professional competencies on the basis of:

1. Fundamental scientific research to gain new insights into the patterns of economic systems development and understanding of the essence of economic categories in the practice of organizations' functioning;

2. Applied scientific research allows, taking into account the peculiarities of the functioning of organizations, to apply innovative trajectories for the introduction of experimental developments (Acts of implementation of developments) when testing situational cases.

CONCLUSIONS

The relationship of theoretical knowledge, practical skills and abilities represents the completed cycle of the formation of professional competencies in the field of activity in a certain time period. The content of the activity changes due to the transformation of both the management systems of organizations and the tools, mechanisms, and techniques. Students consolidate their theoretical knowledge and expand their practical skills in industrial practice, thereby forming a holistic view of the content of professional activity by participating in the work of a particular organization. The need for

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the student to participate in the passage of industrial practice through the support of the labor function of a specialist in the framework of the implementation of his job description is a prerequisite for the formation of professional competencies for young professionals.

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