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FORMATION OF PRIORITIES FOR THE DEVELOPMENT OF INTELLECTUAL POTENTIAL IN THE CONDITIONS OF ESTABLISHING A KNOWLEDGE-BASED ECONOMY

Abstract. Ukrainian economic development innovative model formation is accompanied by the scientific and technological developments, and high breakthrough nature technologies introduction. These circumstances objectively set Ukraine the task for interaction strengthening of higher education, science and innovation, intellectual potential effective use as the main driver of socio-economic growth. The article substantiates the strategic priorities for Ukrainian intellectual potential development in the formation of knowledge-based economy social transformation conditions. A new essence understanding of the category «intellectual potential of society» is proposed. In the knowledge-based economy paradigm, the main social goal is human and his labor and intellectual development. The priority place of man in the system of modern socio-economic development is substantiated and its triune role as a source of national wealth, its part and purpose of social development is proved. Global and national challenges for Ukraine in the context of preventing degradation and destruction of existing intellectual potential are described. Emphasis is placed on the fact that the national intellect as the most valuable humanity capital, as well as knowledge becomes the main driver of value creation. It is proved that Ukrainian intellectual potential development can be ensured by competitive education, leading science, innovative technologies and spiritual culture. In our opinion, the state policy of intellectual potential development and use in Ukraine as a component of the national policy should be relevant. A set of measures to activate the intellectual potential use is identified. The practical recommendations implementation makes it possible to modify the conceptual basis for proving the imperative characteristics of intellectual potential as a strategic resource for the society development in the context of global political and economic challenges. Identifying priority areas and understanding

their impact on the processes of intellectual potential development and effective use, the formation of values in society, will contribute to the formation of a knowledge-based economy.

Keywords: knowledge-based economy, intellectual potential, social and economic development, scientific and technological development, highly intelligent society.

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ФОРМУВАННЯ ПРІОРИТЕТІВ РОЗВИТКУ ІНТЕЛЕКТУАЛЬНОГО ПОТЕНЦІАЛУ

В УМОВАХ СТАНОВЛЕННЯ ЕКОНОМІКИ, ЗАСНОВАНОЇ НА ЗНАННЯХ

Анотація. Формування інноваційної моделі розвитку економіки України супроводжується впровадженням науково-технологічних розробок і високих технологій проривного характеру. Зазначені обставини об'єктивно висувають перед Україною завдання щодо посилення взаємодії вищої освіти, науки та інновацій, ефективного використання інтелектуального потенціалу як головного рушія соціально-економічного зростання. Обґрунтовано стратегічні пріоритети розвитку інтелектуального потенціалу України в умовах суспільних трансформацій становлення економіки, заснованої на знаннях. Запропоновано нове розуміння сутності категорії «інтелектуальний потенціал суспільства». У парадигмі економіки, заснованої на знаннях, головною соціальною метою є людина і її трудовий та інтелектуальний розвиток. Обґрунтовано пріоритетне місце людини в системі сучасного соціально-економічного розвитку та доведено її триєдину роль як джерела національного багатства, його частини і мети суспільного розвитку. Охарактеризовано глобальні та національні виклики для України в контексті попередження деградації та руйнування наявного інтелектуального потенціалу. Акцентовано увагу на тому, що інтелект нації як найцінніший капітал людства, а також знання стають основним рушієм створення цінностей. Доведено, що розвиток інтелектуального потенціалу України можуть забезпечити

конкурентоспроможна освіта, провідна наука, інноваційні технології та духовна культура. Актуальною, на нашу думку, має бути державна політика розвитку і використання інтелектуального потенціалу України як складової загальнодержавної політики. Визначено комплекс заходів з активізації використання інтелектуального потенціалу. Реалізація практичних рекомендацій дає змогу модифікувати концептуальні засади доведення імперативних характеристик інтелектуального потенціалу як стратегічного ресурсу розвитку суспільства в умовах глобальних політичних і економічних викликів. Визначення пріоритетних напрямів та усвідомлення їхнього впливу на процеси розвитку й ефективного використання інтелектуального потенціалу, формування ціннісних орієнтирів у суспільстві сприятимуть становленню економіки, заснованої на знаннях.

Ключові слова: економіка, заснована на знаннях; інтелектуальний потенціал; соціально-економічний розвиток; науково-технологічний розвиток; високоінтелектуальне суспільство.

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Introduction. The scale of the third millennium global problems and the complexity of social transformations cannot be solved within the framework of the millennial model, that is the interaction in which the process of dialogue, mutual enrichment with scientific and cultural values was periodically interrupted by periods of confrontation, which sometimes ended in the destruction or assimilation of the vanquished. Thus, the beginning of the third millennium of human civilization is a «psychological rubicon» that directs researchers of socio-economic development to a new quality of understanding the changes. What is meant is not an abstract research duty, but the imperative of identifying social and cultural, economic and moral conditions that determine the strategy of civilization in the foreseeable future.

In this context, the global economic and technological challenge for Ukraine is the developed countries and emerging markets economic strategies paradigm shift, from post-totalitarian and market fundamentalism to the active role of public administration and intensive government stimulation of national economies innovative development. To avoid an objective, technologically determined gap between industrialized countries, including Ukraine, and countries with knowledge-based economies, this stage of technological evolution is a «window of opportunities», a defining strategic landmark of social development. We believe that the next decade should be fateful for Ukraine, which is at a bifurcation point: either a breakthrough into the future, further integration of the country into the world economic space, or we are facing degradation. Ukraine should not remain captive to the fetishes and myths of the obsolete past.

In today's conditions, when the Ukrainian economy is looking for ways out of financial, political, social, resource, military and moral crises, it is extremely important to understand the value of the society intellectual potential, which we consider the main factor of national economy advanced development, priority of positioning the country as an equal subject of new, based on innovative technologies, world economic relations. Increasing creative competence level, which is formed due to high cognitive and psychological elasticity of man and his tendency to non-standard thinking, is the most important factor in ensuring abrupt, qualitatively new, progressive changes in the domestic economy, as all sources of «economic breakthrough» are unfortunately exhausted. It is unfortunate that the economic policy sphere, one of our main intellectual spheres, we consciously or unconsciously develop without the use of this intellect.

Thus, in intensifying the process of transition from the industrial economy burdensome realities to the prospects and opportunities of the knowledge-based economy, it is necessary to clearly coordinate actions aimed at modernizing the domestic economy and society in scientific, technological, organizational and industrial spheres dominated by education, science and innovation, which harmoniously correlate with the high moral values of society, cultural and spiritual heritage of the nation. The key factor of the knowledge-based economy is not only the available scientific base, intellectual and information resources, but also the ability of economic entities to use them optimally for the creation and commercialization of innovative goods, as well as

adaptation to ever-changing market conditions, new competencies niches development and competitive advantages strengthening. We start from the fact that intelligence and the science levels are not only the fundamental foundations of Ukrainian economic development, but also the security of the state. Actually, these and other circumstances determine the relevance and timeliness of this study.

Research analysis and problem statement. The aggravation of the intellectual potential effective development and use problems as the main productive force of society requires a rethinking of scientific achievements on these issues.

In work [1] the problems of labor intellectualization as the basis for modern economy development are studied, the realities of information and knowledge development of modern society are highlighted. The relevance of the study [2] lies in the innovative orientation of organizational and economic support of intellectual potential formation process. Noteworthy is the scientific work [3], the scientific achievements of which are to substantiate the priority areas of financing the realization of intellectual potential in the process of Ukrainian economy modernization and the development of incentives for public financial policy.

In number of works [4—6] dominates the position that the main factor of economic growth is qualitative education and innovation. According to authors, the modernization and growth of education should become proactive and dynamic, to respond dynamically to the relevant processes taking place in Ukraine and the world. Based on critical analysis, it is proved that the intellectual and innovative potential of the higher education system contributes to the transformation of higher education institutions into one of the key economic processes drivers [7]. The author provides evidence of the need to modernize the higher education system and diversify its sources of funding. This issue is addressed in work [8], where the authors state that alternative sources of financial support for higher education, science and innovation, along with traditional ones, create opportunities for economic growth. In this context, the results of the study [9] are aimed at improving the efficiency of banks.

Analyzing the work [10], it is possible to determine the presence of significant developments aimed at integrating intellectual entrepreneurship with innovation. According to the author, economics is a space where people collaborate, generate ideas and compete in intellectual reflection. Intellectual entrepreneurship is understood as an attitude to the global expansion of knowledge. It is necessary to agree with the statement of the study authors [11] that economic knowledge can be a breakthrough in the growth of the country. At the same time, according to scientists, the most important requirements for the development of any country are scientific and economic knowledge, modern technologies, improved education system, continuous professional training of managers. Using meta-analysis, the authors of work [12] investigate to what extent the knowledge, possessed by a person affects the effectiveness of his work. In this context, the work [13] deserves attention, the scientific authors' achievements of which is to build an integrative model of knowledge management system based on the principles of quality management.

Problems of intellectual potential development are crystallized in the work of Pakistani scientists [14]. The main idea is to calculate the speed of integration and the time needed to bring countries together (South Africa and the Middle East) in the case of using the knowledge-based economy potential. We agree with the statement of researchers [15], which highlights the impact on the intellectual potential of such interdependent factors as the effectiveness of intellectual activity, social and economic growth. In other words, along with the knowledge-based economy index, the well-being of the population will increase.

Nevertheless, modern realities necessitate the study of the long-term stagnation causes in the Ukrainian economy and specific proposals producing due to the society intellectual potential activating in order to join the EU.

Methodology and research methods. The study is based on the techno-socio-economic paradigm of economic development. The research methodology is based on the synthesis of general systems theory, theories of economic development, economic analysis and innovation.

Methods of analytical, comparative, situational analysis and synthesis are used to implement the study. Approaches: systemic, sociocultural, humanistic, civilizational, axiological.

Purpose. The substantiation of Ukrainian intellectual potential priority development directions in the formation of knowledge-based economy social transformation conditions.

Research results. The retrospective proves that the principles of neoliberal theory and guidelines set by the Washington Consensus became the economic mainstream of Ukraine: privatization, deregulation and liberalization, which from the very beginning did not correspond to the development level of productive forces, industrial relations, national traditions and spirituality of society, mentality of the Ukrainian person. The result of theoretical miscalculations, have been systemic socio-economic and structural economic crises, which have hampered the development of society for almost three decades. The neoliberal experiment under the guise of modernism pushed Ukraine out of the cohort of the most industrially and scientifically developed countries on the periphery of the modern world. Also play a role political speculation and populist claims of politicians and paternalistic views of many people, which are characteristic of young democracies and are observed in Ukraine [16].

In the conditions of social transformations, hybrid war, the country is in deep global dependence, the stabilization of which occurs through price, financial, institutional (including political), technological, demographic and other factors and information channels. The size of functioning capital, banking system, financial markets is incomparable with the importance of Ukraine as one of the largest countries in central Europe. Unfortunately, Ukraine will not have such a GDP per capita in the near future as in developed countries (today this figure is almost the lowest in Europe). An important role in this situation is played by the act of aggression (conflict) in Donbas, which not only deprived the country of significant budget revenues and social insurance, but also increased budget expenditures, which strengthened the state's financial inability to meet its social obligations to the people. These negative trends have led to impoverishment of the population, exacerbation of the socio-demographic crisis, risks, new socio-political upheavals and increased threats to the economic security of the state as a whole.

Let's try to identify the impact of current challenges and threats that arise in close connection with the global transit to a qualitatively different type of economy, which is in its initial phase, on the knowledge paradigm evolution, which is a necessary factor in such a systemic transition.

Of particular influence and concern are the social nature threats, due to imperfect governance and ineffective social and economic policy, as a result, an acute stratification of society by property and social status, the manifestation of certain negative phenomena, including:

– *population life level and quality reduction.* The decline in the level and population life quality, mainly its highly intelligent strata and the further deterioration of its physical and mental health, can be considered one of the main reasons for the decline in the intellectual potential of society. As the intellectual potential of society decreases, there is a decline in the effectiveness of intellectual activity (in this article the emphasis is mainly on scientific and technical activities), which subsequently inevitably leads to the appearance and deepening of crisis trends in the economy;

– *shortening and reducing of the demographic potential quality,* which requires the advanced development of the social protection system, education, culture and health to achieve world class excellence.

In recent decades, Ukraine has strongly supported the status of a global labor donor. According to various estimates, the annual number of external labor migrants ranges from 2 to 5 million people, according to the most realistic estimates — from 2.7 to 3 million [17]. Labor and, to a greater extent, educational migration work as a social upswing for most Ukrainians. The main driver is the possibility of human self-realization, or higher living standards. According to E. Libanova regarding migrants, we need a strategy aimed at, on the one hand, not to lose these people for Ukraine, and on the other hand, to get the maximum benefits from cooperation with the

diaspora. This will help to improve the situation in the economy and improve the image and strengthen the influence of Ukraine in the world [18].

The medical and demographic situation that has developed in recent years in Ukraine is influenced by such demographic and epidemiological factors as: living conditions and lifestyle; individual risk factors; spread of population socially significant infectious diseases. Of particular concern is COVID-19. The coronavirus pandemic not only crippled the health of Ukrainians, but also significantly affected the financial situation of the population. The consequences naturally have a negative impact upon the socio-economic, spiritual, intellectual development of Ukrainian society;

– *social inequality deepening in Ukraine and loss of social life quality indicators*. In this context, the research of the institute on the problematic issues of the relationship in obtaining benefits between certain groups of people in Ukraine deserves attention, which shows that it is not only unfair but also irrational, because the «success» of some and «failure» of others as in globally, and quite often in the national dimension is not reimbursed by receiving compensation from more successful members of society for the use of the welfare state mechanisms at the national level, or from more successful countries in the global environment [19]. Thus, in a transitive society, which is including Ukrainian, social quality is lost. This is largely due to the high mortality rate. In Ukraine, according to the Institute of Demography and Social Research named after M. V Ptukha of the National Academy of Sciences of Ukraine in the transition period the excess mortality for 1992—2017 was 1.3 million people. This was the new social quality of market transformations, which formed inequality, which was the result of structural reforms of the neoliberal approach as dominant in the global economic space since the mid-70's of the twentieth century [4].

Of particular danger are internal threats of an economic nature, which are the result of ineffective macroeconomic policies. In this context, the negative trends are exacerbated by a number of destructive factors, namely:

– *growth of indicators and manifestation of state regulation inefficiency signs in the conditions of open economy and high level of its dependence on foreign resources* (energy, raw materials, foreign investments and credits). This, among other negative consequences, led to a significant decline in public confidence in the vast majority of state institutions;

– *weak economic growth tempo* due to the impact of global processes and the gradual depletion of extensive development, as reserves well as the lack of scientifically proven structural changes in the economic system;

– *maintaining the digital and technological gap*, limiting access to the latest technologies; low competitiveness of some domestic enterprises and industries, caused by low level and inefficiency of investments, technological lag, lack of clear vision of long-term prospects for development of new «breakthrough» industries existing and formation, lack of modern practices in managing critical resources (human, informational, material, material) etc.

The defining challenge for Ukraine is *the digitalization of the economy*, which significantly affects the institution of intellectual property. Note that the strategic management of research structures intellectual property, along with research, is one of the main objectives of public policy. An important direction in the transformation of intellectual property is the creation of digital infrastructure that provides a «knowledge network» for researchers, technology entrepreneurs and investors to create new products and services.

Notable losses are created by the unsystematic presence of Ukraine on the market of scientific works. Given that the world most important platforms for open knowledge exchange and standards of scientific works circulation are formed without the participation of Ukraine, there are risks of restraining and limiting opportunities to attract investment and promote the country as a global player in promising fields of science.

To better understand the situation let's consider the current state of Ukrainian economy in the context of modern scientific, technological and innovative strategies for the development of the European social and economic space. In particular, according to the Bloomberg Innovation Development Index (Bloomberg Innovation Index) (*Table*), Ukraine lost three positions compared

to 2019 in the world innovative economies ranking and took 56th stage among 60 studied countries (mostly Europe, North America and Asia). This decline is due to the weakening of Ukraine's position in four of the seven components of this index.

Table

Position of Ukraine by components in the Bloomberg Innovation Index in 2014—2020

Bloomberg Innovation Index	Years						
	2014	2015	2016	2017	2018	2019	2020
Total Index	42	33	41	42	46	53	56
Productivity	50	48	50	50	50	60	57
Manufacturing Value-added	47	40	46	47	48	58	57
R&D Intensity	43	39	45	44	47	54	57
Tertiary Efficiency	5	5	5	4	21	28	48
Patent activity	27	25	28	27	27	35	36
High-tech Density	35	31	36	34	32	37	35
ResearcherConcentration	44	39	42	44	46	46	49

Source: compiled by authors based on [20].

Such unsightly positions of the country in the above rankings are due to the fact that its innovation and investment policy is not effective and the institutional environment needs to be improved.

The vectors for increasing the intellectual component of Ukrainian economic growth are as follows: Ukrainian transformation into an IT country; strengthening the integration of science and innovation; increasing scientific and technical competence and strengthening staff mobility. Under these conditions, the processes of intellectualization and production, the transition to a sustainable innovation process in most industries and continuing education in most professions will dominate. The manufacturing sector will move to environmentally friendly and waste-free technologies. Progress in information processing technologies, telecommunications systems, finance technologies will lead to further globalization of the economy, the formation of a single world market for goods, capital and labor.

Ukraine should become one of the world leaders in promising areas of scientific and technological development, including intelligent technologies, intelligent materials, machines and their systems for the real sector, social and cultural sphere, as well as cross sector development. Ukraine must develop the high-tech sector at a faster pace. This will ensure the country's competitive advantages in the global economy, a steady inflow of investment and demand for domestic knowledge-intensive goods and services, stability and prosperity of society.

All this dictates the need to develop new approaches to the formation of the economy scientific and technological foundations, which determine the future dynamic innovation path of Ukraine. Initiatives for intellectualization and digital industrialization should become part of the national model of innovative development in Ukraine. At the same time, for the long-term development of key importance are the «breakthrough» nature priorities, such as: implementation of digital technologies that affect all social development areas; industrial technologies for maintaining and gaining competitive positions in scientific and high-tech segments of the world economic system; social and humanitarian technologies that ensure the accumulation of society intellectual potential. Pointed approaches must be based on independent state thinking, significant historical responsibility.

In the conditions of intensive technologies development, intellectual potential activation becomes a determining condition of its achievements use progress and humanization. We mean the intellectual potential of a society as a set of its members' resources and possibilities to influence upon the noosphere on the basis of accumulated educational, scientific, cultural and its mental origin spiritual heritage. The growing role and importance of intellectual resources in modern social and economic reality is objectively due to the multiplication of scientific knowledge, accelerated and expanded reproduction of innovation.

Scientific progress, artificial intelligence technologies introduction, virtual and augmented reality open up endless prospects for innovative breakthrough. At the same time, there are economic

risks of «human intellectual potential loss», uncertain transformations of ideas about its role in the development of civilization. This raises the issue of knowledge, innovations and traditions interaction, preservation of historical and cultural values, multiplication and transmission of accumulated intellectual heritage to the next generation.

The organization of intellectual potential effective use and development is a strategic direction of Ukrainian economy modernization and transition to a knowledge-based economy depends on the speed of achieving its quality. However, let's highlight the features of these processes in Ukraine:

1) the level and scale of science, education financing continues to be insufficient and, as a result, the qualitative parameters of labor resources qualification and professional characteristics reduce, that leads to insufficient reproduction of intellectual potential, creating serious fears of losing the most important source of economic progress. In this context, the share of public spending on education was decreased from 6.3% of GDP in 2018 and 6.2% in 2019 to 5.6% of GDP in 2020. Let's note that, according to the law, the total allocation for education must be at least 7% of GDP [21]. At the same time, in 2020 the total amount of state support in the field of science was only 0.17% of GDP and, compared to 2018 and 2019, remained at the same level (according to Ukrainian law, this index should be at least 1.7%) [21];

2) intellectual resources involvement is incomplete, which indicates a lack of incentives for innovative thinking and motivation in the processes of knowledge exchange, low level of economic and entrepreneurial culture;

3) low efficiency of scientific and technical activities, which indicates the export-raw material economy and technological import dependence orientation;

4) financial investments low profitability in the intellectual potential formation and use, as well as their disproportion to the results of innovative production, low indicators of intellectual income both for business entities (low intellectual rent) and for the population (low salary, actual receipt of compensation payments is a rare case);

5) the intellectual potential and intellectual capital using processes development blocking by institutional factors, in particular, the influence of legislative, financial and organizational institutions. As a result, national intellectual achievements do not turn into working capital, do not cause business interest in national investors and do not bring significant income to their creators.

In this regard, the development of Ukrainian intellectual potential can be ensured by competitive education, leading science, innovative technologies, cultural and spiritual heritage of the nation. Strategic priorities for the intellectual potential development will be outlined in the interdependent dominants context of this potential and taking into account national and global challenges.

Higher education as a carrier and driver of intellectual potential, a highly productive force in society requires appropriate financial support and urgent attention from the state, namely:

- the education content renewal and the transition to a new generation of higher education standards that provide training for professionals capable of independent research, design, innovation, analytical and management activities;

- improvement of different educational programs levels on the basis of fundamentality and interdisciplinarity, as well as effective educational standards national base, scientific, educational and scientific and methodological literature creation;

- expanding highly qualified specialists training in priority specialties that ensure the development of higher standards high-tech industries, taking into account the latest advances in science;

- educational sphere transformation on the basis of competence formation modular system development (digital, permeable and continuous — lifelong learning system);

- modernization of forms, methods, technologies of educational process on the basis of problem research strategies, active, collective training, expansion of technological opportunities for self-education;

- population awareness formation due to the need to constantly improve their educational level;
- focus on expanding the age groups totality that are educational services consumers;
- transition from the «memory paradigm» up to the ability to generate new ideas and set original problems, find non-standard solutions, work in a dynamically changing environment, create and implement innovations in production and the social sphere;
- creation of organizational and legal conditions for the leading scientists' involvement, including foreign ones, in the training of highly qualified specialists and highly qualified scientific personnel;
- new dynamic education financing model formation, diversification of sources of financing of higher education, involvement of private business structures in the training of future specialists;
- entering the global educational space and its economic segment in the context of new alternatives to develop a national strategy for a new economic education quality formation;
- transformation of leading domestic higher educational institutions into world-class research centers;
- research universities network expansion, creation on their basis educational and scientific-innovative complexes, science parks, innovation incubators, etc.;
- formation of infrastructure for revealing the creative potential of children and schoolchildren, which stimulates the mastery of scientific and technical knowledge, and practical skills of communication, competition, initiative and self-learning;
- initiating the practice of identifying talents and realizing their creative potential.

Science is the systemic basis for the extended reproduction of new high-level knowledge and developments, advanced technologies, innovative models of economic growth, and an integral component of ensuring sovereignty and national security. In this context, the development of the society intellectual potential depends mostly on changes in the scientific field, as science, being the main knowledge producer, in conjunction with the real economy contributes to the introduction of innovative management mechanisms.

The most important, in our opinion, vectors of scientific sphere development in Ukraine, as a structural component of intellectual potential, are the following:

- creation of a national single scientific space, uniting university, industrial and academic sciences (public scientific associations), the main task of which is to organize and conduct joint research in priority areas agreed with national economic interests and approved by the Verkhovna Rada of Ukraine;
- constructing of a modern organizational and functional science structure, which will provide conditions for new research and development, due to the high competitiveness of scientific products in the global and domestic markets; involvement of private business in R&D;
- introduction of highly qualified scientists targeted training mechanism in domestic and foreign educational institutions and scientific organizations in priority scientific specialties and in accordance with the needs of knowledge-intensive and high-tech industries development;
- a number of world-class research centers creation with the involvement of the most talented young scientists from Ukraine (public scientific associations) and emigrant scientists who would conduct priority basic research;
- development of academic, university, industrial and corporate science on priority directions of scientific and technical activity taking into account regional features;
- a highly qualified foreign teachers' database formation, including also scientific and pedagogical workers — natives of Ukraine working abroad, in order to ensure their most effective involvement in the national educational process and in joint research activities;
- organizational and legal conditions creation for the involvement of leading foreign scientists into the highly qualified specialists and the highest qualification scientific personnel training;

- improving the measures system to increase the motivation and social security of young scientists, creating opportunities for their professional growth; development and state support of invention, technical and engineering creativity;
- state program adoption to increase the prestige of intellectual work, innovative culture of society;
- activation of scientists' role in the national innovation model building processes, support of Ukrainian scientific elite;
- providing highly qualified specialists with a decent salary according to the world living standards level;
- creation of a comprehensive financing scientific activities system, increasing annual expenditures on science from the state budget and encouraging business structures to invest in science, development of multi-channel sources of funding for research and development.

In order to create a comprehensive system of financing research and innovation activities, the following measures should be implemented:

- increasing investment in research and development at a faster pace than GDP dynamics, including through a systematic increase in the knowledge intensity of GDP, ensuring its value at the level of 1.7 % in 2025, 2.5 % in 2030, 3 % in 2040;
- providing priority funding for research and development, innovative projects aimed at forming the national economy high-tech sectors;
- projecting and implementation of a flexible mechanism for financing research and development based on the combined use of budget funds, national centralized and local innovation funds, including the direction of innovation funds unused costs to finance research programs, scientific and technical programs;
- purposeful accelerated development of Ukrainian scientific and educational institutions material and technical base that perform scientific research in accordance with the priorities of scientific and technological development;
- venture financing system development, in particular, creation of joint venture organizations (funds) with foreign partners;
- funding of applied scientific research, experimental and development work aimed at creating new technologies, goods, works, services that are promising in terms of potential commercial effect and high-tech economic development through grants;
- financing volume increase of joint scientific, scientific-technical and innovative projects at the expense of costs (funds) of the EU, other international integration associations;
- ensuring targeted financing of legal industrial property protection in the intended export countries within the funds allocated from the budget to finance scientific and technical programs (state, industry, regional);
- current preferential tax regime maintaining and expanding for innovation entities and innovation infrastructure.

It should be noted that the prospects for innovative development of Ukrainian society provide a number of cultural events, on the basis of which intellectual potential, as the most important economic resource, crystallizes. Effective measures to increase the general cultural level of the nation by the state should be:

- strengthening the cultural and historical identity of the Ukrainian people; achieving the effect of Ukrainocentrism in the process of Ukrainian nation development;
- ensuring the preservation, development, dissemination and promotion of Ukrainian national history, culture and language;
- directing the cultural sphere to the development of innovative culture, in the context of which innovations are recognized as basic values in human self-consciousness;
- state support for cultural and artistic journals publication, replenishment of library funds with new scientific, educational and methodological literature on aspects of society humanization and strengthening the humanitarian security of the state;

– support for the Ukrainian producer of cultural goods and ensuring full intellectual property rights protection.

We propose to consider the intellectual potential of Ukraine development and effective use processes through the prism of spirituality. The intelligence must harmonize with spirituality in order to mutually enrich cultures, languages, traditions, moral values, which contributes to spiritual, national revival and development, otherwise it is not a driving force, but a destructive force. In this context, important areas for raising the level of spirituality should be:

– affirmation in citizens' minds and feelings of deep Christian, spiritual, cultural traditions, high moral and ethical values;

– socialization of spirituality, which is based on the principles of humanity and continuity, provides the introduction of high social standards in all spheres of society;

– using of church potential in the context of society spiritual revival, harmonization and development of state confessional and inter-confessional relations, ensuring strict compliance of religious organizations equality principle, believers and religious organizations rights protection, humanitarian sphere religious tolerance approval, promoting the development of spiritual (theological) education and the spreading of the Christian worldview [22].

Thus, the definition of cultural and spiritual development at the state level, awareness of its impact upon the processes of effective intellectual potential use, guarantee the integration of national spiritual and cultural values in the world, which contributes to the best examples of national culture and international cultural ties.

The elite as a social group with a differentiated internal structure, which is considered a leading force in the sphere of public life, where there is a combination of competencies, awareness of their social responsibility and devotion to public interests, has a positive impact on the development of intellectual potential of society. Increasing the intellectual elite role of in the socio-political life of Ukraine means its real involvement into the process of state decision making, development of priority areas of social and economic, scientific and technological or other much needed public policy.

Conclusions. Building a knowledge-based economy should become a national goal for Ukraine. The paradigm of this economy is based on a new quality of knowledge, as well as increased responsibility for the individual to society, future generations and the environment for the consequences of their own business. The philosophy of knowledge-based economics should present a human as the main goal (while avoiding the extremes of holistic and individualistic attitudes), and all forms of activity — reasonable and humane.

We consider intellectual potential as the basis of knowledge-based economy as an integrating indicator of internal sources, a tool for realizing opportunities and means of social, political, ideological, cultural, scientific and technical issues rational and effective solution. Thus, the definition of priorities in science, education, culture and spirituality spheres, awareness of their impact upon the development and effective use of Ukrainian intellectual potential, the formation of values in society, will contribute the knowledge-based economy formation. Under these conditions, it will be formed a highly educated and intelligent society, in which the needs of every citizen and society as a whole will be harmonized to maximize public goods, as well as: there'll be constant network interconnections of people, industries and trade flows, reducing transaction costs and comprehensive personification (customization), spheres of life will be integrated on the basis of digital technologies with industrial technologies and the external environment, thus providing solutions to environmental problems, on the platform of historical heritage, humanistic traditions embodied in the achievements of material and spiritual culture, formed the ideological basis of society, where science is a force, a key element and driving force of a democratic, culturally rich society will be a highly intelligent man creator, who is constantly increasing his creative and professional potential.

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