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International collective Monograph

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INNOVATION ECONOMIC DEVELOPMENT: INSTITUTIONAL AND ORGANIZATIONAL DIMENSION

Collective monograph: Alla Levitskaia, Nadejda Ianioglo, Svetlana Curaxina, Snezhana Musca and etc.

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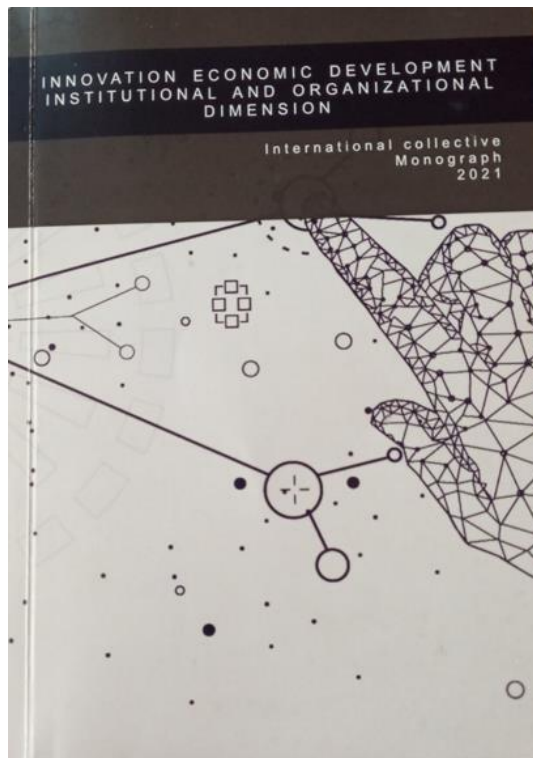
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The monograph presents the results obtained by research group of authors from Republic of Moldova, Ukraine, Czech Republic, Poland and Slovakia. Research work is an interesting scientific and practical study of the problems of innovative development of the economy at the present stage. The content of each section of the monograph corresponds to the general conceptual logic of the work. The international collective monograph consists of three sections:

1. Theoretical and methodological foundations of enterprises' transition to innovative development.
2. Strategies for innovative development of regional socio-economic systems.
3. Digitalization as the basis for innovative development of economics processes

These results illustrate the need to development mechanisms of innovative development of the countries and regions, which stimulate the acceleration of information and knowledge exchange between all stakeholders.

Monograph is interesting and useful for experts engaged in research in the field of economics both at the micro-level of the enterprise, and at the meso- and macro-levels - regional and national.

Presented studies is interesting for specialists in the field of innovative development and can be recommended for use by doctoral students, masters and students of higher educational institutions, practitioners and employees of local public administration authorities.

CHAPTER I. THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF ENTERPRISES' TRANSITION TO INNOVATIVE DEVELOPMENT

§1.1. DIRECTIONS OF IMPROVEMENT OF MOTIVATIONAL MANAGEMENT OF ENTERPRISES BASED ON MOTIVATIONAL AUDIT (DOCTOR OF ECONOMIC SCIENCES SNEZHANA MUSKA)

An innovative approach to the motivational management system, based on the complexity of the introduced measures, should permeate the entire management system and reflect on the most important indicators of its activities: profitability, efficiency, competitiveness, strategic focus, image, social responsibility. The introduction of effective motivational management contributes to increasing the competitiveness, productivity, and, ultimately, profitability of the enterprise. It also allows the enterprise to reach an economically new level of development and opens up opportunities to realize its opportunities at the global level. The basis of the work on the development of the staff motivation system was the research conducted, which indicates what drives people and encourages them to work. To sum up, it should be noted that the development of effective motivational management is of strategic importance for enterprises.

CHAPTER II. STRATEGIES FOR INNOVATIVE DEVELOPMENT OF REGIONAL SOCIO-ECONOMIC SYSTEMS

§ 2.1. OVERVIEW OF THE CLUSTER DEVELOPMENT IN THE REPUBLIC OF MOLDOVA (PROFESSOR, DOCTOR HABILITAT OF ECONOMIC SCIENCES ALLA LEVITSKAIA)

Mapping the region's clusters allows predicting the development of the following networks: "Innovation-Education" cluster represents – interaction with enterprises that order innovations, public authorities, educational and scientific institutions, financial institutions.

- **The purpose of the "Agro-industrial" cluster** represents - increase of grain production in the region; expansion and development in the region of agro-industrial production; expansion and development in the region of processing industries; integration of the region in the global agro-industrial market.
- **The purpose of the "Tourism and recreation" cluster** represents - creation of a recognizable and well-known brand and an attractive image of Gagauzia, comprehensive development of touristic and supportive infrastructure; integration of the region in tourist border areas; addressing the major social and demographic problems of the region.
- **"Wine" cluster**, which is characterized by the "leadership" strategy of the main sector of export specialization of the region - wine-making, which implies introduction of domestic innovations in this area, support and development of research activity.

CHAPTER II. STRATEGIES FOR INNOVATIVE DEVELOPMENT OF REGIONAL SOCIO-ECONOMIC SYSTEMS

§ 2.2. ANALYSIS OF THE LEVEL OF DIGITALIZATION IN THE REPUBLIC OF MOLDOVA: PROBLEMS AND PROSPECTS (DOCTOR OF ECONOMIC SCIENCES ASSOC.PROF NADEJDA IANIUGLO, DOCTOR OF ECONOMIC SCIENCES ASSOC.PROF SVETLANA CURAXINA)

The actuality of digital transformation both at the level of individual businesses and at the level of entire sectors of the economy creates a growing interest in the problems and opportunities, risks and benefits that become possible within the digital economy. The Ministry of Economy and Infrastructure of Moldova in the field of information and communications technology aims to develop information society and communications, the information technology industry, the digital economy, cyber security, the internet governance by promoting policies directed towards ensuring a sustainable growth of the ICT sector.

In order to benefit from digitalization and minimize the risks associated with it, the Government should adopt an integrated approach that includes a multi-stakeholder dialogue. It is important to continue and scale-up ongoing programs and efforts as a collaboration of the public and private sectors, supporting the IT industry to improve quality and shift to higher value-added products and services.

In addition, policies and strategies for the digitalization of socio-economic life should focus on the creation of the infrastructure, human resources and regulatory norms necessary for this.