Олимпиада студентов и выпускников

Направление Менеджмент

Профиль Управление в сфере науки, технологий и инноваций код 146

Протокол проверки

Заполняется членами жюри
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Итоговый балл 95

Итоговый балл

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9	○	●	○
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выход из аудитории - 12:20 – 12:23

- good basic knowledge of field
- very good logical language
- new & original ideas

Подпись члена жюри

Подпись члена жюри Германн

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R&D,

1. Since the beginning of the new millenium a lot of efforts have been made to nurture innovation in Russian Federation and to push its economy into the post-technology information era. Just to name some initiatives, a system of national research universities has been built, the innovation hub „Skolkovo" has been created and „Rosnanotech" has been actively supporting nano-technology development, investments from state budget into innovation have shown triple digit growth by increasing from around $8 billion in 1990s to $26,3 billion in 2009. However, these tremendous investments have not led to incremental growth and according to the Investment development strategy of the Russian Federation the indicators today are even lower than in a „passive" scenario which would not require any efforts at all. All this means that Russian innovation system, if there is such, is managed with low efficiency and is destined to have more drawbacks than advantages at the moment.

To start with, the main source of growth for innovation development in Russia is human capital. Russia shows the highest rates of adults with higher education among the population and the literacy level among 4th graders internationally is one of the highest in the world. This means that there is a strong base in education sphere which should be amended and ameliorated according to the needs of today.

Secondly, Russia has got significant scientific heritage from the Soviet period which obviously cannot contribute to modern innovation but eliminates the need to build the system from scratch in order to integrate internationally into scientific processes and exchange.

On the other ~~other~~ hand, there are numerous pitfalls which Russian innovation system is facing. As it has been mentioned in the article by Gokhberg and Kuznetsova, Russia is behind other nations by all parameters: levels of state expenditures on

R&D, technological and R&D innovation in businesses, international publications and citation, share in the world high-tech exports.

The most significant drawback is that innovation system is regulated and sponsored mainly by the state which is in essence not innovative itself, lacks professional human resources and behavioral models and therefore does not have an overall vision of innovative economy and society. The solution to this is to innovate state institutes inside-out, focusing on internal processes and then moving to broader changes.

Besides, it is an issue that in Russia innovation is widely perceived only as technological improvement and the term excludes such improvements as process, organizational, product and marketing changes (as described in Oslo Manual). Only by extending the term innovation to all these kinds of it innovation policy can be applied to low-tech industries, services sphere and all businesses on the whole.

What is more, innovation system is highly dependant on Russian external policy which has proven to be agressive and not fully comliant with international laws. This causes both political consequences, for instance, foreign partners lose trust for Russia and we have obstacles accessing world technologies and ideas; and economic, namely the fact that international financial market is now closed for Russian entreprises which makes it almost impossible to invest in innovation.

Finally, the most aggrevating factor is that Russian economy is dependant on its exports of energy sources and raw material which makes it suicidal for Russian government to switch to alternative sources of energy, which is the major direction for developed countries' innovation. ~~In fact~~ Consequently, there is no direct need for Russian government to promote innovation if there is no intention to diversify the economy and finally get off the „oil hook."

To sum up, the innovation environment in Russia seems to be highly unfavourable, but there are the changes

which should be considered as benchmark (rise of gazelle and small innovative companies which find a way to integrate internationally). Most importantly, all the actions should be consolidated and innovative themselves, this to say not repeating failed ideas and old-fashioned ways.

2. Three main reasons for low innovation activity of Russian companies can be identified.

First of all, for most of the companies innovation is not economically reasonable or even affordable due to the low margins generated in modern economic condition. The problem is that companies in Russia struggle to think strategically about their development and are very cautious about the future due to disturbances and economic crisis situations. What government can do to eliminate this myopia is to provide, on the one hand more security and guarantees for innovative companies and on the other hand, more freedom in cooperating among companies and more freedom from state abusive regulation.

The second issue is closely connected to the one mentioned above and concerns very strict rules for innovative companies, which stem from state will to consolidate all the power in government sector and at the same time not to jeopardize its social policies. For example, pharmaceutical companies must comply with unreasonably strict regulation and at the same time provide medication for underprivileged groups of population at affordable prices. As a result, Russian pharmaceutical sphere is not competitive with import and has no income to spend on new investments. The solution is to work closely with businesses and professional networks to understand their true needs and provide smart and flexible regulation supporting innovational behaviour.

Finally, there is simply no demand for innovation in commercial sector as it is mostly ~~owned~~ occupied with low- and medium-tech production, services and self-sufficient high-tech production. All the ICT, energy, construction and other sophisticated technologies are produced in state-owned or state-affiliated enterprises which already have their R&D departments or suppliers. It is necessary for all corporations to look out in search of small companies which provide innovative solutions and work with them on tender based conditions.

3. I consider all the directions of public regulation recommended equally promising and vital for Russian economy and believe that most of them have been already implemented to particular extent. However, one of them - focusing on social functions of innovation has been out of the spotlight during all the discussions ~~and~~ on innovation.

This approach implies more investments ~~and~~ into education and cultural development in order to create more pro-active, ambitious and creative class which is able to accept and promote innovative changes. This class of people is also supposed to build a stronger entrepreneurial cluster of society. In order to achieve such changes it is vital that new approach implemented at the earliest stage of personal development: in elementary school. The teachers are not supposed to judge, measure or scold the pupils, their main aim is to inspire and teach them, carefully watching their progress and nurturing their potentials.

Another aspect of social innovation is targeting on vulnerable innovation groups and including them into innovation processes. Inclusive innovation potentially has two positive outcomes: firstly, it frees the unused energy which these people have. For instance, handicapped people often have higher intellectual skills and when provided with occupation

can bring significant added value to the company. Secondly, when underpriviliged groups are integrated in societal processes and provide for themselves the state does not need to spend huge sums on pensions on subsidies and can redirect money flows to innovation development, including social innovation.

ТАБЛИЦА УЧЕТА БАЛЛОВ ПО НАПРАВЛЕНИЮ «МЕНЕДЖМЕНТ»

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№	Критерий	Балл
1	Наличие базовых знаний в предметной области *30 баллов*	30
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