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Innovative factor of globalization processes development

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The world market functioning faces a number of global problems. The problem of providing population with foodstuffs is one of them. The global food problem originated not only in population upsurge but also in unreadiness of market participants to satisfy new requirements which appear pursuant to the times.

Nowadays, the world market is rather segmented and saturated by a large quantity of substitute goods. However, in spite of it, solving of nutrition problem is still actual. That's why the role of non-productive sector becomes more significant as it's oriented to support productive sector development. It provides a basis for forming new priorities of economic activity.

The base of such transformation processes is innovation activity. Innovations make it possible not only to strengthen current market positions, but also to create and occupying new niches, which appear in innovation activity of market participants.

Innovation activity in the world has mostly a regional character and particularly depends on the level of economic development of the country initiator, its foreign economic policy, innovation clusters concentration and global trends of economy's development on the whole.

Innovative activity is reflected in particular innovative activity of enterprises. The difficult predictability and unforeseen expected results (they are formed in the process of development of qualitative brand-new product to satisfy covert consumer needs) are determiners of innovative activity. But just these characteristics give an opportunity to make discoveries and investigations, generate new ideas and inventions, stimulate potential customers to buy, identify new local state of economic equilibrium and form a basis for further economic development.

Taking into account innovation focus on identifying new needs, as well as methods and ways of their satisfaction, they can be a key of globalization processes development. Such aspect determines that innovation creates an opportunity for qualitative breakthrough, creates the environment of priority development and contributes to the maintenance of economic development trends in accordance with globalization's aims and tasks.

Innovative activity is a stimulus to close cooperation between countries. It facilitates identification, monitoring and proper solving of global problems and is a logical continuation and superstructure of global integration processes which makes a direct impact on globalization intensification.

KEY WORDS

innovation, globalization, cluster, development, trends.