

- Creating new jobs and improving the quality of life of the population
- Reducing the impact on the environment and reducing greenhouse gas emissions
- Promotion of technology and innovation development.

Therefore, investments in the green economy can bring benefits to both investors and society as a whole.

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FORMATION OF INDICATORS FOR ASSESSING THE ECONOMIC EFFICIENCY OF INNOVATIONS

It is very difficult to assess the effect of scientific activity, since there are a number of different quality effects in this area. Great difficulties arise in assessing the effectiveness of fundamental research, since their results often cannot be evaluated economically. The main criterion for the feasibility of conducting such studies is the possibility of obtaining a scientific effect. It should be noted that the effectiveness of fundamental research for the nearest period of time, in principle, cannot have a value expression. Savings at this stage will entail a reduction in the theoretical reserve and a decrease in the level of applied topics. This effect can be measured in relation to a specific study (topic) only through peer review. Most researchers are of the opinion that the most acceptable method of evaluation is the method of meaningful component evaluation, carried out with the involvement of experts, using point assessments of the effectiveness of research [7]. But in this case, there are difficulties with the choice of criteria that form the basis of the assessment. For example, in the methods of effectiveness of scientific

research, which is based on two parameters - the class of scientific information and the indicator of the degree of novelty. But the scale proposed here is not applicable to all types of scientific work: only a fundamental discovery can score a high score. Another approach is based on the assessment of the scientific and technical effect, based on three parameters - novelty, theoretical level and the possibility of implementation [9]. But this approach is more acceptable for the results of fundamental research and the characteristics of the scientific effect. lie the following features: the scientific and technical level of the expected results, prospects (paramount importance, importance, usefulness), the possible scale of implementation (national economic, sectoral, intra-ministerial) and the degree of probability of success (large, moderate, small) [10].

It is important to note the significant shortcomings inherent in expert methods:

- the method is associated with large financial and time costs of qualified specialists;
- contributes to the concentration of scientific research in several leading scientific institutions, which, in turn, does not contribute to the conduct of independent expertise;
- the method is not acceptable for new areas of research, new organizations and young scientists.

But at present, expert methods for assessing the significance of scientific research are the main ones in solving funding issues. The system of evaluation indicators of the effectiveness of innovations should include the following:

- indicators of national economic efficiency (for example, the total amount of value added, the total amount of income, the increase in these indicators in comparison with the analogue);

- the total return on capital aimed at the creation, production and use of innovations;
- economic effect obtained in the sphere of production, creation and use of innovations;
- payback period of investments aimed at the implementation of the innovation);
- indicators of the budgetary efficiency of innovations (for example, the integral budget effect for the entire period of useful application of the innovation in the areas of its production, creation and use; discounted integral effect; the degree of financial participation of the state (or regions) in financing the innovation);

- indicators of the production, financial and investment efficiency of innovations (for example: in the field of production: value added and income received from the production of innovations; savings from reducing the cost of production, obtained through the production of innovations; potential profit from the application of the innovation, as well as the increase in these indicators compared to analogues; in the financial sphere: net income and net profit due to the production of innovations; their share respectively in the total amount of income and in the total amount of profit; profitability of products; the total mass of profit obtained through the production of innovation; in the investment sphere: indicators of commercial efficiency of the relevant investment project).

In our opinion, when reading the multidimensionality of innovation activity, the assessment of the effectiveness of innovations cannot be based on any one indicator. The process of selecting the most effective innovations is, in fact, a vector optimization problem that can be solved by constructing a universal generalizing performance indicator based on a comparison of the values of various parameters, adjusted for the degree of importance of these parameters. Thus, in The study reveals certain aspects related to the economic assessment of the effectiveness of innovations in industry, depending on the stage of their life cycle. Specific indicators are presented for assessing the effectiveness of innovations at each stage of their life cycle: scientific, research, development, mastering production, introducing innovations, diffusion of innovations.

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ASPECTS OF PROFESSIONAL PUBLIC ADMINISTRATION IN THE POST-WAR CONDITIONS OF THE COUNTRY

Today's global environment is characterized by growing instability and uncertainty, which creates significant challenges for business and public administration. In post-war conditions, when the recovery of the economy requires highly qualified, systematic and coordinated work of the state apparatus at all levels, the management of enterprises becomes an extremely difficult task. In this context, it is extremely necessary to attract the best managers of both the public and private sectors to ensure the conditions for the development of the economy, the work of science and business, and the educational sphere. At the same time, it is important to analyze the peculiarities of enterprise management in post-war conditions and with the use of professional public administration and to study the European experience of using qualified managers in the energy sector during the reconstruction of the country. The managers involved can bring their knowledge and experience to help create the conditions for economic recovery.

The process of attracting the best managers should involve a transparent and fair selection process that takes into account the skills, experience and track record of candidates. To restore the economy of Ukraine, cooperation between science, business and education is necessary. The government can facilitate this cooperation by establishing partnerships between these sectors. The partnership can become a platform for knowledge sharing, joint research and innovation. Professional public administrators can play a key role in establishing and facilitating these partnerships. From the European experience, as