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У збірнику наведено матеріали V науково-практичної конференції «Економічний розвиток і спадщина Семена Кузнеця». Представлено теоретичні та практичні результати наукових досліджень і розробок вчених щодо проблем економічного розвитку, циклічної динаміки соціально-економічних процесів, модернізації системи освіти, соціального розвитку суспільства, використання сучасних інформаційних технологій в управлінні системами, моделювання бізнес-поцесів.

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JUSTIFICATION OF CREATION, IDENTIFICATION AND EVALUATION OF INTANGIBLE ASSETS ON THE PLATFORM OF INNOVATIVE HEI

The post-industrial development of the global economic system and the introduction of the information economy at the national level in many countries cause transition to an innovative paradigm of world economic development. In such conditions, intangible resources of economic entities, which include information resources, innovative products, innovations in the organization of economic processes, marketing innovations, intellectual capital and other intellectual property, play a major role in the process of ensuring competitiveness, innovation development, investment attractiveness and increasing the market value of enterprises. At the same time, innovative ideas, which are the basis of innovative changes, before gaining a commodity form, must be formed at the level of basic research and development, which is mostly produced at research centers and units of higher education institutions (HEI) [1]. The main reasons for this are the lack of scientific potential and experience in conducting such research as well as the risks of not receiving a positive result during such development.

That is why HEI of innovative type as a subject of creation and development of information, knowledge and science have got a central role in the formation of the country's innovation potential.

The innovative activity of HEI is performed through implementation of fundamental, applied and experimental research on the basis of both own funding and grants, and contract work, which contributes to the intensification of cooperation with business. As can be seen from Figure 1, the amount of expenditures on research and development (R&D) in Ukraine has been gradually increasing in recent years, although they are much lower than the European average level (Ukraine – 0.4% of GDP, EU countries – 2.1% of GDP) [2; 3].

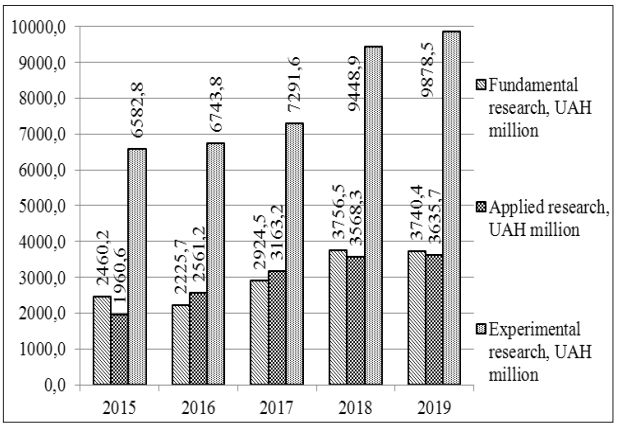

Fig. 1. Expenditures on R&D in 2015–2019

The major role of universities in the innovative development of country lies in the staffing of innovations that is capable of producing innovative ideas, their development and bringing to the stage of innovative product (commodity form of innovation), which can be identified as an intangible asset. Highly qualified personnel can be involved to the process of innovative developments within HEI as well as in the field of business. As for 2019, the number of executors of research and development with a scientific degree was 23,455 people, including doctors of sciences 0 6,526 people (share among all executors – 8.2%), PhD (candidates of sciences) – 16,929 people (21,4%) [2].

This confirms the development of the innovative economy on the basis of the cooperation between HEI and business that lies in ability of universities to carry out effective R&D, which can be further implemented in practice. However, the low level of funding for R&D and higher education in Ukraine leads to low activity of HEI and highly qualified personnel in the innovation process. It results in a low level of R&D results implementation in practice and lack of sustainable growth trends. Thus, only 13.8% of the total number of industrial enterprises implemented innovations in 2019, including 2,318 new technological processes and 2,148 types of innovative products (for comparison data for 2010: the share of industrial enterprises that implemented innovations – 11.5%, the number of implemented innovations – 2043 and 2408 respectively) [2]. Therefore, it is necessary to develop cooperation between fields of business and higher education in the process of innovation activity and creation of intangible assets (IA).

The possibilities of enterprises development in the innovative direction is determined by efficiency of intangible assets usage and management in their activities, that need complete, objective and reliable information from the enterprise's accounting system. However, there is a problem of limited reflection of the actual intangible assets of enterprises in accounting and reporting. One of the most problematic aspects in the process of IAs accounting is their objective valuation, due to such specifics of this class of assets as absence of material form, intellectual nature of formation, significant impact on market value, rapid aging and loss of value for the enterprise, different nature of creation of different objects of such assets. In addition, the life cycle of intangible assets that are result of innovation includes stages of research and development. Their accounting procedure is regulated by accounting standards and has limitations on the possibility of capitalization

of incurred costs. To solve this problem, it is needed to provide research on the information accumulation about existing intangible assets and determination their book value, which can be carried out on the basis of scientific centers of HEI.

The central idea for solving the problem of identification and evaluation of intangible assets is based on a careful analysis of the existing approach, which is defined by NAS 8 [4] and IAS 38 [5]. These documents require initial evaluation of intangible asset based on original cost. However, such an assessment of intangible assets does not provide objective information about the value of IAs, because their contribution to the business value is much higher than the cost incurred. At the same time, the idea generation as the initial stage of innovative product development in the form of "ideological innovation", which has not yet gain a product (commodity) form, can generally occur on the basis of existing intellectual capital without significant additional costs. Therefore, the IAs valuation process should be based on fair value rather than original cost to ensure higher objectivity of accounting information and determination of business value that is especially important for owners, investors, creditors and other groups of internal and external users.

Determination of IAs value for reflection in the accounting system is a problematic issue also because of lots of methods for IAs evaluation and absence of general approach to their use. There are three main approaches to assessing the IAs value: cost, income and comparative (market) approaches [6].

These approaches can be applied to intangible assets that meet the criteria for recognition as an asset and can be identified. However, there is a need and difficulty in evaluation of unidentified (internally generated) intangible assets, which are the unique internal resource and have a significant impact on the company value. Such assets cannot be separated from the enterprise and sold on the market. Therefore, the income and market approaches cannot determine their value. The authors recommend using a cost approach for internally generated IA, as they do not have identified sources of income [6]. However, in our opinion, the cost approach cannot determine the fair value of these items, as most of them are not a direct result of the costs incurred and are generated by synergies from the use of other IAs and effective management. Therefore, it is advisable to use an additional approach based on the market value of the enterprise, created by such internally generated IAs.

Intangible assets that are results of each type of innovation activity (product, organizational, marketing and technological innovations) have a different nature of creating, using and obtaining economic benefits. Therefore, the assessment of each type of innovative product and IAs should be performed individually, taking into account their specifics and choice of approach, which would provide the most reliable assessment based on the initial characteristics of a particular group or individual IAs objects and general principles of each valuation method (Table 1).

Table 1

Variants of approaches to intangible assets evaluation depending on the type of innovations implemented by the enterprise

Type of innovations	Approaches to evaluation			
	Cost	Income	Comparative (market)	Market value
Product	+	+		
Organizational	+			+
Marketing			+	+
Technological	+			+

It is also necessary to use different approaches to the reflection of intangible assets and the cost of their creation in the accounting system. The accounting for IAs should be based on a clear separation of the product life cycle stages and the variants for recognizing the costs incurred as part of assets, expenses or capital. The initial recognition of costs incurred should take place on a separate account for innovation costs (2nd class of accounts). Then must be performed their distribution and capitalization on the accounts of assets (1st and 2nd class of accounts – depending on the term of use) and capital (4 class of accounts – for items of internally generated goodwill), or their including to operating expenses (9 class of accounts – for consumed assets or those that do not have the ability to be used effectively and to generate business value).

Thus, a perspective direction for the innovative economy development and the creation of intangible assets is to support the development of HEI and their reformation on innovative basis, that would result in maximizing the benefits from "HEI – business" cooperation. The process of intangible assets evaluation involves the use of different valuation approaches depending on the characteristics of IAs objects, economic benefits of their accumulation, type of innovative implementation of each enterprise and the principles of their accounting policy. This issue requires the development of assessment approaches for each group of IAs and innovative products depending on their life cycle stage during the process of use by business entities.

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ЗМІСТ

СЕКЦІЯ 1. ЕКОНОМІЧНА НАУКА; ПИТАННЯ РЕФОРМ, РОСТУ І РОЗВИТКУ

СЕКЦІЯ 2. ЦИКЛІЧНА ДИНАМІКА ЕКОНОМІЧНИХ ПРОЦЕСІВ