

TECHNOLOGY TRANSFER AS A TOOL TO INCREASE THE AVIATION ENTERPRISE'S ACTIVITY EFFICIENT

Dmytryk H.Y.¹

¹National Aviation University

Supervisor – Polous O.V., PhD in Economics, Associate Professor

The aviation industry of Ukraine at this stage of operation is in a pre-crisis state, which is due to the deformation of the sectoral air traffic management system due to the transition to a market economy and the intensification of integration processes at all levels. Public authorities do not fully contribute to the creation of conditions for the effective operation of air transport companies, so they are forced to solve the main tasks of flight and air transport without sufficient financial support from the state. As a result, airlines are forced to reduce their costs while trying to maintain the quality of services at a competitive level and look for innovative ways to further economic activity.

In the process of finding new opportunities to improve the efficiency of aviation enterprises, it is important not only to implement proper management based on corporate knowledge, which is inherent in enterprises, but also to find new approaches to learning new knowledge on the basis of which it is possible to provide would be able to adapt to the transformational conditions of the market environment. Such results can be achieved by using the technology transfer process.

According to the Law of Ukraine "On State Regulation of Technology Transfer", the concept of technology transfer is defined as "technology transfer, which is made by concluding a bilateral or multilateral agreement between individuals and / or legal entities, which establishes, changes or terminates property rights and obligations." links about technology and / or its components "[1].

Technology transfer in the aviation sector can be described as a system of relations that arise in the use of new knowledge in the following main areas:

- resource potential management (search for ways to expand access to resource use through new technologies);
- increase in the volume of transportation and production of aircraft;
- improving the management of air passenger service;
- improvement of stages of flight preparation, etc.

The main advantages of using technology transfer by aviation companies are:

- attraction of additional investments in the field of RDW;
- increasing the efficiency of the use of intellectual resources;
- improving the image of enterprises through easier access to innovative technologies;

- material and moral stimulation of employees depending on the results of activities at each stage of the innovation life cycle [3].

The use of innovations in the aviation sector is important because their level of support affects the overall development of the industry and all its components, so to use them more effectively there are three main groups:

- engineering - an approach that includes consideration of such issues as: product life cycle management, impact on the environment, improvement of aircraft systems;

- production - a process that is based on indicators of improving the quality and productivity of production;

- business - a phenomenon characterized by procurement schemes and innovation management [2].

One of the best examples of the use of innovation policy is the German airline Lufthansa, which has become the best innovation hub. The basis of the company's success is the initiative of strategic cooperation with various companies in the field of digital technologies and the development of innovative products and services that are implemented within the enterprise. The latest innovative developments of the company were:

- an innovative concept that regulates the lighting in the cabin, taking into account the biorhythms of passengers to maintain good health on board;

- development of the Lufthansa Entertainment program with the help of which passengers can create their own playlists before departure;

- development of the FlyNet service - use of the Internet above the clouds;

- free sports channel "Sport 24".

The main thing for the company is to take into account the interests and needs of passengers and cooperation with investors in the field of tourism and mobility.

Thus, technology transfer at an aviation enterprise can be described as the process of forming technological innovations during their life cycle, which results in increasing the level of research, development and use of innovative technologies, improving consumer properties of goods and services and, finally, increasing their value.

References:

1. Закон України «Про державне регулювання діяльності у сфері трансферу технологій», 2006, № 45,ст.434.

2. Андросова О.Ф. Трансфер технологій як інструмент реалізації інноваційної діяльності / О.Ф. Андросова, А.В. Череп. – К.: Кондор, 2007. – 356 с.

3. Цимбалістова О.А. Тенденції розвитку та шляхи стимулювання інноваційної активності авіакомпаній в Україні / О.А. Цимбалістова. - 2017. - С. 114-124.