

THE UNIVERSITY IN THE INTERNATIONAL BUSINESS PROJECT TEAM

Project activity as a specific form of an international business is a complex research subject that is on the border of such fields of knowledge as creative economy, digital economy, information society, knowledge society, engineering and technology, product design, etc. Today, a significant number of international projects require scientific and research support. Research and educational institutions can strengthen the effectiveness and discussion of joint efforts made by other project participants.

One of the projects recently joined by the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" is the project "BrAIIn - Bringing Artificial Intelligence solutions to SMEs in the Danube Region", which was developed in accordance with the requirements of the Interreg Danube Transnational Programme and is described in [1]. A number of major partners are involved in the project, including Pannon Business Network Association (lead partner, Hungary), Innovation Technology Cluster (Slovenia), Steinbeis Europa Zentrum (Germany), ICT Cluster (Bulgaria) et al. and associate members, such as the Hungarian Ministry of Finance. The goal of the project is to strengthen the competitive potential and sustainability of small and medium-sized enterprises in priority areas of activity based on artificial intelligence technologies, for the development of the Danube region.

The analysis of the regulatory framework [2, 3] and relevant documented initiatives [4] in Ukraine allows us to conclude that the strategic orientation of Ukraine corresponds to the directions of the project. For example, the source [2] substantiates the need for the development of artificial intelligence in Ukraine; the source [3] put the emphasis at the need to develop the industrial sector and agriculture as key drivers of Ukraine's integration into S3 initiatives.

In the conditions of globalization, the problem of effectiveness and synergy of the work of project participants, in particular, the team, becomes especially relevant. In this context, an important practical task is to determine the role of individual participants and their contribution to solving the project tasks.

The research activities at Igor Sikorsky Kyiv Polytechnic Institute focus on the manufacturing sector, mainly. Therefore, business solutions that will be developed during the project can be delivered by the university in the form of knowledge to end-users in industry. Accordingly, the prospects of cooperation between several business structures and the university can be seen in the creating of the intellectual product, which will be supported by scientific research, highlighted in publications and conferences, and will also become one of the elements of building a knowledge society and an intellectual economy in the Danube region.

References:

1. Pannon Business Network Association et al. (2022). BrAIIn - Bringing Artificial Intelligence solutions to SMEs in the Danube Region: Project application, Interreg Danube Transnational Programme. No. DRP0200025. 76 p.
2. On the approval of the Concept of the development of artificial intelligence in Ukraine. Order of the Cabinet of Ministers of Ukraine; Conception on December 2, 2020 № 1556-p (Document 1556-2020-p, valid, current version – Revision on December 29, 2021) <https://zakon.rada.gov.ua/laws/show/1556-2020-%D1%80?lang=en#Text> (in Ukrainian).
3. On the approval of the Strategy for the development of innovative activity for the period up to 2030. Order of the Cabinet of Ministers of Ukraine; Strategy on July 10, 2019 № 526-p (Document 526-2019-p, valid, current version — Adoption on July 10, 2019). URL: <https://zakon.rada.gov.ua/laws/show/526-2019-%D1%80/conv?lang=en#Text> (in Ukrainian).
4. National Strategy of Industry 4.0 : project for the Cabinet of Ministers of Ukraine. Association of Industrial Automation of Ukraine. <http://www.ism.kiev.ua/images/strategy.pdf> (in Ukrainian).