

SECTION 5. DEVELOPMENT OF PRODUCTIVE POTENTIAL  
AND REGIONAL ECONOMY**Barna M.Y.**

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**WAYS OF ENSURING INNOVATIVE DEVELOPMENT  
OF DOMESTIC TRADE  
OF UKRAINE IN MODERN CONDITIONS**

Performing global role of domestic trade in innovative development of national economies in modern and predicted period of transition to the sixth technological structure and post-industrial society requires considering innovative constituent as a key direction of increasing in sectoral development effectiveness at all levels – from local to national.

The purpose of this scientific research is to determine ways of innovative development of domestic trade in modern conditions of national economy transformation in Ukraine.

Statement of basic material of research. Adaptation of domestic trade to the transformational changes on the innovative basis, gaining an effect from implementation of innovations and providing innovative development of a sector requires from subjects of trading activities and relevant ministry using appropriate methods. On the basis of academic economists' research results generalization we made a classification of methods to provide innovative development of domestic trade with their dividing by levels of national economy.

In spite of the national level, at the regional level the priority is to ensure innovative development concerning formation of market infrastructure system (clusters) out of subjects of trading activity and venture (innovative) firms in the region. At the same time, in spite of the national level, all methods of providing innovative development at the local and sectoral levels are using, which is caused by importance of attention focusing in order to increase efficiency of domestic trade in the certain region of Ukraine – as a part of subsystem of the national economy.

Summarizing results of the research, the attention is given to the fact that innovative development of domestic trade as well as using methods of such development providing should be based on implementation of innovations that is the prerequisite for

effective functioning of the domestic trade system under modern development terms.

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