

*Oleksii Zakharkin, Ihor Basantsov, Viktoriia Shcherbachenko and Liudmyla Zakharkina*

PUBLIC-PRIVATE PARTNERSHIP AS AN EFFECTIVE TOOL IN R&D ACTIVITY

The aim of research is to develop the approach to selection the partner in public-private cooperation in R&D activity. Evaluation of the intellectual capital level can be an effective tool in option of public-private partnership in the field of product and service innovation creation. Different current approaches to intellectual capital assessment have been analyzed. The arithmetic model of intellectual capital evaluation, according to its structure, is developed by authors. Range of values of enterprise's intellectual capital integral index is determined by authors. This model allows considering and evaluating intellectual capital of a company comprehensively. The prerequisite of public-private partnership in R&D activity are revealed in the paper.

Key words: innovation, intellectual capital, public-private partnership, R&D