In the article, the content of modern innovation structures was investigated through the prism of managing their activities, because the implementation of innovation activity and the implementation of state innovation policy is possible through the mechanisms of innovation activity state support in order to build the national innovation system and competitive development of the national economy. It is determined that the main activities of innovative structures are: creation and commercialization of innovative products; ensuring innovative development of countries economy and its regions; promoting the development of national and regional innovation infrastructure, the realization of rights and legitimate interests of innovation structures in the field of innovation and other, not prohibited by the law, economic activity; protection and representation of rights and legitimate interests of innovative structures, as well as the rights and legitimate interests of their founders in public authorities and local self-government bodies, as well as in relations with other economic entities; intensification of information exchange between subjects of innovation; development of
international cooperation in the field of innovation development, promotion of attracting foreign investments in the economy of Ukraine. Characteristics of the main activities of technology parks, science parks, industrial (manufactured) parks, innovation clusters, innovation centers, innovative business incubators, technopoles, innovation networks, technological platforms are given. It was noted that the regional innovation structures are formed with the involvement of higher educational establishments and research institutions, business representatives, organizations representing the national and world scientific community, based on the results of predictive-analytical research in the fields of science, technology and development of innovations, as well as forecast indicators. Socio-economic development of regions, aimed at ensuring the respective regions innovation. It is established that the modern innovative structures are "diverse" and multifunctional, because they have many areas of activities. Prospects for further research on this issue should be devoted to assessing the effectiveness of managing innovative structures.

У статті досліджено контент сучасних інноваційних структур через призму управління їхньою діяльністю через те, що проведення інноваційної діяльності та реалізації державної інноваційної політики можлива за допомогою механізмів державної підтримки інноваційної діяльності з метою розбудови національної інноваційної системи та конкурентного розвитку національної економіки. Визначено, що основними напрямами діяльності інноваційних структур є: створення та комерціалізація інноваційних продуктів; забезпечення інноваційного розвитку економіки країн та її регіонів; сприяння розвитку національної та регіональної інноваційної інфраструктури; реалізація прав та законних інтересів інноваційних структур у сфері інноваційної та іншої, не забороненої законом, господарської діяльності; захист та представлення прав та законних інтересів інноваційних структур, а також прав та законних інтересів їх засновників в органах державної влади та органах місцевого самоврядування, а також у відносинах з іншими суб'єктами господарювання; активізація інформаційного обміну між суб'єктами інновацій; розвиток міжнародного співробітництва у сфері розвитку інновацій, сприяння залученню іноземних інвестицій в економіку України. Надано характеристики основних напрямів діяльності технологічних парків, наукових парків, індустріальних (промислових) парків, інноваційних кластерів, інноваційних центрів, інноваційних бізнес-інкубаторів, технологій, інноваційних мереж, технологічних платформ. Зазначено, що регіональні інноваційні структури формуються із залученням вищих навчальних закладів і науково-дослідних установ, представників бізнесу, організацій, що представляють вітчизняну і світову наукову спільноту, за результатами прогнозно-аналітичних досліджень у сферах науки, техніки та розвитку інновацій, а також прогнозних показників соціально-економічного розвитку областей, і спрямовані на забезпечення розвитку інновацій відповідних регіонів. Встановлено, що сучасні інноваційні структури дуже "різноманітні" та багатофункціональні, через те, що мають багато спрямовань діяльності. Перспективи подальших досліджень цього питання мають бути присвячені оцінці ефективності управління інноваційними структурами.

**Keywords:** innovative structures; management; content; forms.

**Ключові слова:** інноваційні структури; управління; контент; форми.

The problem formulation. The modern legal, organizational and financial foundations of innovative development of Ukraine, creates the conditions for carrying out an innovative activity and implementation of state innovation policy through the mechanisms of innovative activity state support in order to build up the national innovation system and competitive development of the national economy. However, due to the lack of a clear understanding of nature and content of modern regional innovation forms, there are problems with their management, which necessitates their research.

Analysis of recent research and publications. Many scientific works are devoted to the formation and creation of modern regional innovation forms, the authors of which are: Heyts V.M., Mazur O.A., Gornyk V.G., Datsii O.I., Antonyuk L.L., Mykytyuk P.P., Tikhomirov S.A., Baranovskyay S.P. and others [1-10]. However, innovative structures are constantly being upgraded and refined, which requires in-depth researches and analysis of their content for effective management.
The purpose of the article. The main purpose of this research is to identify the content of contemporary regional innovation forms for their effective management.

Outlining of the main research material. The modern innovation structures are the economic entities or non-economic entities, as well as their mergers without the creation of a legal entity, which promote and (or) innovate activities.

The main directions of innovative activities structures are:
- creation and commercialization of innovative products;
- ensuring innovative development of countries economy and its regions;
- promoting the development of national and regional innovation infrastructure;
- realization of rights and legitimate interests of innovative structures in the sphere of innovative and other, not forbidden by law, economic activity;
- protection and representation of rights and legitimate interests of innovative structures, as well as the rights and legitimate interests of their founders in public authorities and local self-government bodies, as well as in relations with other economic entities;
- intensification of information exchange between subjects of innovation;
- development of international cooperation in the field of innovation development, promotion of attracting foreign investments in the economy of Ukraine.

Innovative structures can operate in the following types: technology parks, science parks, industrial (manufactured) parks, innovation clusters, innovation centers, innovative business incubators, technopoles, innovation networks, technology platforms, etc.

Fig. 1. Types of modern innovation structures

Let us look at the content of modern innovation structures through the lens of managing their activity.

The main directions of technology park activity are: formation of favorable conditions for development of knowledge-intensive small and medium-sized subjects of regions business activity; the maximum convergence of science and production, acceleration of technology transfer; support, establishment and development of new (risky) projects and enterprises implementing them in the region; stimulation of innovative development of regions; attraction and use of risky (venture) capital in their activity, support of knowledge-intensive production. The technology park may function in the form of a legal entity or a group of legal entities acting under a joint venture agreement without creating a legal entity. If the technology park is a legal entity, this legal entity may enjoy the types of state support provided by this Law and other laws of Ukraine. Regional technology parks can be formed: at higher educational establishments; within special (free) economic zones; based on leading scientific centers or at higher educational establishments having highly developed (specialized) scientific units [1, p.34].
The main directions of the science park activities are: creation of innovative product new types, implementation of measures for their commercialization, organization and provision of innovative products production in the regions of Ukraine; information and methodological, legal and consulting support for the founders and partners of the science park, granting them patent-license assistance; involvement of students, graduates, graduate students, scientists and employees of a higher education institution and / or scientific institution in the development and implementation of science park projects; promoting the development and support of knowledge-intensive small and medium-sized businesses in the region; involvement and use of venture capital in their activities. The regional science park functions in the form of legal entity created on the initiative of a higher education institution and / or scientific institution by combining the contributions of founders for the organization, coordination, control of development process and implementation of the science park projects in the manner provided by the Law of Ukraine «On Scientific Parks»[2].

The main directions of the science park activities are: formation of an effective mechanism of giving preferences to investors in the form of prepared industrial territories for the placement of innovative infrastructure objects; providing business entities with a range of information, advisory and logistical services; creating favorable conditions for establishing various industrial and economic links between enterprises within the industrial park region; improving investment attractiveness, the level of guarantees and protection of investors' rights, strengthening the economic potential communities through an effective communication of business entities with the local authorities; ensuring employment of able-bodied population within the region of industrial park operation. The regional industrial park functions in the form of legal entity created on the initiative of the state authorities, local self-government bodies, as well as owners or tenants of land, which according to the Law of Ukraine "On Industrial Parks" meet the requirements for their use for an industrial park [3].

The main areas of the innovation cluster activities are: ensuring the mutual consistency of technological, economic and social indicators of region innovative development; maximum involvement of the regional resource potential; promoting the integration of small and medium-sized enterprises into the business networks on the basis of long-term cooperation; coordinating the activities of participants in the innovation cluster based on a single concept of development and within a single innovation process. The innovation cluster implies the implementation of joint, as a rule, long-term economic activity, without the creation of a legal entity, industrial enterprises, research institutions, higher educational institutions, public organizations, other subjects of economic activity [4, p.89].

The main areas of an innovative business incubator activities are: providing new, innovative (incumbent) enterprises with material, consulting and information and other services, usually on preferential terms; providing preferential lending to enterprises. An innovative business incubator can operate in the form of a legal entity, a structural or separate unit of a legal entity, if it meets its statutory objectives. If an innovative business incubator is a separate unit of a legal entity, this legal entity may benefit from state support.

The main areas of the innovation center activities are: conducting a market research on identifying opportunities for introducing into the economic turnover of innovations; providing services and (or) performing works to ensure the legal protection of innovations; providing engineering consultancy and design services for innovation development; services in preparation of business plans for innovative projects and management of their implementation; assistance in attracting investments, finding investors and / or partners in the development of innovation; providing services with information to promote the innovations to the market. A regional innovation center may function in the form of a legal entity, a structural or separate unit of a legal entity, the purpose of which is to provide educational services, carry out scientific and research activities, and ensure technology transfer. If the innovation center is a separate unit of a legal entity, this legal entity may benefit from state support [5, p.102].

The main areas of the innovation network activities are: ensure close cooperation between its participants, free dissemination of knowledge in the field of innovation management, widespread use of informal and transnational channels of communication between its participants and other entities of innovation to commercialize innovative products, search for strategic partners and sources promoting innovative projects; promoting their integration into international (transnational) innovation networks. Regional innovation networks operate on the basis of joint economic activities of other innovation structures, without creating a legal entity [6, p.201].

The technology platforms are created to organize the interaction of enterprises, higher education institutions, scientific institutions, consumers and public authorities to assist the latter in identifying priority areas for innovation, as well as to carry out the necessary research and development. The main activities of the technology platform are mobilization of private and public investments, participation in the formation of regional and strategic priority areas for innovation development, formation, together with public authorities and financial institutions, mechanisms for expanding the use of guarantee mechanisms to attract debt and partial financing of support and development measures innovative activity. Technology platforms operate on the basis of joint economic activity without creating a legal entity [7, p.128].

Technopoles are forming with the aim of ensuring systematic innovative development of scientific and technical centers and close cooperation between these centers and business entities within a clearly defined area, city, and region. The main areas of the technopoles activities are maximizing the use of unique scientific-production and labor potential of a large city (usually an industrial center), its convenient economic and geographical location through the formation of vital infrastructure for innovation; equalization of economic level of peripheral areas and center; stimulation of transition from experimental production to commercial familiarization of innovative products. Technopoles are operating on the basis of joint economic activity of the subjects, without the creation of a legal entity [8, p.80].

The regional innovation structures are forming with the involvement of higher education and research institutions, business representatives, organizations representing the national and world scientific community, based on the results of
predictive-analytical research in the fields of science, technology and development of innovation, as well as predictive indicators of socio-economic development of regions, and aimed at promoting the innovation of the respective regions.

Conclusions and prospects for further research. Therefore, the modern innovation structures are “diverse” and multifunctional, because they have many much activities. Prospects for further research on this issue should be devoted to assessing the effectiveness of managing innovative structures.

References.