

Anastasiia KOZHUSHKO

**THE COMPARATIVE ANALYSIS OF THE MODERN INNOVATION
STRATEGIES IN PUBLIC MANAGEMENT**

Today Ukrainian society demands and presses from the public administration to become more innovative according to rising citizen expectations and time challenges, regardless the limited funding in order to solve complex social, economic, politic problems of state by non-standard solutions without increasing the financing of existing mechanisms.

The impacts of public innovation are sometimes evaluated differently by public and private stakeholders and may contain significant trade-offs in definition of their managerial know-how role.

However there is a growing perception that innovations can contribute to growing productivity of public administration, improvement of providing public services and enforce problem solving capacity in the public sector.

In public sector research and practice community there is considerable disagreement about how to stimulate and maintain public innovation. Moreover there is the wide range of research issues about the viability and efficiency of market-driven and bureaucratic innovation strategies.

Purpose and the aims of the article are to make comparative analysis of following three modern public innovation strategies New Public Management, the neo-Weberian state, and the collaborative innovations strategy, further to explain their contribution on public sector practice and to describe drivers and the barriers to public innovation within a framework of either strategies. This analysis will help us to detect and adopt more acceptable and viable innovative strategy for transformation of the public administration in Ukraine with the objective of getting them to run better.

The article presents the definition of terms such as innovation, managerial innovation. We worked out the definition of term innovation strategy is the coherent set of the managerial decisions which is performed in long-time perspective in order to update public administration. The innovative strategy stipulates to fulfill the complex innovations in public administration.

In order to start comparative analysis we first look at the positive and negative effects of New Public Management. NPM have contributed to public innovations by enforcement

the market-driven competition for public service contracts between public, private and non-profit providers. Now, the citizens become public service consumers. Second, NPM have improved the public sector management culture by the new approach on strategic management that focuses on performance and results.

However, NPM has introduced some serious barriers for innovation: 1) competition between service providers blocks making innovative solutions as joint problems;

2) producing of the new bureaucratic rules, that NPM was meant to streamline;
3) accountability through managerial control and the system of performance measurement set back opportunistic behavior.

A key principle of the neo-Weberian state is the organizational entrepreneurship of public leaders, managers and professionals. This innovative strategy has the innovation potential in consequence of the following drivers: coordination between public agencies, their intra- and inter-organizational integration; replacing the control-based management systems with a trust-based system that simplifies formal rules and performance measures; making public administration more transparent and responsive to citizens' demands.

Collaboration is becoming a key innovation strategy, bringing together public authorities, private firms, civil society organizations and research community, particular experts. The generation of creative solutions is improved when actors with different experiences work together. While the collaborative approach to public innovation has a lot of potential benefits, there are constraints: collaboration could be dangerous for public security, the privacy of private firms and citizens; collaborative innovation could be difficult in geographical regions or policy areas with deep-seated ideological, religious or ethnic conflicts; collaboration may hamper in the situations where there are large imbalances in the power resources of the key stakeholders.

The market-driven and bureaucratic innovation strategies have many important features and qualities, but the collaborative public innovation strategy has comparative advantages in many contexts.