

Modeling of the activity of the firm E in an imaginary "space of action" ("courage", "trust", and "profit") at a certain moment [1, p. 24]

sibility to the moral boundaries of its conduct with different — B2B, B2C, B2G — customer categories); for the "profit" direction — as economic (from the volumes: available resources and assets with which to start (develop) activities; profits received; taxes paid; funds paid for personal and social programs to hidden income and unpaid taxes).

The proposed theoretical model shows why two or more firms that are competitors in the "profit" direction of business can simultaneously be partners in the "trust" or "courage" directions, and provides an opportunity to describe and compare the behavior of all economic agents in all four sectors of the economy for all institutional forms, including consumer behavior.

Reference

1. Khymenko, O. On innovation activities development. Economics&Education / O. Khymenko // Intern. Sci. J. / ISMA Univ. — Vol. 4, Iss. 2. — P. 19–29.

<http://bseu.by/>

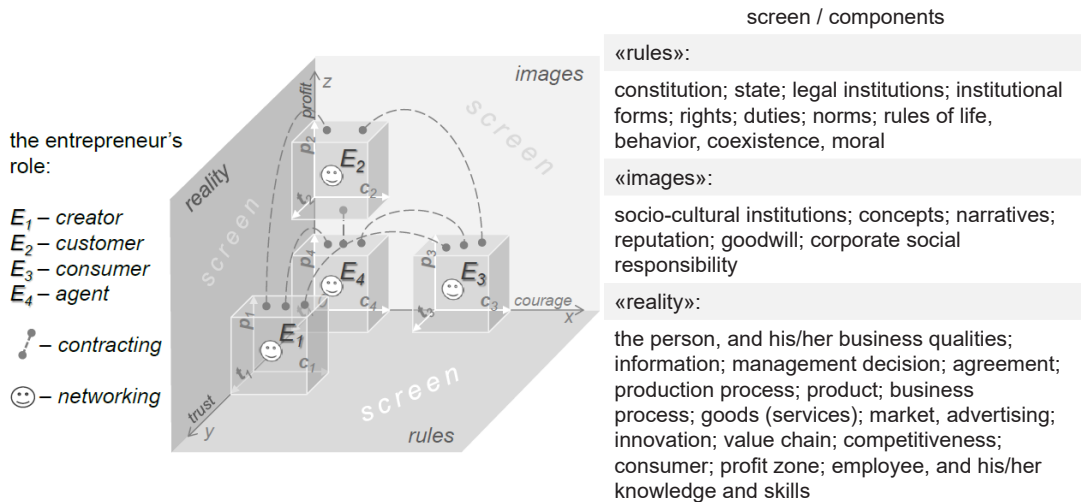
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FIRMS INTERACTION MODELING IN "SPACE OF ACTION"

In an imaginary "space of action" we model the process of creating and launching innovative products with new consumer characteristics. To do this, we will select four firms E_1 , E_2 , E_3 , E_4 , which will play such roles during the observation period: E_1 — "creator", E_2 — "customer", E_3 — "consumer", E_4 — "agent", and suppose that at least six of these agreements will operate between them: E_2/E_4 — on study of "consumers" interest in a range of new features that can be further provided with innovation products; E_2/E_1 — on production of innovation products with additional features; E_2/E_3 — on regarding the expert evaluation of new consumer features of innovation products; E_1/E_4 — on information support and technology transfer services; E_1/E_3 — on testing innovation products with additional features; E_4/E_3 — on participation in surveys on new features of innovation products or new products ap-

pearing on the market. Obviously, the proper implementation of these agreements by each of the firms depends on the timely adoption of management decisions and quality assurance of their implementation. Therefore, the management of firms E_1, E_2, E_3, E_4 as entrepreneurs in accordance with their chosen roles must effectively operate all the necessary components of the environment of innovation activity development in each of the areas of imaginary “space of action”: “courage”, “trust”, “profit”, the main of are convenient to stratify according to three — “reality”, “images”, “rules” on imaginary screens (see Figure).



Modeling of E_1, E_2, E_3, E_4 firms' entrepreneurial behavior, roles, and interaction in an imaginary “space of action” and stratification of the main components of the environment of innovation activity development [1, p. 27]

To do this, in the “space of action” of the firm we denote firms E_1, E_2, E_3, E_4 in the form of cubes with a volume equal to one, set their corresponding unit vectors c_i, t_i, p_i , where $i = 1, 2, 3, 4$, collinearly, we place three cubes around the fourth one along each axis of the imaginary “space of action” in an arbitrary order, and imagine that: the legal, economic and social actions of firms, both within and outside the established agreements, can be described in the plane of “economic” limitation of their activity, which gives grounds to place the “rules” screen parallel to the plane XOY ; a person or group of persons authorized to make management decisions for firms, when do it, have limited time for this, and being in a state of information uncertainty, trust their ideas about the reality formed on the basis of their own experience and narratives, so their behavior can be described in the plane of “mental” limitation of their activity, which gives grounds to place the “images” screen parallel to the plane XOZ ; actions of firms in the stage of management decisions implementation are related to the involvement of their own material and technical base, industrial capacities, proper investment and human resource supply, etc., can be described in the plane of “physical” limitation of their activity, which gives grounds to place the “reality” screen parallel to the plane of YOZ . The components of the innovation activity development environment stratified on screens are shown in Fig. 1 too.

Reference

1. Khymenko, O. On innovation activities development. Economics&Education / O. Khymenko // Intern. Sci. J. / ISMA Univ. — Vol. 4, Iss. 2. — P. 19–29.