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INNOVATIVE POTENTIAL OF HIGHER EDUCATION INSTITUTIONS: PECULIARITIES AND PROBLEMS OF ITS FORMATION

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Abstract. A strong institutional commitment to innovation and an ongoing search for solutions to societal problems are features of the current landscape of higher education functioning. The universities' role as skilled workforce providers, generators of knowledge and technology, can only be realized if they have a sustainable innovative capacity. The article is devoted to the problems and features study of the universities' innovative potential formation. Analysis of scientific publications on this topic allowed the authors to identify unresolved issues, one of which is the lack of a generally accepted approach to determining the universities' innovative potential essence, therefore the author's understanding of it is given, and the features of the innovative potential formation process are highlighted. The article presents the university's innovative potential structure model, compiled by the authors, including the educational, scientific and innovative spheres. The practical aspects of forming the university's innovative potential were analyzed and the problems associated with it were identified. Special attention is paid to identifying the key attributes of the innovative potential formation and effective use by modern universities. The authors identified five key attributes: mission definition, operating model, iteration, coalitions, oversight. Recommendations for their development are given for each key attribute and management tools for development are presented.

Keywords: innovation potential; university; educational institution development; knowledge; cooperation.

JEL codes: O3; I23; I25.

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