

PRICING PRACTICES FOR SCIENTIFIC PRODUCTS

Klymentova M.V., Kobielieva T.O.

National Technical University «Kharkiv polytechnic institute», Kharkiv

The purpose of this study was to develop a method for establishing competitive, adequate market conditions prices for high-tech innovative products. Scientific and technical products are the results of scientific research and development. The list of scientific and technical products is quite wide and diverse. It includes theoretical and applied knowledge obtained in the process of research, scientific and technical documentation prepared as a result of the development of new equipment or technology, prototypes of new tools and Materials. The basis for the development of scientific and technical products is usually a contract concluded between the scientific organization and the customer. The same contract also fixes the price of scientific and technical products to be developed. The calculation of the price is made out by a special protocol attached to the contract. When justifying the contractual price, the parties proceed from the principle of economic profitability for both the developer and the customer.

The existing practice of pricing for products supplied under the state order largely preserves technological backwardness and reduces the producer's incentives for efficient management. The legislator establishes that the maximum (initial) price of a contract or the price of a contract concluded with a single supplier (contract price) is justified by the customer through the use of one or more of the currently existing methods. Thus, there are various scientifically based methods for determining the upper and lower limits of the price of innovative products. The general ideology of pricing for innovative products should, according to the authors, be as follows. The upper limit of the price is the limit value, which can be exceeded only in exceptional cases. The justification for this excess should include at least two components: justification of the need to order this product from domestic suppliers; substantiation of unprofitability of production of relevant products from potential suppliers at a given price level. The need to order products from a supplier that is currently uncompetitive from the point of view of the world price market may be due not only to the strategic purpose of the products supplied, but also to the task of maintaining, restoring or creating appropriate production within the country. It is assumed that in the future this will reduce the country's dependence on foreign suppliers, enter world markets, create new jobs. In addition, when refusing to order products from a single supplier, it is necessary to take into account all the associated benefits (losses) associated with this decision, namely: the reduction of jobs in this production and in related enterprises; implementation of costs associated with the possible bankruptcy of the supplier enterprise, etc.

References:

1. Pererva P.G., Kocziszky G., Szakaly D., Veres Somosi M. (2012) Technology transfer. Kharkiv-Miskolc: NTU «KhPI». 668 p.
2. Compliance program of an industrial enterprise. Tutorial. (2019) / [P.G Pererva et al.] // Edited by prof. P.G.Pererva, prof. Gy.Kocziszky, prof. M.Somosi Veres. Kharkiv-Miskolc: NTU "KhPI". 689 p.
3. Tkachev M.M., Kobielieva T.O., Pererva P.G. (2016) Evaluation of holder profits violation of their exclusive rights // *Scientific bulletin of Polissia*. № 4 (8), ч. 2. С. 240-246.
4. Pererva P.G. Tkachov M.M., Kobielieva T.O. (2016) Evaluation of holder profits violation of their exclusive rights // *Scientific bulletin of Polissia*. № 4 (8). P. 27-35.