

**ASSESSMENT OF THE POTENTIAL OF TECHNOLOGY
AS A FACTOR OF ITS SUCCESSFUL COMMERCIALIZATION
IN THE CONTEXT OF ENGINEERING COMPANIES**

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The introduction of modern technologies is the basis for sustainable innovative development of Ukrainian enterprises. It is the successful commercialization of technologies that gives impetus to enterprises to compete worthily not only in the domestic but also in the international market.

The main role in increasing the potential of technologies and their successful implementation in industrial enterprises today belongs to engineering companies operating on the principles of project management and marketing of innovations. Thus, it is the engineering services companies that are most interested in assessing the potential of the technology as a basis for determining the size of investments, marketing activities for its promotion and commercialization.

One of the approaches to assessing the potential of the technology is project and investment analysis, which should include an assessment of investment attractiveness and risks. An objective assessment of the commercial potential of the technology as a characteristic of hidden opportunities that are potentially available but have not yet been realized helps to find and convince the investor to invest funds, minimizes the risks of losing financial resources, and helps to predict profit.

Another aspect of assessing the potential is the usefulness of the technology, taking into account the industry in which the customer company operates, the features of its development strategies, the state of scientific and technological progress in this area, the possibility of attracting experts and obtaining an integrated assessment.

One of the most well-known assessments of potential is an assessment based on the life cycle of the technology. At each stage, it is possible to apply certain methods, the most effective ones, so at the stage of the beginning of commercialization, it is advisable to use the cost approach, taking into account the cost of development and the profit of the developers.

Engineering companies are involved at the stage of technology marketing and its launch on the market. Consequently, the methods used to assess the technology potential at this stage are market methods, in particular income methods, which allow assessing future income from the use of the technology. In addition, the potential can be assessed based on its structure. Scientific and technical potential, innovation, resource, market, economic, etc. are distinguished. The market (marketing) component in the technology potential should be separately highlighted. It is very important to assess such market characteristics as competitiveness, the ratio of market segments to the possibilities of realizing the technology potential, market threats and risks that reduce efficiency, organizational (structural) capital and technological readiness of the customer enterprise, etc.

Thus, the direction of further research is to develop a comprehensive methodology for assessing the potential of technology with the definition of an integral indicator.