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**Regulatory support and development of innovative activity of higher education establishments**

In the article, the problem of regulatory support of innovative activity in the higher education in Ukraine is covered. An analysis is conducted on the legislative support of innovative models of the higher educational establishments as a priority direction of development of the educational sector to enhance its competitiveness in the homeland and foreign markets of educational services, integration into the common European educational space.

On the basis of the results of the monitoring of the legislative and regulatory framework of state regulation of the scientific and technological development in Ukraine, the strategic priorities of innovation activity in the area of higher education, the forms of stimulation of innovative processes to support the effective functioning of higher education by the state are considered.

The features of the innovation activities of the universities, which focus on creating high-tech competitive products and providing qualitative educational services with the use of the homeland and international scientific and technological achievements are identified.

The areas of improvement of legislative support and development of innovation in the area of university education are suggested. The feasibility of an integrated approach on forming strategic areas of the priority goals of the higher educational establishment and the development of the legal framework of their operation to ensure the integration of education and research activities based on innovation are specified.

**Key words:** innovation, regulatory support, university education, development of educational and research activities based on innovation.