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BARRIERS TO INNOVATIVE DEVELOPMENT OF ENTREPRENEURSHIP IN THE CONDITIONS OF POST-WAR TRANSFORMATION AND CHANGE MANAGEMENT

Innovative development is a key factor in ensuring the competitiveness of enterprises, creating conditions for sustainable economic growth, and stimulating innovative activity. In the context of the post-war transformation of Ukraine's economy, innovation becomes a critical driver of structural modernization, technological renewal, and the restoration of national production potential. The purpose of this study is to identify and systematize the main barriers that hinder the innovative development of enterprises in Ukraine during the period of post-war economic recovery.

The methodological basis of the research includes methods of comparative analysis, systematization, and generalization of scientific approaches to the study of innovation processes, as well as the analysis of statistical and analytical data describing the state of innovation activity in Ukraine. Particular attention is paid to the identification of institutional, financial, technological, and human resource barriers that limit the implementation of innovative projects by enterprises.

The results of the study demonstrate that the most significant constraints on innovation activity are insufficient financing of research and development, limited access to investment resources, underdeveloped innovation infrastructure, and the loss of human capital caused by migration processes and economic instability. Based on the analysis of international experience, the study substantiates the need to improve state innovation policy, develop technological clusters, stimulate investment activity, and strengthen cooperation between business, government, and research institutions.

The practical significance of the research lies in the development of a conceptual approach to the classification of barriers to innovative development, which can be used to improve mechanisms of state regulation and to create favorable conditions for the innovative development of enterprises in the context of post-war economic recovery.

Keywords: innovative development, change management, barriers to innovation, enterprises, stimulation of innovative activity, entrepreneurship, post-war economy, state regulation, innovation policy.