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TECHNOLOGICAL ENTREPRENEURSHIP MANAGEMENT AND SME STARTUP DEVELOPMENT MANAGEMENT

The rapid development of the digital economy, technological innovations and global competition significantly enhances the role of technological entrepreneurship as one of the key drivers of economic growth. In these conditions, small and medium-sized business startups acquire particular importance, which ensure the development and commercialization of innovative products, the introduction of digital technologies and the formation of new high-tech markets. At the same time, existing approaches to the management of technological entrepreneurship are mainly focused on assessing individual aspects of the activities of enterprises, which does not allow for a comprehensive consideration of the relationship between technological potential, digital transformation, management efficiency, investment attractiveness and scalability of the business.

The article proposes the author's model of the Technological Startup Management Index, which is based on a multiplicative approach to assessing the effectiveness of technological entrepreneurship management. The developed model includes a system of interrelated coefficients of technological performance, business scalability, managerial adaptability, digital integration, investment attractiveness and commercialization of innovations, which allows for a comprehensive assessment of the level of development of technological startups.

Practical testing of the proposed methodology was carried out on five Ukrainian small and medium-sized technological enterprises. The results obtained confirmed that the highest values of the integral indicator are characteristic of enterprises that ensure balanced development of technological potential, digital transformation, innovative activity and strategic management. It was established that the effectiveness of technological startup management is determined not by individual financial or innovative indicators, but by the synergistic interaction of all components of the management system.

The practical significance of the results obtained lies in the possibility of using the proposed methodology by enterprise managers, investors, venture funds,

business incubators, accelerators and government agencies to assess the effectiveness of the development of technological startups, justify strategic management decisions, determine investment priorities and form programs to support innovative entrepreneurship.

Keywords: technological entrepreneurship; management; startup; small and medium-sized businesses; innovative activity; digital transformation; technological innovations; business scalability; commercialization of innovations; managerial adaptability; investment attractiveness; integrated assessment; management effectiveness; competitiveness; technological development.