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INNOVATION MANAGEMENT AS AN ELEMENT OF CORPORATE STRATEGY

The intensification of global technological competition and the accelerating digitalisation of the business environment are generating fundamentally new requirements for corporate innovation management models, particularly in countries that must reconcile the imperatives of wartime resilience with the ambitions of economic recovery. For Ukraine in 2026, this challenge has assumed a critical dimension: enterprises are compelled to adapt simultaneously to unprecedented operational constraints and to pursue strategic innovation modernisation within the framework of European integration commitments. The relevance of the study is determined by the insufficient elaboration of comprehensive mechanisms for integrating innovation management into the corporate strategy of Ukrainian enterprises, accounting for the concurrent influence of the military factor, institutional transformation, and the demands of international cooperation. A systemic analysis was conducted of the institutional ecosystem supporting corporate innovation in Ukraine, encompassing the activities of the National Development Institute, GovTech platforms, and the defence technology sector; the mechanisms of public-private partnership and international cooperation as catalysts of innovative development were examined; and the structural barriers to the systemic embedding of innovation in corporate practice were identified. It was established that the majority of Ukrainian enterprises, including SMEs, demonstrate a critically low level of R&D expenditure (0.16% of GDP) and excessive dependence on self-financing (85%), which substantially constrains the scale of innovative activity. The study demonstrates that the combination of NIR financial instruments, public-sector digital infrastructure, and international defence-technology partnerships constitutes an effective ecosystem for the accelerated commercialisation of innovations. The research findings indicate that an integrated approach – organically combining the digital transformation of corporate processes, the development of institutional partnerships, and strategic positioning within international value chains – is capable of converting wartime technological potential into a durable competitive advantage in the post-war economy.

Keywords: innovation management, corporate strategy, National Development Institute, digital transformation, GovTech, defence technology, public-private partnership, innovation ecosystem, competitiveness, Ukraine's economic recovery.