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## **FEATURES OF STRATEGIC SUPPORT OF INNOVATIVE AND INFORMATION CHANGES OF THE NATIONAL ECONOMY**

The theoretical and applied aspects of strategic support of innovative and information changes of the national economy are studied. It is substantiated that strategic management of innovative development is becoming a key tool for ensuring sustainable economic growth and competitiveness of the state. The substantive characteristics of innovative and information changes as a systemic phenomenon that encompasses the development of digital technologies, information infrastructure, human capital and the institutional environment are determined. Approaches to the formation of innovative development strategies are analyzed. The main trends of digitalization of the Ukrainian economy and its impact on the efficiency of enterprise functioning are studied. It is established that the introduction of digital technologies contributes to increased productivity, cost optimization and the formation of new business models. Directions for improving the strategic support of innovative and information changes of the national economy are proposed. Key problems that hinder the development of the innovative economy are identified, and ways to overcome them are substantiated.

Strategic provision of IIZ is a basic prerequisite for structural modernization of the national economy and increasing its competitiveness. It is substantiated that the effectiveness of such changes is determined by the level of development of the institutional environment, financial support for innovations, digital infrastructure and human capital. The key problems of the development of the innovative economy remain the limited investment resources, imperfection of state incentive mechanisms, insufficient level of technological renewal and structural imbalances in the development of innovative infrastructure. The feasibility of strengthening strategic mechanisms for managing IIZ through the activation of investment support for R&D, the development of digital platforms, the improvement of institutional

regulatory instruments and the expansion of integration into the global innovation space is substantiated.

**Keywords:** innovative economy, innovative and informational changes, development strategy, digitalization, information technologies, national economy, innovation policy.