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## **FORMATION OF A MANAGEMENT MECHANISM FOR INNOVATIVE AND ECOLOGICAL ENTREPRENEURSHIP**

The article substantiates a scientific and practical approach to the formation of a management mechanism for innovative and ecological entrepreneurship in the context of economic transformation. The developed conceptual model integrates analytical, target, functional, instrumental, and result-oriented components within a unified system with a feedback loop. The proposed mechanism ensures the alignment of strategic priorities, management tools, and performance outcomes, contributing to enhanced managerial adaptability, efficient resource utilization, and the sustainability of entrepreneurial activities under conditions of uncertainty.

**Keywords:** management mechanism, innovative and ecological entrepreneurship, sustainable development, strategic management, digital transformation, adaptability, efficiency..