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DIGITAL TRANSFORMATION AS A FACTOR OF INNOVATIVE DEVELOPMENT OF ENTREPRENEURSHIP IN THE CONDITIONS OF CHANGE MANAGEMENT AND SUSTAINABLE DEVELOPMENT

The article examines the role of digital transformation in ensuring innovative development of entrepreneurship in the conditions of post-war economic recovery of Ukraine and change management. It is substantiated that digital technologies are an important factor in the modernization of production processes, increasing the efficiency of enterprise management and forming new competitive advantages in the modern economic environment in conditions of change. The main directions of digital transformation of entrepreneurship are analyzed, in particular, the implementation of enterprise resource management systems, the use of cloud technologies, big data analysis technologies, the Internet of Things and digital platforms. The main barriers to digital transformation of enterprises are identified, including limited financial resources, insufficient level of digital competencies of personnel and underdevelopment of digital infrastructure. The role of state policy in forming a favorable institutional environment for the implementation of digital innovations, the development of digital infrastructure and stimulating investments in digital technologies is substantiated. A conceptual model of digital transformation of an enterprise is proposed, which involves the integration of technological, organizational and institutional development factors. The implementation of the proposed approaches will contribute to increasing the innovative activity of enterprises, modernization of production, and the formation of a competitive economy of Ukraine in the conditions of post-war recovery.

Keywords: digital transformation, innovative development, enterprises, entrepreneurship, sustainable development, digital technologies, innovative economy, state regulation, change management