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MANAGEMENT OF INNOVATION AND INVESTMENT POTENTIAL OF ENTERPRISE IN THE CONTEXT OF ENSURING SUSTAINABLE DEVELOPMENT

The article examines the theoretical and practical aspects of managing the innovation and investment potential of an enterprise in the context of ensuring sustainable development. The relevance of the topic is due to the need to increase the efficiency of the functioning of enterprises in an unstable economic environment, increased global competition, rapid technological changes and digital transformation of the economy.

The economic essence of the innovation and investment potential is revealed as a complex system of resources, opportunities and management tools that ensure the implementation of innovative activities, attracting investment resources and achieving the strategic goals of the enterprise. The main components of the innovation and investment potential are identified, in particular financial, innovation, personnel, technological, information and organizational and managerial. The internal and external factors that influence the formation, development and effective use of the enterprise's innovation and investment potential are characterized.

The work substantiates the need to integrate innovation and investment activities into the enterprise's strategic management system taking into account the principles of sustainable development. It is established that effective management of innovation and investment potential ensures not only economic growth and increased competitiveness of the enterprise, but also contributes to the achievement of social and environmental development goals. Particular attention is paid to the role of modern technologies, digitalization of production processes, and the introduction of resource-saving and environmentally friendly technologies as important factors in ensuring the sustainable development of enterprises.

The features of strategic management of innovation and investment potential are studied and the main stages of the management process are determined, including analysis of the internal and external environment, assessment of the enterprise's potential, formation of an innovation and

investment strategy, implementation of innovation and investment projects, as well as control of the effectiveness of management decisions.

It has been established that effective management of innovation and investment potential contributes to increasing the financial stability of the enterprise, activating innovation activity, strengthening competitive positions in the market, reducing the negative impact on the environment and creating the prerequisites for long-term sustainable development.

Keywords: innovations, investments, enterprise potential, sustainable development, management, competitiveness, innovation activity.