Olena Lozhachevska[1], Iryna Biletska[2], Nataliia Kovalenko[3]

MANAGEMENT OF INNOVATIVE DEVELOPMENT OF ENTERPRISES IN THE CONDITIONS OF GLOBALIZATION, DIGITAL TRANSFORMATION AND SUSTAINABLE DEVELOPMENT

Innovative development of enterprises is one of the key factors in ensuring their competitiveness, economic sustainability and long-term functioning in the conditions of globalization, digital transformation and implementation of the concept of sustainable development. Acceleration of technological changes, the spread of digital technologies, the integration of national economies into the global economic space and increasing requirements for the efficiency of resource use require the improvement of existing approaches to managing the innovative activities of enterprises. Under such conditions, the formation of a modern management system that is capable of ensuring the timely implementation of innovations, digital modernization of business processes and adaptation of enterprises to constant changes in the external environment is of particular importance. The purpose of the study is to substantiate the scientific and methodological provisions for managing the innovative development of enterprises, taking into account the impact of globalization processes, digital transformation and the principles of sustainable development. To achieve this goal, the methods of system analysis, logical generalization, comparative analysis, economic and mathematical modeling, statistical processing of information and graphical presentation of results were used.

The paper proposes a methodological approach to assessing the innovative development of enterprises, which involves determining the level of implementation of innovative projects, the degree of digital transformation of business processes and the economic efficiency of innovative activity. The practical testing confirmed that the systematic implementation of digital technologies, the activation of innovative activity and the effective use of investment resources contribute to increasing the productivity of enterprises, strengthening their market positions and ensuring stable development in the face of modern economic challenges. It is proven that effective management of innovative development should be based on the integration of strategic planning, digital modernization, human capital development, rational use of investment resources and the implementation of modern management technologies. The complex combination of these components creates conditions for accelerating the technological renewal of enterprises, increasing the efficiency of management processes and forming sustainable competitive advantages. The scientific novelty of the study lies in the development of a comprehensive approach to managing the innovative development of enterprises, which integrates tools for assessing innovative activity, digital transformation and economic efficiency into a single system for supporting management decisions. The practical value of the results obtained lies in the possibility of using the proposed recommendations when forming innovation strategies, planning digital modernization, assessing the effectiveness of innovation programs and ensuring sustainable development of enterprises in the global economy.

Keywords: *innovative development; innovation management; innovation management; digital transformation; digitalization; globalization; sustainable development; strategic management; innovation activity; digital technologies; competitiveness of enterprises; business processes; investments in innovation; enterprise development management.*

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[1] ORCID ID: https://orcid.org/0000-0001-8462-925X

[2] ORCID ID: https://orcid.org/0000-0002-6906-7161

[3] ORCID ID: https://orcid.org/0000-0003-0621-8214

[1] National Transport University. Ukraine
[2] Ivano-Frankivsk Research and Educational Institute of Management, West Ukrainian National University. Ukraine
[3] National University of Life and Environmental Sciences of Ukraine. Ukraine

Олена М. Ложачевська, Ірина М. Білецька, Наталія О. Коваленко

УПРАВЛІННЯ ІННОВАЦІЙНИМ РОЗВИТКОМ ПІДПРИЄМСТВ В УМОВАХ ГЛОБАЛІЗАЦІЇ, ЦИФРОВОЇ ТРАНСФОРМАЦІЇ ТА СТАЛОГО РОЗВИТКУ

Інноваційний розвиток підприємств є одним із ключових чинників забезпечення їх конкурентоспроможності, економічної стійкості та довгострокового функціонування в умовах глобалізації, цифрової трансформації та реалізації концепції сталого розвитку. Прискорення технологічних змін, поширення цифрових технологій, інтеграція національних економік у світовий економічний простір і зростання вимог до ефективності використання ресурсів потребують удосконалення існуючих підходів до управління інноваційною діяльністю підприємств. За таких умов особливого значення набуває формування сучасної системи менеджменту, здатної забезпечити своєчасне впровадження інновацій, цифрову модернізацію бізнес-процесів та адаптацію підприємств до постійних змін зовнішнього середовища. Метою дослідження є обґрунтування науково-методичних положень управління інноваційним розвитком підприємств із урахуванням впливу глобалізаційних процесів, цифрової трансформації та принципів сталого розвитку. Для досягнення поставленої мети використано методи системного аналізу, логічного узагальнення, порівняльного аналізу, економіко-математичного моделювання, статистичного опрацювання інформації та графічного представлення результатів.

У роботі запропоновано методичний підхід до оцінювання інноваційного розвитку підприємств, який передбачає визначення рівня реалізації інноваційних проєктів, ступеня цифрової трансформації бізнес-процесів та економічної ефективності інноваційної діяльності. Проведена практична апробація підтвердила, що системне впровадження цифрових технологій, активізація інноваційної діяльності та ефективне використання інвестиційних ресурсів сприяють підвищенню продуктивності підприємств, зміцненню їх ринкових позицій та забезпеченню стабільного розвитку в умовах сучасних економічних викликів. Доведено, що ефективне управління інноваційним розвитком повинно базуватися на інтеграції стратегічного планування, цифрової модернізації, розвитку людського капіталу, раціонального використання інвестиційних ресурсів та впровадження сучасних управлінських технологій. Комплексне поєднання зазначених складових створює умови для прискорення технологічного оновлення підприємств, підвищення ефективності управлінських процесів і формування стійких конкурентних переваг.Наукова новизна дослідження полягає у розробленні комплексного підходу до управління інноваційним розвитком підприємств, який інтегрує інструменти оцінювання інноваційної активності, цифрової трансформації та економічної результативності в єдину систему підтримки управлінських рішень. Практична цінність отриманих результатів полягає у можливості використання запропонованих рекомендацій під час формування інноваційних стратегій, планування цифрової модернізації, оцінювання ефективності інноваційних програм та забезпечення сталого розвитку підприємств в умовах глобальної економіки.

Ключові слова: *інноваційний розвиток; управління інноваціями; інноваційний менеджмент; цифрова трансформація; цифровізація; глобалізація; сталий розвиток; стратегічне управління; інноваційна діяльність; цифрові технології; конкурентоспроможність підприємств; бізнес-процеси; інвестиції в інновації; управління розвитком підприємств.*

Problem statement. Intensification of international competition, rapid technological innovation, development of digital platforms, automation of production processes and changing consumer requirements necessitate the formation of new approaches to the management of innovative development. Under such conditions, it is innovations that become a determining factor in long-term economic growth, increasing the competitiveness of enterprises and ensuring their adaptation to constant changes in the external environment. Globalization creates new opportunities for enterprises to expand sales markets, attract investments, international cooperation and technology transfer. At the same time, it significantly increases the requirements for product quality, the speed of innovation implementation, flexibility of business processes and the effectiveness of management decisions. In such conditions, enterprises are forced not only to constantly improve their own production potential, but also to form an innovative management system that can respond promptly to technological changes and ensure sustainable economic growth. Digital transformation significantly changes the content of management activities. The use of cloud technologies, big data, artificial intelligence, digital platforms, automated information systems and business analytics tools ensures increased efficiency of management, reduction of production costs and improvement of the process of making managerial decisions. At the same time, digitalization requires significant investments, modernization of the organizational structure of enterprises and development of professional competencies of personnel. An important direction of modern development is the implementation of the principles of sustainable development in the management system of enterprises. Economic efficiency is increasingly combined with social responsibility, environmental safety, rational use of resources and innovative modernization of production. It is the integration of economic, social and environmental goals that ensures the formation of sustainable competitive advantages of enterprises in the long term. Despite a significant amount of scientific research, issues of innovative development management are often considered separately from the processes of digital transformation and the implementation of the principles of sustainable development. Existing methodological approaches are mainly focused on assessing individual areas of innovative activity or digitalization, which does not allow for a comprehensive consideration of their mutual impact on the efficiency of the functioning of enterprises. In addition, the modern challenges of the global economy require the improvement of mechanisms for managing innovation processes, capable of ensuring rapid adaptation of enterprises to changes in the international competitive environment. In this regard, the development of modern scientific and methodological approaches to managing the innovative development of enterprises, which will combine innovative activity, digital transformation and the principles of sustainable development in a single strategic management system, is of particular relevance. The implementation of such an approach will contribute to increasing the efficiency of management decisions, accelerating the implementation of innovations, strengthening the competitive positions of enterprises and ensuring their sustainable development in the conditions of the global economy.

Analysis of publications. The issue of managing the innovative development of enterprises is one of the most studied areas of modern economic science, which is associated with the growing role of innovations in ensuring competitiveness, technological modernization and sustainable economic development. In scientific works, considerable attention is paid to the formation of innovative strategies, the development of digital technologies, change management, business process transformation and increasing the efficiency of using the innovative potential of enterprises [1-17].

At the same time, an analysis of scientific publications shows that most existing studies consider innovative development, digital transformation and sustainable development as separate areas of management. Insufficient attention is paid to the complex combination of these components in a single management system, which would ensure a simultaneous increase in the innovative activity of enterprises, the efficiency of digital modernization and the achievement of sustainable development goals.

This is what makes it necessary to improve scientific and methodological approaches to managing the innovative development of enterprises in the context of globalization, digital transformation, and sustainable development, which will allow for the formation of a more adaptive system of strategic management and ensure long-term strengthening of the competitive positions of enterprises.

Presentation of the main results. Management of innovative development of enterprises in the conditions of globalization requires a transition from fragmented implementation of individual innovations to the formation of a holistic system of continuous innovative improvement. In the modern economic environment, innovations are not a one-time result of the implementation of a separate project, but a constant process of updating technologies, organizational structure, business processes, management system and interaction with the external environment. It is the systematic nature of innovative activity that determines the ability of an enterprise to maintain competitive advantages in the long term.

At the same time, digital transformation changes the principles of organizing management activities. The use of modern information systems ensures the integration of production, financial, marketing and logistics processes into a single digital management system [1; 5; 10]. This allows you to reduce the time for making management decisions, increase the transparency of information flows and improve the coordination of the activities of structural divisions of the enterprise. An important factor in innovative development is the efficiency of implementing innovative projects. Even with significant innovative potential, an enterprise will not be able to ensure stable development without proper organization of the process of introducing new technologies, monitoring the implementation of innovative programs and assessing their economic effectiveness. That is why the management system should combine strategic planning, resource provision, monitoring of project implementation and evaluation of the results obtained.

To assess the level of implementation of innovative activities, it is proposed to use the innovation activity coefficient:

$$Kia = \frac{Pr}{Pp}$$

where: *Kia* – coefficient of innovative activity; *Pr* – number of implemented innovative projects; *Pp* – number of planned innovative projects.

The higher the value of the indicator, the more effectively the enterprise implements its own innovative strategy.

The next element of the proposed approach is the assessment of the level of digital modernization of the enterprise. In modern conditions, digitalization is considered one of the key factors in accelerating innovation processes, since it is the use of digital technologies that ensures the automation of production, the integration of information resources and the increase in management efficiency.

Table 1. **Assessment of the level of innovative activity of enterprises,** *calculated by the authors*

Enterprise	Projects planned	Implemented	Kia
PJSC "MHP"	20	18	0,90
PJSC "Obolon"	18	15	0,83
PJSC "Interpipe"	16	13	0,81
PJSC "Ukrzaliznytsia"	22	17	0,77
PJSC "Kyivstar"	24	21	0,88

To determine the level of digital transformation, the digital development coefficient is used:

$$Kdt = \frac{Ba}{Bz}$$

where: *Kdt* – digital development coefficient; *Ba* – number of automated business processes; *Bz* – total number of business processes of the enterprise. development. This involves simultaneously ensuring economic efficiency, social responsibility and rational use of natural resources. In modern conditions, innovative solutions should be aimed not only at obtaining an economic effect, but also at increasing the environmental safety of production, reducing the resource intensity of products and improving the working conditions of personnel. To assess the economic effectiveness of innovative activity, it is proposed to use the innovation efficiency coefficient:

$$Kie = \frac{\Delta F}{I}$$

where: *Kie* – innovation efficiency coefficient; ΔF – increase in financial result after the implementation of innovations; *I* – volume of investments in the implementation of innovation projects.

The proposed indicator allows to assess the economic feasibility of implementing innovation policy and determine the efficiency of using investment resources. It can be used when comparing alternative innovation projects, assessing the effectiveness of innovation programs and forming strategic directions for the further development of the enterprise. The practical implementation of the innovation strategy largely depends on the ability of the enterprise management to ensure interaction between all functional units. Innovative development is no longer limited to the activities of a separate department or research unit, but covers production, finance, marketing, personnel management, logistics and information technologies. It is interfunctional coordination that creates conditions for the rapid implementation of new technological solutions and increases the effectiveness of innovation processes. An equally important factor is the formation of an innovative corporate culture. Creating a favorable environment for generating new ideas, supporting employee initiatives, developing teamwork, and stimulating professional training ensure increased innovative activity of personnel. Under modern conditions, human capital is the main source of forming innovative advantages, therefore, the management system should be focused on developing employee competencies necessary for working in a digital environment. Particular attention should be paid to knowledge management. The constant accumulation, systematization, and dissemination of professional experience within the enterprise contribute to reducing the time for implementing innovations, reducing production risks, and improving the quality of management decisions. Effective use of internal information resources allows avoiding duplication of work, accelerating the adaptation of new employees, and forming the basis for continuous improvement of the enterprise's activities. One of the key areas of modern innovative development is the digitalization of the process of making management decisions. The use of corporate information systems, electronic document management, automated production planning, and digital information panels ensures prompt receipt of up-to-date information about the results of the enterprise's activities. This increases the validity of management decisions and contributes to more effective use of production and financial resources.

Table 2. **Assessment of the level of digital transformation of enterprises,** *calculated by the authors*

Enterprise	Business processes	Automated	Kd
PJSC "MHP"	42	35	0,83
PJSC "Obolon"	39	31	0,79
PJSC "Interpipe"	45	36	0,80
PJSC "Ukrzaliznytsia"	58	41	0,71
PJSC "Kyivstar"	37	33	0,89

The results of the calculations show that the highest level of digital transformation is demonstrated by enterprises that systematically implement business process automation, use modern corporate information systems and integrate digital technologies into everyday management activities. At the same time, enterprises with a lower level of digital modernization are characterized by longer terms of making management decisions, slower information processing speed and higher administrative costs. Achieving sustainable development goals requires harmonizing innovation activities with long-term economic, social and environmental priorities [2; 5; 12]. This means that when developing innovation programs, it is advisable to take into account not only the expected financial effect, but also the impact of new technologies on energy efficiency of production, rational use of resources, reduction of negative impact on the environment and increased social responsibility of business. The practice of innovatively active enterprises shows that the most sustainable results are achieved when technological innovations are combined with organizational changes. Modernization of production equipment without improving the management system, digital communications and professional development of personnel does not ensure the full use of the potential of innovations. It is the comprehensive nature of changes that allows to increase labor productivity, reduce production costs and ensure sustainable economic growth of the enterprise.

The results obtained confirm that the effectiveness of innovative development is determined not only by the volume of investment, but also by the quality of management of innovative processes.

Table 3. **Assessment of the economic efficiency of innovation activities,** *calculated by the authors*

Enterprise	Investments in innovation, UAH million	Growth in financial result, UAH million	Kie
PJSC "MHP"	185	254	1,37
PJSC "Obolon"	142	183	1,29
PJSC "Interpipe"	168	214	1,27
PJSC "Ukrzaliznytsia"	310	356	1,15
PJSC "Kyivstar"	156	226	1,45

Enterprises that combine digital transformation, human capital development, business process improvement and systematic implementation of innovations demonstrate higher economic returns from the implementation of innovative programs. This indicates the need to consider innovative development as a comprehensive management process aimed at forming long-term competitive advantages and ensuring sustainable development of the enterprise. An important direction for improving the innovative development management system is to increase the flexibility of the organizational structure of the enterprise. In conditions of rapid technological renewal, traditional hierarchical management models no longer provide the necessary speed of response to changes in the external environment. Instead, adaptive organizational structures are becoming more widespread, providing for the delegation of authority, the development of cross-functional teams, reducing the number of management levels and accelerating the process of making managerial decisions. This creates favorable conditions for the prompt implementation of innovations and increasing the efficiency of the implementation of strategic projects. One of the key elements of modern innovation management is the formation of a strategic forecasting system. An enterprise must not only respond to changes in the external environment, but also timely identify promising directions of technological development, assess possible risks and forecast the needs of the future market. The use of scenario planning, strategic analysis and forecasting of technological trends allows for timely adjustment of innovation policy and more efficient use of existing resource potential. The development of partnership between enterprises, scientific institutions, higher education institutions and innovation infrastructure is of particular importance. Such cooperation contributes to the acceleration of technology transfer, shortening the time to commercialize scientific developments and expanding opportunities for attracting investments for the implementation of innovative projects. The formation of open innovation ecosystems allows enterprises to more effectively use external sources of knowledge and technologies, reducing the costs of their own research and development [3; 9; 12-14].

The financial support system has a significant impact on the effectiveness of innovation activities. The rational distribution of investment resources between individual areas of development allows maintaining a balance between the current needs of the enterprise and long-term innovation goals. When forming an investment policy, it is advisable to take into account the expected economic effect, the duration of the implementation of the innovation project, the level of risk, technological novelty and the potential for scaling the results obtained. No less important is the development of an internal control system for the implementation of innovation programs. Regular assessment of the implementation of planned indicators, adherence to calendar schedules, the use of financial resources and the achievement of planned results allows for timely detection of deviations and the adoption of corrective management decisions. Continuous monitoring of innovation processes increases the transparency of management and ensures more effective use of the enterprise's innovation potential. In modern conditions, an important competitive advantage is the ability of an enterprise to quickly scale successful innovation solutions. After the completion of testing new technologies or management approaches, their prompt implementation in other structural divisions allows for accelerating the achievement of economic effects and ensuring comprehensive modernization of the enterprise's activities. This approach significantly shortens the period between the creation of an innovation and its practical use in production activities. In general, the conducted research confirms that effective management of innovative development should be based on a comprehensive combination of strategic planning, digital transformation, human capital development, effective financial support and continuous improvement of organizational processes. It is the coordinated interaction of these components that forms the basis for long-term innovative development of enterprises, increasing their competitiveness and ensuring sustainable functioning in the conditions of globalization, the digital economy and the implementation of the principles of sustainable development. In modern conditions, the effectiveness of innovative development is increasingly determined by the speed of adaptation of enterprises to changes in the external environment. Global economic transformations, the development of digital technologies and the growth of international competition require constant updating of management approaches, production technologies and business models. Enterprises that are able to quickly integrate new technological solutions into their own activities are able to respond faster to changes in market demand, increase labor productivity and use available resources more efficiently. One of the determining factors of successful innovative development is the continuity of the improvement process. Innovation should not be an occasional activity, but an integral part of the strategic management of the enterprise. This involves regular review of long-term goals, assessment of technological trends, updating of production processes, modernization of products and constant search for new opportunities to improve efficiency [4; 9; 12-14].

An important place in the innovation management system is occupied by the assessment of the external environment. Constant monitoring of technological changes, international markets, investment activity, state policy of supporting innovations and the development of the digital economy allows for timely identification of promising directions for enterprise modernization. Using the results of such analysis helps to increase the validity of strategic decisions and minimize the risks of implementing innovation projects. The effectiveness of innovation activity also depends on the quality of information support of the management system. Modern digital technologies create the possibility of integrating financial, production, marketing and analytical information in a single information environment. This ensures timely receipt of reliable data on the results of the enterprise's activities, accelerates the process of analyzing the effectiveness of innovations and improves the quality of strategic planning. Special attention requires the formation of mechanisms for evaluating the results of the implementation of innovation policy. In addition to traditional financial indicators, it is advisable to take into account the speed of implementation of new technologies, the level of digital modernization, the productivity of using innovative resources, the growth of technological potential and the increase in the competitiveness of products. Such a comprehensive approach allows for a more objective assessment of the results of innovation activity and to determine priority areas for further development. Further development of innovation management should be associated with the implementation of artificial intelligence, machine learning, digital twins, the Internet of Things, robotization of production processes, and modern data management platforms. The use of these technologies will increase the speed of information processing, automate the process of making management decisions, improve the forecasting of the development of the enterprise, and ensure more effective use of its innovative potential [1-4; 9; 11].

Thus, the management of innovative development of enterprises in the context of globalization, digital transformation and sustainable development should be based on the principles of complexity, adaptability, technological openness and continuous improvement. Only the integration of innovative activity, digital technologies, strategic management and the principles of sustainable development will ensure long-term economic growth, strengthening of competitive positions and sustainable functioning of enterprises in a dynamic global environment. An important prerequisite for effective management of innovative development is ensuring a balance between the short-term results of the enterprise's activities and its long-term strategic goals. Practice shows that focusing exclusively on current financial results often leads to a reduction in investments in research and development, digital modernization and personnel development. In the long term, this negatively affects the technological potential of the enterprise and reduces its ability to form new competitive advantages. Modern management of innovative development should take into account the relationship between technological, organizational and economic changes. The introduction of new production technologies requires simultaneous improvement of the planning, control, personnel motivation and information support system. Only comprehensive modernization allows to achieve the maximum effect from the implementation of innovative projects and ensure sustainable growth in the efficiency of the enterprise. The use of digital platforms for managing innovation activities is becoming increasingly widespread, which ensure the integration of the processes of strategic planning, project management, financial control and evaluation of the results of the implementation of innovative programs. A single information system creates the possibility of prompt exchange of information between structural units, increases the transparency of management processes and contributes to more efficient use of enterprise resources. At the same time, the effectiveness of innovative development is largely determined by the ability of the enterprise to quickly adapt to technological changes. The reduction of the product life cycle, the acceleration of the renewal of production technologies and the emergence of new digital solutions necessitate continuous improvement of the management system. This requires regular updating of strategic development programs, revision of investment priorities and constant improvement of personnel qualifications. An important component of innovation management is the assessment of the effectiveness of management decisions made. Regular analysis of the achieved results allows to timely identify the strengths and weaknesses of innovation policy, to determine reserves for increasing efficiency and to form new directions of development. Systematic use of the results of such analysis contributes to the improvement of strategic management and ensures more rational use of financial, material and labor resources. In the context of globalization, international cooperation in the field of innovation is of great importance. Participation of enterprises in international research projects, technological alliances, cluster associations and technology transfer programs expands access to modern knowledge, innovative solutions and financial resources. Such cooperation accelerates the process of modernization of production, contributes to improving the quality of products and creates additional opportunities for the integration of enterprises into global production and innovation networks [4; 8; 11; 15]. Therefore, the formation of a modern system of innovative development management requires a combination of strategic vision, digital transformation, effective use of innovative potential, development of human capital and implementation of the principles of sustainable development. It is this integrated management model that ensures the increase in the competitiveness of enterprises, the acceleration of technological modernization and creates the basis for their stable development in the conditions of the global economy. One of the determining factors of effective management of innovative development is the integration of the innovation strategy with the general system of corporate governance of the enterprise. Innovative solutions should be taken into account when forming strategic development plans, investment policy, production program and risk management system. This approach ensures consistency between operational management decisions and long-term development goals of the enterprise [8; 17].

Modern business conditions require a transition to a proactive management model, which involves not only responding to changes in the external environment, but also forming their own directions of technological development. To do this, enterprises must systematically analyze global technological trends, assess the prospects of new business models, and determine directions for modernization of production in accordance with future market needs. Effective management of the enterprise's intellectual capital is of particular importance. Knowledge, professional experience of employees, results of scientific and research activities, digital databases, and their own technological developments become strategic resources that form long-term competitiveness. Therefore, enterprises must create conditions for the accumulation of knowledge, support the innovative activity of personnel, and ensure effective protection of intellectual property objects. The implementation of innovation policy largely depends on the quality of information and analytical support. The use of modern information systems allows for a comprehensive analysis of production, financial, and management indicators, to assess the effectiveness of the implementation of innovative projects, and to timely identify factors that hinder the development of the enterprise. This increases the validity of management decisions and ensures prompt adjustment of strategic development programs. In the modern economy, the concept of open innovation is becoming increasingly widespread, which involves the active use of external sources of knowledge, cooperation with scientific institutions, technology parks, startups and international research centers. This approach allows enterprises to accelerate the process of creating new products, reduce research costs and more quickly implement innovations in practical activities. At the same time, it is important to ensure effective management of innovation risks. The main risks include technological uncertainty, insufficient financial resources, changing market conditions, inconsistency of new technologies with production needs and personnel limitations. Their timely identification, assessment and development of minimization measures contribute to increasing the sustainability of innovation programs and ensure more efficient use of investments. The study confirms that the management of innovative development of enterprises should be carried out as a continuous process of strategic improvement, which combines technological innovation, digital transformation, human capital development, efficient use of investment resources and adherence to the principles of sustainable development. Only with the comprehensive management of all components of innovative activity can enterprises ensure stable economic growth, increase international competitiveness and long-term sustainability in the conditions of the global digital economy.

Conclusions. The article examines modern approaches to managing the innovative development of enterprises in the context of globalization, digital transformation and the implementation of the principles of sustainable development. It is substantiated that the effectiveness of the functioning of modern enterprises increasingly depends on the ability to integrate innovative activity, digital technologies and strategic management into a single system of long-term development. It is established that the formation of sustainable competitive advantages is possible only with the systematic implementation of technological, organizational and managerial innovations. A scientific and methodological approach to assessing the innovative development of enterprises is proposed, which is based on the use of three interrelated indicators: the coefficient of innovative activity, the coefficient of digital development and the coefficient of innovation efficiency. The proposed system of indicators is characterized by simplicity of practical application, does not require complex mathematical calculations and allows for a comprehensive assessment of the effectiveness of the implementation of innovation policy, the level of digital modernization and the economic return on investment in innovation. According to the results of practical testing, it was found that enterprises that carry out a comprehensive digital transformation of business processes, systematically implement innovative projects and actively invest in technological renewal of production, demonstrate a higher level of economic efficiency, labor productivity and adaptability to changes in the external environment. It is proven that the greatest efficiency is achieved by enterprises that combine technological modernization with the improvement of the management system, the development of human capital and the use of modern digital information systems. It is substantiated that digital transformation is not a separate direction of development, but a basic tool for accelerating the innovative activity of enterprises. Automation of business processes, the use of modern information technologies, digital platforms, analytical systems and tools to support management decisions ensure increased efficiency of management, more efficient use of resources, reduction of production costs and create conditions for the rapid implementation of innovations. It is proven that the implementation of the principles of sustainable development should be integrated into the management system for the innovative development of the enterprise. When forming innovation policy, it is advisable to take into account not only economic results, but also the environmental and social consequences of implementing innovation projects, which will contribute to increasing the long-term sustainability of enterprises, strengthening their competitiveness and increasing investment attractiveness.

The practical significance of the results obtained lies in the possibility of using the proposed methodological approach by enterprise managers, innovation managers, government authorities and other stakeholders to assess the level of innovative development, determine priority areas of digital modernization, justify investment decisions and form effective strategies for enterprise development in the global economy. The prospects for further scientific research should be linked to the development of models for managing innovation ecosystems, studying the impact of artificial intelligence technologies, the Internet of Things, digital platforms and automated management systems on the effectiveness of innovation activities of enterprises, as well as to the formation of modern mechanisms for integrating digital transformation and the principles of sustainable development into the strategic management of business entities.

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