

Nataliia Kuzmynchuk , Svitlana Shepelenko

MECHANISM FOR MANAGING THE INNOVATIVE DEVELOPMENT OF AN ENTERPRISE UNDER CONDITIONS OF DIGITAL TRANSFORMATION AND GREENING OF BUSINESS PROCESSES

The article substantiates the theoretical and applied principles of forming a mechanism for managing the innovative development of an enterprise in the context of digital transformation and greening of business processes. It is shown that modern transformational processes of economic development are accompanied by the active spread of digital technologies, automation of business processes, increased global competition, an increase in the role of information resources and the actualization of environmental requirements for the activities of enterprises.

The need to transition from the fragmented implementation of individual innovative solutions to the formation of a comprehensive system for managing the innovative development of an enterprise, which ensures the integration of digital, environmental, organizational and managerial components into a single adaptive system of strategic development, is proven.

The impact of digital transformation on the enterprise management system is revealed and the role of AI, Big Data, cloud technologies, digital platforms and data-driven management in the process of modernizing business processes and increasing the efficiency of management decisions is substantiated. At the same time, the importance of ESG approaches, green management, circular economy and resource efficiency in the formation of modern models of sustainable development of enterprises is determined.

An integrated mechanism for managing the innovative development of an enterprise is proposed, which ensures the interconnection of digital transformation, greening of business processes and innovative activity of the enterprise in the conditions of the dynamism of the external environment. The essence of the mechanism for managing the innovative development of an enterprise is specified as an adaptive, integrated, multi-level, digitally-oriented and environmentally-oriented management system that combines methods, tools, functions and management solutions aimed at ensuring competitiveness, digital maturity, environmental efficiency and sustainable development of the enterprise.

A structural model of the mechanism for managing the innovative development of an enterprise is proposed, which includes strategic-target, functional-management, instrumental-technological, information-analytical and result-adaptive blocks. The functional interaction of digital and environmental tools

in the system for ensuring the innovative development of an enterprise is revealed. The proposed mechanism allows ensuring the adaptability of the enterprise to the conditions of the digital economy, increasing the efficiency of business processes, environmental sustainability and the formation of long-term competitive advantages.

Keywords: management mechanism, innovative development, digital transformation, greening, business processes, ESG, sustainable development, digital technologies, competitiveness, adaptation.