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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.