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STRATEGIC MANAGEMENT OF INNOVATIVE AND ECOLOGICAL ENTREPRENEURSHIP: SCIENTIFIC AND THEORETICAL APPROACHES

The article substantiates the theoretical and methodological principles of strategic management of innovative and ecological entrepreneurship in the context of modern economic transformations characterized by digitalization, increased global competition and the actualization of environmental restrictions.

It is determined that modern trends in the development of entrepreneurial activity necessitate a transition from an isolated consideration of strategic management, innovation, ecology and entrepreneurship to their integration within a single scientific approach focused on ensuring sustainable development and adaptability of enterprises.

A systematic analysis of scientific approaches to the interpretation of the concepts of "strategy" and "management" was conducted, which allowed us to establish the differences between rational-planned and adaptive-behavioral concepts, as well as to substantiate their limitations in the context of modern dynamic changes in the external environment.

Theoretical approaches to determining the essence of innovations, ecology and entrepreneurship were generalized, which made it possible to reveal their multidimensional nature and establish the functional role of each component in the formation of modern models of economic activity. It is proved that innovations act as an instrumental basis for development, ecology determines the limitations and guidelines of functioning, and entrepreneurship ensures the practical implementation of economic activity.

The need for the formation of an integrated approach to strategic management, which ensures the coordination of economic, innovation and environmental goals of enterprise development in conditions of uncertainty and dynamism of the external environment, is substantiated.

The essence of the concept of "innovative and ecological entrepreneurship" as a systemic form of economic activity that combines the implementation of innovative solutions with compliance with environmental restrictions and an orientation towards resource efficiency and sustainable development is clarified.

The author's definition of strategic management of innovative and ecological entrepreneurship is formed as a systemic, adaptive process of forming, implementing and adjusting management decisions aimed at integrating innovative, ecological and entrepreneurial components of enterprise development.

A conceptual framework for the study is proposed that reflects the logic of the relationship between basic categories and allows considering strategic management of innovative and ecological entrepreneurship as a holistic system.

Keywords: strategic management, innovative and ecological entrepreneurship, innovation, sustainable development, greening, adaptability.