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## **USING DIGITAL TOOLS IN MANAGING INNOVATION RISKS**

This scientific article examines the transformation of approaches to managing innovation risks in the context of the digital economy and hypercompetition. The aim of the work is to provide a theoretical justification and practical testing of the use of cloud services, artificial intelligence, and big data analytics to modernise the process of developing new products. The methodological basis of the study is the integration of the classic Stage-Gate model with modern digital tools of the Google ecosystem. The article provides a systematic classification of innovation risks, highlighting technological, market, financial, organisational threats and intellectual property risks. The scientific novelty of the results lies in the development of a conceptual scheme for the implementation of predictive analytics at each stage of the innovation cycle — from idea generation to commercialisation. In particular, the effectiveness of Google Trends in overcoming market imbalances through the analysis of consumers' “unconscious awareness” has been proven. The role of the Vertex AI platform in minimising technical risks by automating quality control and modelling climatic influences has been substantiated. The capabilities of Google Analytics in the context of MVP financial validation and Google Workspace for neutralising organisational barriers and protecting confidential information of R&D departments have been analysed. The practical significance of the study lies in the formulation of applied recommendations for management regarding the transition from intuitive to quantitative, data-driven risk management. It has been established that the use of digital tools allows organisations to make informed decisions about project financing, significantly reducing time to market and increasing the overall effectiveness of innovation activities in conditions of high uncertainty.

**Keywords:** innovation risks, risk management, Stage-Gate model, digital tools, artificial intelligence, Google Trends, Vertex AI, business analytics.