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## MOTIVATION OF THE DEVELOPMENT OF ENTREPRENEURIAL POTENTIAL AND BUSINESS COMPETITIVENESS THROUGH INNOVATIVE ENGINEERING AND SAFETY MANAGEMENT

*The article examines the features of motivation for the development of entrepreneurial potential and ensuring business competitiveness through innovative engineering and security management. It is substantiated that modern economic transformations, digitalization of business processes, increased global competition and increased security risks create the need to transition to new models of business management. It is established that the effective development of enterprises in the modern environment depends on the level of integration of innovative technologies, adaptability of management systems and the ability to ensure business resilience to external and internal threats.*

*The study analyzes the role of innovative engineering as a mechanism for modernizing business processes, optimizing resource provision and implementing digital solutions in the enterprise management system. It is proven that the use of engineering technologies contributes to increasing the efficiency of management decisions, accelerating the adaptation of enterprises to changes in the market environment and the formation of new competitive advantages. Special attention is paid to security management, which is considered as a strategic tool for ensuring the stability of business operations, risk management and supporting the economic sustainability of enterprises.*

*The research established a relationship between the motivation for the development of entrepreneurial potential, innovative activity and security management mechanisms. It was determined that modern business competitiveness is formed through the synergy of intellectual capital, digital technologies, managerial adaptability and a strategic security system. The need to create integrated management models focused on supporting innovative development, increasing the efficiency of resource use and ensuring long-term sustainability of enterprises was substantiated.*

*The results obtained confirm that the motivation for the development of entrepreneurial potential through innovative engineering and security management forms the basis of a modern model of competitive business, capable of functioning effectively in conditions of economic instability, digital transformation and global structural changes.*

**Keywords:** *entrepreneurial potential, business competitiveness, innovative engineering, security management, digital transformation, development motivation, business management, intellectual capital, risk management, innovation activity, strategic sustainability, enterprise adaptability.*

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МОТИВАЦІЯ РОЗВИТКУ ПІДПРИЄМНИЦЬКОГО ПОТЕНЦІАЛУ  
Й КОНКУРЕНТОСПРОМОЖНОСТІ БІЗНЕСУ ЧЕРЕЗ  
ІННОВАЦІЙНИЙ ІНЖИНІРИНГ ТА БЕЗПЕКОВИЙ  
МЕНЕДЖМЕНТ

*У статті досліджено особливості мотивації розвитку підприємницького потенціалу та забезпечення конкурентоспроможності бізнесу через інноваційний інжиніринг і безпековий менеджмент. Обґрунтовано, що сучасні економічні трансформації, цифровізація бізнес-процесів, посилення глобальної конкуренції та зростання безпекових ризиків формують необхідність переходу до нових моделей управління підприємницькою діяльністю. Встановлено, що ефективний розвиток підприємств у сучасному середовищі залежить від рівня інтеграції інноваційних технологій, адаптивності управлінських систем та здатності забезпечувати стійкість бізнесу до зовнішніх і внутрішніх загроз.*

*У дослідженні проаналізовано роль інноваційного інжинірингу як механізму модернізації бізнес-процесів, оптимізації ресурсного забезпечення та впровадження цифрових рішень у систему менеджменту підприємства. Доведено, що використання інжинірингових технологій сприяє підвищенню ефективності управлінських рішень, прискоренню адаптації підприємств до змін ринкового середовища та формуванню нових конкурентних переваг. Особливу увагу приділено безпековому менеджменту, який розглядається як стратегічний інструмент забезпечення стабільності функціонування бізнесу, управління ризиками та підтримки економічної стійкості підприємств.*

*У процесі дослідження встановлено взаємозв'язок між мотивацією розвитку підприємницького потенціалу, інноваційною активністю та безпековими механізмами управління. Визначено, що сучасна конкурентоспроможність бізнесу формується через синергію інтелектуального капіталу, цифрових технологій, управлінської адаптивності та системи стратегічної безпеки. Обґрунтовано необхідність створення інтегрованих моделей управління, орієнтованих на підтримку інноваційного розвитку, підвищення ефективності використання ресурсів і забезпечення довгострокової стійкості підприємств.*

*Отримані результати підтверджують, що мотивація розвитку підприємницького потенціалу через інноваційний інжиніринг та безпековий менеджмент формує основу сучасної моделі конкурентоспроможного бізнесу, здатного ефективно функціонувати в умовах економічної нестабільності, цифрової трансформації та глобальних структурних змін.*

*Ключові слова:* підприємницький потенціал, конкурентоспроможність бізнесу, інноваційний інжиніринг, безпековий менеджмент, цифрова трансформація, мотивація розвитку, управління бізнесом, інтелектуальний капітал, ризик-менеджмент, інноваційна діяльність, стратегічна стійкість, адаптивність підприємства.

**Problem statement.** The current stage of economic development is characterized by a high level of instability, global competition, acceleration of technological transformations and increased security challenges, which significantly affect the functioning of business structures. In such conditions, the problem of forming and developing entrepreneurial potential as the basis for ensuring business competitiveness, its stability and ability to adapt to changes in the external environment becomes of particular importance. Traditional approaches to business management are increasingly proving to be insufficiently effective, as they do not take into account the need for comprehensive integration of innovation, engineering and security mechanisms into the business development system. The intensification of crisis processes in the world

economy, the transformation of market models, the increase in the level of digitalization and structural changes in the international economic space form new requirements for enterprises regarding management flexibility, speed of response to risks and the ability to generate innovative solutions. In these conditions, the motivation for the development of entrepreneurial potential ceases to be limited only to financial incentives and becomes multidimensional, covering intellectual development, technological modernization, organizational transformations and ensuring economic security. A special role in the formation of modern competitive advantages is played by innovative engineering, which ensures the modernization of business processes, the integration of digital technologies and the creation of new models of organizing entrepreneurial activity. Engineering solutions allow optimizing management, production and logistics processes, increasing the efficiency of resource use and ensuring the acceleration of innovative development. At the same time, the effectiveness of the implementation of innovations largely depends on the level of motivation of personnel, the readiness of enterprises for transformations and the ability to form an environment focused on supporting entrepreneurial activity.

An equally important factor in modern business development is security management, the importance of which has significantly increased in conditions of economic instability, military risks, cyber threats and global crisis phenomena. The security management system today acts not only as a tool for minimizing risks, but also as an element of strategic management that ensures the stability of the functioning of enterprises, the protection of their economic interests and the support of competitiveness. The integration of security mechanisms into the system of developing entrepreneurial potential allows creating conditions for the sustainable functioning of business even in conditions of high turbulence of the external environment. In the context of European integration processes and increased international competition, the problem of developing entrepreneurial potential through innovative engineering and security management is becoming particularly relevant for Ukrainian enterprises. Adaptation to European management standards, the implementation of modern technological solutions, the formation of digital infrastructure and ensuring economic security are becoming necessary conditions for long-term business development. This necessitates a comprehensive study of the mechanisms of motivation for the development of entrepreneurial potential, the identification of factors for increasing competitiveness and the justification of modern approaches to the integration of innovative engineering and security management into the business management system.

**Analysis of publications.** In modern scientific research, the issue of developing entrepreneurial potential is considered as one of the key conditions for ensuring business competitiveness in the context of global economic instability, technological transformations and increased market competition. Considerable attention is paid to the issues of forming an innovative environment for enterprises, modernizing management systems and adapting business processes to the digital economy. In economic and management works, entrepreneurial potential is interpreted as a complex system of resources, competencies, management capabilities and intellectual capital capable of ensuring the long-term development of business entities. A separate area of research is devoted to innovative engineering as a tool for transforming business models and increasing the efficiency of enterprise operations. Scientists focus on the

implementation of digital technologies, automation of production processes, the use of analytical systems and the integration of intelligent platforms into the management system. Innovative engineering is considered as a mechanism for optimizing resource provision, reducing costs, accelerating management decision-making and forming new competitive advantages for business [1-15].

At the same time, in modern literature, studies related to security management in the enterprise management system are becoming increasingly relevant. A significant number of scientific works are devoted to the issues of economic security, risk management, information systems protection, anti-crisis management and ensuring business resilience to external threats. Special attention is paid to the need to integrate security mechanisms into the system of strategic management of enterprises in conditions of economic turbulence, military risks and global crisis processes [16-21]. Scientific publications also study the motivational aspects of entrepreneurship development, in particular the formation of an innovative culture, stimulating entrepreneurial activity, increasing the efficiency of personnel management and creating conditions for the realization of intellectual potential. Motivation is considered an important factor in ensuring innovative development and increasing the effectiveness of enterprises [14-23].

At the same time, the analysis of scientific sources indicates an insufficient level of comprehensive research into the relationship between motivation for the development of entrepreneurial potential, innovative engineering and security management in a single system for ensuring business competitiveness. The issues of integrating engineering and security mechanisms into the process of business management, as well as the formation of adaptive models of business development in conditions of high uncertainty of the external environment, remain insufficiently developed. This necessitates the need for further deepening of the theoretical and applied aspects of the study of the above-mentioned issues.

Presentation of the main results. The modern development of entrepreneurship takes place in conditions of deep transformation of the economic environment, where the competitiveness of a business is increasingly determined not only by financial resources or production capacities, but by the ability of enterprises to quickly adapt to changes, integrate innovative solutions and form sustainable security management mechanisms. In these conditions, the motivation for the development of entrepreneurial potential acquires strategic importance, since it is it that ensures the activation of the internal capabilities of the enterprise, stimulates innovative activity and forms the basis of long-term economic development. Innovative engineering in the modern business management system acts not only as a technological tool for modernizing processes, but also as a comprehensive mechanism for transforming the managerial, production and organizational structure of the enterprise. Its implementation contributes to the formation of new models of interaction between structural elements of the business, ensures the optimization of resource flows and creates conditions for the integration of digital technologies into the strategic management system. As a result, enterprises gain the opportunity to accelerate the decision-making process, reduce costs and respond more effectively to changes in the external environment.

Security management is of particular importance in conditions of high economic turbulence, gradually transforming from a threat response system into a mecha-

nism for ensuring the stability and continuity of business operations. Modern enterprises operate in conditions of increasing financial risks, cyber threats, logistical constraints and instability of market processes, which necessitates the integration of security mechanisms into the business potential management system. Security management in such a system provides not only the protection of resources, but also creates the prerequisites for maintaining the competitive advantages of the enterprise.

In the process of research, it was established that the motivation for the development of business potential is formed under the influence of the interaction of innovative, engineering and security factors, which provide a comprehensive effect of business modernization. To systematize the relationships between these elements, it is advisable to present them in the form of an integrated model of the transformation of the enterprise's competitiveness (Table 1).

*Table 1. Integrated model of motivation for the development of entrepreneurial potential through innovative engineering and safety management, author's development*

Vector of transformation	Motivational basis	Engineering mechanism	Security effect	Result for competitiveness
Digital modernization	stimulation of innovative activity	business process automation	reducing operational risks	acceleration of development
Management adaptability	development of entrepreneurial competencies	integrated management systems	increasing resilience	business flexibility
Resource optimization	effective use of potential	digital resource modeling	loss control	increased efficiency
Intellectual development	support of staff creativity	analytical and predictive systems	protecting the information environment	formation of innovative advantages
Strategic sustainability	orientation on long-term development	business model engineering	comprehensive risk management	strengthening of market positions

The interaction of these components creates a synergistic effect, which is manifested in the growth of the enterprise's adaptability, increased efficiency of resource use and strengthening of its competitive position. An important feature of the modern business environment is that innovative business development can no longer be carried out in isolation from the security management system. Any innovative changes are accompanied by new risks associated with digital threats, market instability and increased dependence on information systems. That is why the effectiveness of the development of entrepreneurial potential largely depends on the ability to integrate security mechanisms into the process of implementing innovative strategies [4; 10; 14-18; 21]. At the same time, innovative engineering ensures the formation of new approaches to the organization of business processes, in which digital technologies, intelligent management systems and analytical forecasting tools play a key role. This creates the prerequisites for the formation of adaptive business models capable

of ensuring stable functioning even in crisis conditions [1-3; 5-9]. As a result, the motivation for the development of entrepreneurial potential is transformed from a local management tool into a strategic mechanism for ensuring business competitiveness in a dynamic economic environment.

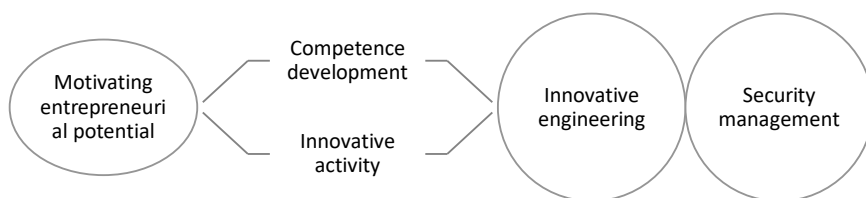
The further development of entrepreneurial potential in modern conditions is largely determined by the ability of enterprises to form an integrated system of interaction between innovative technologies, management mechanisms and security tools. In the process of digital transformation of the business environment, the competitiveness of enterprises increasingly depends on the speed of updating business models, the level of technological adaptability and the effectiveness of strategic risk management [11-13; 19-20; 22]. This necessitates the transition to new approaches to organizing entrepreneurial activity, in which innovative engineering acts as a catalyst for structural changes and modernization of the management system. The formation of an adaptive motivational system focused not only on financial results, but also on the development of intellectual capital, stimulating staff creativity and supporting innovative activity is of great importance. In such conditions, motivation is an element of strategic management that ensures the mobilization of the internal potential of the enterprise and the formation of an environment favorable for the implementation of engineering transformations. At the same time, security management ensures the stability of the enterprise by minimizing risks, supporting information security and forming anti-crisis response mechanisms.

Innovative engineering in the modern business system transforms the logic of creating competitive advantages. If previously the key factors of development were considered to be the volume of resources or the scale of production, then in the digital economy the speed of integration of innovations, the efficiency of information use and the ability of the enterprise to adapt to external changes become decisive [4; 8; 11; 18; 21; 23]. This forms a new model of business development, in which competitiveness is determined by the level of interaction between technological, organizational and security components. To visualize the relationship between the motivation of entrepreneurial potential, innovative engineering and security management, it is advisable to present a conceptual model of the formation of business competitiveness (Fig. 1).

The presented model demonstrates that the motivation for the development of entrepreneurial potential is the primary basis for the formation of innovative activity and managerial adaptability of the enterprise. It is through the integration of engineering and security mechanisms that a system of digital business transformation is formed, which ensures its sustainability, efficiency and long-term competitiveness.

Further strengthening of the role of innovative engineering in the development of entrepreneurship is due to the changing nature of economic competition, in which not only the quality of products or services, but also the ability of enterprises to quickly transform internal processes in accordance with the dynamics of the external environment is of decisive importance. In modern conditions, competitive advantages are increasingly formed due to the flexibility of business models, the level of integration of digital technologies and the efficiency of using intellectual potential [4; 10-15; 18; 21-23]. This contributes to the transition from traditional forms of organizing entrepreneurial activity to adaptive management systems focused on continuous renewal

and innovative development. An important factor in increasing the efficiency of entrepreneurial activity is the transformation of approaches to human capital management. In the modern business environment, personnel are not only an executive resource, but also the main carrier of innovative knowledge, managerial competencies and creative potential.



**Fig. 1. Conceptual model of the formation of business competitiveness through the motivation of entrepreneurial potential, innovative engineering and security management, author's development**

This necessitates the formation of motivational mechanisms aimed at stimulating professional development, supporting innovative initiative and involving employees in strategic management processes. As a result, an environment is formed in which the entrepreneurial potential of the enterprise develops through a combination of technological, intellectual and organizational capabilities. The ability of enterprises to form systems of strategic forecasting and risk management also becomes of significant importance. Security management in modern conditions performs the function of ensuring the continuity of business processes, the stability of financial flows and the protection of information infrastructure. The integration of security mechanisms with digital management systems allows not only to minimize threats, but also to improve the quality of strategic decisions through the use of analytical tools for forecasting and assessing risks. The problem of ensuring the stability of enterprises during periods of crisis transformations is becoming particularly urgent. Economic instability, changes in logistics routes, fluctuations in international markets and increased information threats require businesses to be able to quickly rebuild the management system and adapt operating mechanisms to new conditions. In this context, innovative engineering acts as a tool for structural modernization, and security management is the basis for maintaining stability and preserving strategic resources of the enterprise.

In the modern economy, entrepreneurial potential is increasingly associated with the ability of business to form network interactions and integrate into global economic processes. Enterprises that actively use innovative engineering solutions and modern security management systems are able to expand sales markets, accelerate information exchange, and more effectively integrate into international production and digital networks. This creates conditions for increasing their economic sustainability and strengthening their positions in the competitive environment. Thus, the development of entrepreneurial potential through innovative engineering and security management forms the basis of a modern model of competitive business, capable of ensuring sustainable development, adaptability, and effective functioning in conditions of constant economic and technological transformations.

**Conclusions.** As a result of the study, it was established that the motivation for the development of entrepreneurial potential in modern conditions is one of the key factors in ensuring the competitiveness of business, its stability and ability to adapt in a dynamic economic environment. It is proven that the effective development of entrepreneurial activity is impossible without the integration of innovative engineering and security management into the strategic management system of the enterprise. It is the combination of technological, organizational and security mechanisms that forms the basis of the modern model of business functioning. It is substantiated that innovative engineering ensures the structural modernization of enterprises through the digitalization of business processes, automation of management decisions and integration of modern information technologies into the management system. Its implementation contributes to increasing the speed of adaptation of enterprises to market changes, optimizing the use of resources and forming new competitive advantages. It is established that the digital transformation of business changes the nature of entrepreneurial activity, within which intellectual capital, analytical systems and the ability to quickly update business models become key. The study confirmed that security management in modern conditions performs not only a protective function, but also acts as a strategic element in supporting the stability of the enterprise. The integration of risk management systems, information security and anti-crisis response into the general management system ensures increased business resilience to external and internal threats. At the same time, the use of security mechanisms contributes to the formation of a more predictable environment for the functioning of enterprises and the strengthening of their market positions.

It was established that the motivation for the development of entrepreneurial potential is formed under the influence of not only economic incentives, but also organizational, technological and intellectual factors. Of particular importance is the formation of a motivational environment focused on supporting innovative activity, developing professional competencies of personnel and stimulating a creative approach to business management. This allows for more effective use of the internal potential of the enterprise and increasing its adaptability to changes. The study proved that the modern competitiveness of a business is determined by the level of integration of innovative engineering, digital technologies and security management into the enterprise management system. Enterprises that are able to ensure the synchronization of these elements are able to respond faster to economic transformations, manage risks more effectively and form long-term competitive advantages. The generalization of the research results allows us to state that the development of entrepreneurial potential through innovative engineering and security management forms a new paradigm of business management, focused on digital adaptability, innovative activity and strategic sustainability. It is this model that ensures the ability of enterprises to function effectively in the conditions of global competition, economic instability and accelerated technological transformations.

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