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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.