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MANAGEMENT OF ENTERPRISE INNOVATIVE DEVELOPMENT AS A FACTOR IN INCREASING COMPETITIVENESS

The article reveals the essence of managing enterprise innovative development and defines its role in increasing competitiveness.

The current conditions of the functioning of enterprises in Ukraine are characterized by a high level of economic instability, increased competition, technological transformations and ensuring rapid adaptation to changes in the external environment. In such conditions, traditional approaches to ensuring competitiveness no longer give a long-term effect, advantages formed only at the expense of price participants or available resources quickly lose their relevance. That is why the role of innovative development as a systemic process of updating technologies, products and management approaches is growing. In this regard, the study of the management of innovative development of an enterprise as a factor in increasing competitiveness is of particular relevance and requires further theoretical generalization and practical substantiation. evaluate a significant number of scientific works devoted to innovative development and competitiveness of enterprises, in the practical activities of Ukrainian companies create a number of problems. Innovative activity is often fragmentary in nature and is not integrated into the general system of strategic management. The lack of clear mechanisms for assessing the effectiveness of innovative solutions allows us to determine their real impact on the competitive position of the enterprise. Limited financial resources and a high level of risk reduce motivation for long-term innovative investments.

The main components of the innovative development management system are summarized: strategic, organizational, resource, and control-analytical components. The study determines that sustainable competitive advantages are formed through systematic planning, resource support, efficiency evaluation, and risk management of innovation activities. It is concluded that innovative development contributes to increasing enterprise adaptability, strengthening market positions, and ensuring long-term growth.

Keywords: innovative development, innovation management, enterprise competitiveness, innovation strategy, innovation activity, risk management.