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EFFECTIVE INNOVATION MANAGEMENT AS A FACTOR IN ENHANCING ENTERPRISE COMPETITIVENESS

The article is based on an analysis of scientific publications by Ukrainian researchers. It examines the role of innovation management in enhancing enterprise competitiveness. Conceptual approaches to managing the competitiveness of business entities and innovation development strategies, including the Blue Ocean Strategy, are systematized. The study analyzes innovative mechanisms for creating competitive advantages as an integrated system comprising organizational and managerial, technological, customer-oriented, human capital and competency-based, investment and financial, as well as institutional and partnership components. Based on official statistical data, the current state of innovation activity among Ukrainian enterprises is highlighted. Particular attention is paid to the specifics of the strategic management of industrial competitiveness and small and medium-sized enterprises under wartime conditions. Overcoming wartime-specific challenges requires systemic management decisions at the state and industry levels, while for the small and medium-sized business sector, what is critically important is not the scale of resources, but the systematic management approach to innovation, supported by state incentive policies. The state should play the role not only of a regulator, but also of an active partner that creates a favorable institutional environment - through financial support programs, simplifying access to investments, and developing an infrastructure for cooperation between business and scientific institutions. Practical conclusions are formulated regarding the improvement of innovation management practices at Ukrainian enterprises.

Keywords: innovation management, enterprise competitiveness, innovation strategy, innovative mechanisms, digitalization, small and medium-sized enterprises, martial law.