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METHODOLOGICAL FRAMEWORK FOR SELECTING ACTORS OF AN AVIATION ENTERPRISE INNOVATION ECOSYSTEM

Limited public resources for supporting innovation in the post-war recovery of Ukraine's aviation sector require a targeted mechanism for selecting actors within the innovation ecosystem rather than distributing support uniformly or on politically motivated grounds. The presence of a synergistic effect alone is an insufficient selection criterion, as a university–enterprise pair with high static complementarity may prove vulnerable to external shocks or fail to evolve toward a more favourable state over time. Therefore, this study develops a methodological approach for selecting actors within the innovation ecosystem of an aviation enterprise based on three dimensions: synergistic effect, adaptability, and evolutionary development. The potential synergistic effect and adaptability of innovation ecosystems are represented by normalized outputs of the authors' previously developed methodologies, while the evolutionary development indicator is operationalized for the first time in this study as the normalized linear trend of a pair's synergy trajectory over the period 2020–2023. This indicator captures the direction and rate of change in the performance of the pair's innovation and commercialization components over time, rather than their static level. The integrated selection coefficient is calculated as the geometric mean of the three normalized dimensions, implementing the "weakest-link" principle, whereby no dimension can compensate for the critical weakness of another. Based on the median split of each dimension, an octant classification was constructed for 52 university–air transport enterprise pairs (4 universities and 13 enterprises). The results identified eight pairs belonging to the leading octant that constitute the core of priority public support. Another seven pairs were classified as systematically weak and therefore non-priority candidates for direct public funding in the short term. The practical contribution of the study lies in providing a reproducible, evidence-based tool for the three-dimensional positioning of innovation ecosystem actors to support priority setting in public policies for restoring Ukraine's aviation innovation ecosystem.

Keywords: innovation ecosystem; actor selection; three-dimensional indicator; synergy; adaptability; evolutionary development; public support.