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CONCEPTUAL FOUNDATIONS FOR STRATEGIC MANAGEMENT OF ENTREPRENEURSHIP DEVELOPMENT AND REGIONAL INNOVATION ECOSYSTEMS

The article substantiates the conceptual foundations of the strategic management of entrepreneurship development and regional innovation ecosystems based on the author's concept of strategic interaction architecture. The relevance of the study is determined by the transition from managing individual organisations to the strategic coordination of interaction within networks of interdependent actors, as well as by Ukraine's need to establish resilient mechanisms for innovation-driven regional recovery. Comparative, systemic, and structural-logical analysis was employed to synthesise the evolution of strategic management, entrepreneurship, national and regional innovation systems, and the ecosystem approach. The study identifies a research gap related to the absence of a comprehensive conceptual framework for the strategic management of interaction among regional innovation ecosystem actors. Strategic interaction architecture is defined as a conceptual and methodological framework for organising strategic interaction among regional innovation ecosystem actors by determining the principles, structure, actor roles, relationships, and coordination mechanisms of their activities. A model of strategic interaction architecture is developed that integrates strategic goals, ecosystem actors, principles, informational, organisational, institutional, economic, and innovation mechanisms, outcomes, an adaptation loop, and the influence of the external environment. An implementation mechanism is substantiated, including strategic goal setting, identification of actors and their roles, formation of interaction mechanisms, performance assessment, and adaptation. The scientific novelty lies in developing the concept of strategic interaction architecture, within which strategic interaction is considered a system-forming factor in the strategic management of regional innovation ecosystem development. The findings can be applied in developing regional strategies, entrepreneurship support programmes, innovation platforms, partnership mechanisms, and systems for the strategic coordination of innovation development.

Keywords: strategic management; entrepreneurship; regional innovation ecosystem; strategic interaction architecture; innovation; strategic partnership; regional development.