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MANAGEMENT OF ENTERPRISE CIRCULAR ECONOMY DEVELOPMENT AS A FACTOR OF ECONOMIC RESILIENCE AND COMPETITIVENESS

The article examines the theoretical and practical foundations of managing enterprise circular economy development as a factor in strengthening economic resilience and competitiveness. It is substantiated that the traditional linear economic model based on the sequence of resource extraction, production, consumption and waste generation no longer meets contemporary requirements for resource efficiency, environmental responsibility and long-term business performance. The transition to a circular model involves retaining the value of products, materials and resources within economic circulation for as long as possible through reuse, repair, refurbishment, remanufacturing, recycling and the creation of closed production cycles.

It is proved that the circular economy should be considered not only as an environmental concept but also as a strategic enterprise management model capable of reducing resource intensity, lowering production costs, decreasing dependence on unstable supply chains, generating new revenue streams and increasing organizational adaptability to external crises. Effective circular transformation requires the integration of economic, environmental, technological, organizational, investment and marketing instruments into a unified enterprise development management system.

Special attention is paid to digital technologies, eco-innovation, industrial symbiosis, circular design, reverse logistics and responsible consumption in the formation of closed-loop value creation models. Digitalization is shown to ensure the traceability of resource flows, improve the transparency of production operations, support forecasting of material consumption and optimize management decisions related to resource recovery and reuse.

The article proposes conceptual directions for managing enterprise circular economy development, including strategic planning of circular transformation,

resource diagnostics, product eco-design, modernization of production processes, development of partnership networks, implementation of circular business models and assessment of economic, environmental and social outcomes. It is concluded that the systematic application of circular principles contributes to strengthening enterprise economic resilience, increasing resource efficiency, stimulating innovation activity and creating long-term competitive advantages.

Keywords: circular economy, economic resilience, competitiveness, enterprise management, resource efficiency, circular business models, eco-innovation, industrial symbiosis, reverse logistics, sustainable development.