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MODELING OF THE MANAGEMENT SYSTEM FOR THE INNOVATION AND INVESTMENT POTENTIAL OF ENTERPRISES

The article explores the theoretical and applied principles of modeling the management system for the innovation and investment potential of enterprises. The relevance of forming a comprehensive management system capable of ensuring the effective use of innovation and investment resources in the conditions of digital transformation, military challenges and an unstable economic environment is substantiated. An analysis of investment processes in the Poltava region is carried out, the dynamics of foreign direct and capital investments, export activity and the development of industrial parks are studied. The activities of agro-processing enterprises are assessed in terms of investment activity, investment attractiveness and the effectiveness of their own capital investments in innovation processes. Economic and mathematical tools, in particular correlation and regression analysis, the least squares method and longitudinal data models are used to model the management system. The results obtained confirmed the adequacy of the constructed models and the possibility of their use for predicting the performance of enterprises. The practical value of the research lies in the development of a model that can be used to improve the efficiency of management of innovation and investment potential, investment attractiveness and competitiveness of enterprises.

Keywords: innovation and investment potential; management system; modeling; enterprises; investment attractiveness; innovative activity; economic and mathematical modeling; correlation and regression analysis; longitudinal models; forecasting.