

СУЧАСНІ ІННОВАЦІЙНО-ІНВЕСТИЦІЙНІ МЕХАНІЗМИ РОЗВИТКУ ПІДПРИЄМНИЦТВА

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FORMATION OF THE ENTERPRISE'S INNOVATION POTENTIAL IN THE CONDITIONS OF THE DIGITALIZATION

The current stage of development of the world and domestic economic systems is characterized by the growth in dynamism, unpredictability, turbulence of the external and internal environment and high rates of advanced digital technologies introduction. The Fourth Industrial Revolution has a major impact on the modern world economy. Currently, companies that have not accepted the challenge of digital modernization are forced to give way to innovation-oriented organizations. The strategic goals of the organization's innovative development are achieved through the implementation of innovative investment projects. Since various types of digital technologies are characterized by specific features of their development and implementation, this also determines the peculiarities in the formation of the innovative potential necessary for the implementation of such projects, as well as the ambiguity of the number and composition of analytical indicators in its assessment. The concept of innovative potential is broader and includes an analysis of the organization's ability to implement innovative projects related not only to digitalization [1]. But, in order to provide the necessary conditions for the implementation of digital innovation projects, it is necessary to ensure a certain development level of factors that characterize the resource, technological, human, financial, organizational and managerial potential of the enterprise. In this regard, it is necessary to define the digital innovative potential of an enterprise as a combination of all elements abilities of the enterprise's potential to ensure an effective solution to the problems of innovative activity for the implementation of digital innovation and investment projects. Thus, under the digital innovation potential, it is necessary to

understand the ability of an enterprise to effectively solve the problems of innovative activity using digital technologies, both within the framework of existing business processes and those transformed on the basis of new technological capabilities, with the optimal use of available resources, which makes it possible to transfer the enterprise to brand new condition [1].

The introduction and use of advanced digital technologies allows companies in various sectors of the economy not only to reduce costs, but also to transform existing business models, providing themselves with competitive advantages in the global market. It is digital technologies that today are the main driver of their sustainable development and the main tool for increasing competitiveness and investment attractiveness [3]. That is, in the context of assessing the ability of an organization to implement digital innovations, it is necessary to consider such a characteristic as adaptability, since the speed and effectiveness of adaptation processes is determined by the level of adaptability of the organization. Adaptability is understood as the ability of an organization to move to a qualitatively better state, taking into account new opportunities for using digital technologies, that is, to digitalization. The characteristics of enterprises, depending on the level of adaptability to digitalization, are shown in Fig. 1.

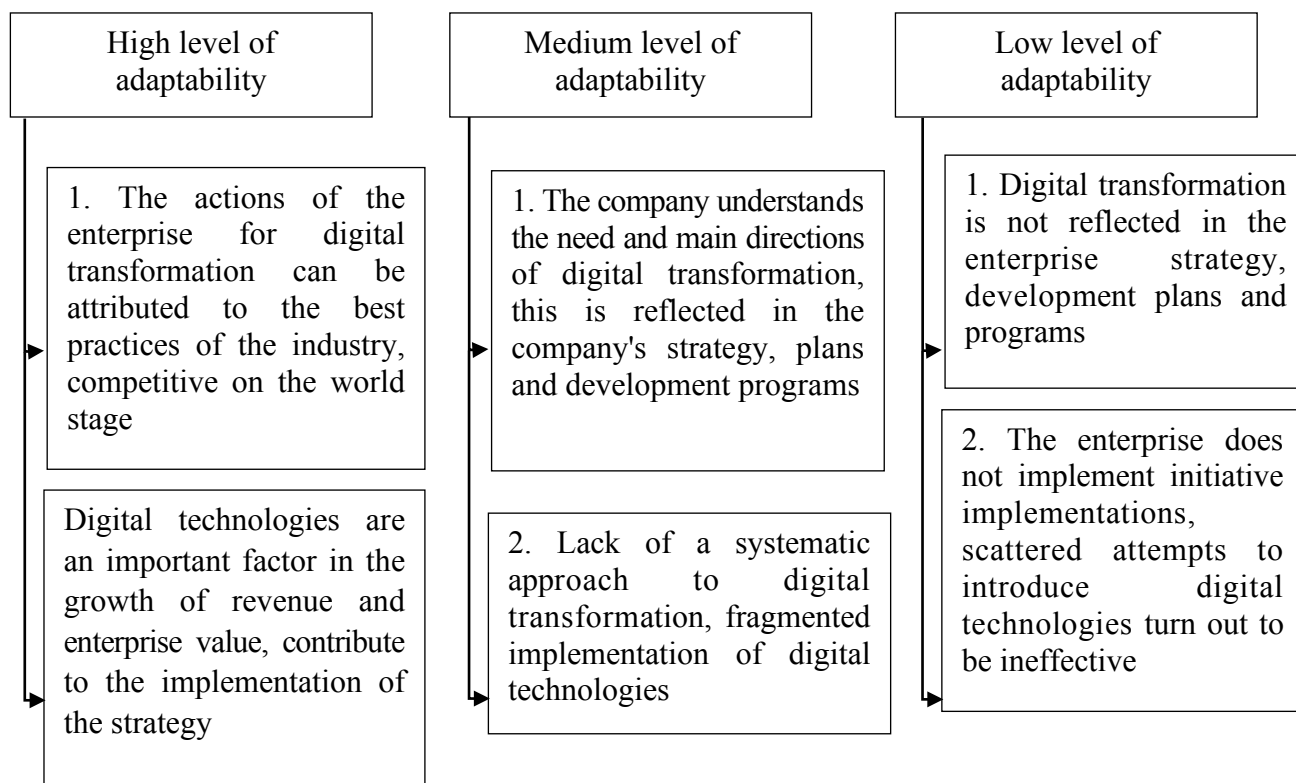


Fig. 1. Characteristics of enterprises depending on the level of adaptability to digitalization

Depending on the level of adaptability of the enterprise and the instability of the external environment, an appropriate adaptation strategy should be developed [2, p. 99]. The active adaptation strategy provides for the introduction of changes by the enterprise into the environment of its functioning. Passive adaptation involves changing the behavior of the socio-economic system for more efficient functioning in the environment. Preventive adaptation is a change in the functioning processes of an enterprise based on predictive assessments of environmental changes. A compensatory adaptation strategy is such forms of adaptation to environmental conditions that occur due to the mechanism of switching complementary functioning modes of the adaptation subject [1].

Based on the chosen type of strategy, it seems possible to justify the sequence of stages to identify priority areas for adaptation and develop the necessary measures to form the target level of digital innovation potential. Since it is in the conditions of total digital transformation that the development and improvement of approaches and methods for managing digital innovation projects is becoming increasingly relevant, it is necessary to strengthen the digital innovation potential in order to increase the efficiency of enterprises activity and ensure their leading positions in a competitive and high-tech market.

References:

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ПОНЯТТЯ БІЗНЕС-ПЛАНУ, ЕТАПИ ТА ГОЛОВНІ ПРИНЦИПИ ЙОГО СКЛАДАННЯ

Планування є важливою складовою економічного управління кожного бізнесу, оскільки допомагає передбачити ключові параметри та характеристики господарювання, а також погодити місію, цілі, стратегію й тактику розвитку