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**INTERNATIONAL LANDSCAPE AND KEY IMPERATIVES  
OF THE FUNCTIONING OF INNOVATIVE ENTREPRENEURSHIP  
IN THE WORLD**

The issue of the peculiarities of the development of innovative entrepreneurship in the world in the context of global destabilization covers several key aspects. First, global instability, in particular economic crises, geopolitical conflicts and climate disasters, complicate entrepreneurial activity, forcing companies to adapt to new conditions. Innovative businesses face increased risks in supply chains, currency and market instability. This creates a need for diversification of business models and rapid adaptation to new challenges. Second, technological changes, such as automation, artificial intelligence and robotics, are becoming crucial for maintaining the competitiveness of enterprises. International innovative entrepreneurship is a type of entrepreneurial activity that focuses on the creation and implementation of innovative solutions with an orientation towards global markets. It involves not only the development of new products or technologies, but also their active adaptation to the conditions of different countries, taking into account local economic, cultural and legal characteristics. International innovative enterprises can operate both in technological sectors and in service areas aimed at improving processes or products [1].

This type of entrepreneurship is an important tool for economic development, as it promotes the exchange of knowledge and technology between different countries, which helps to increase the overall level of technological development of the world. International expansion is a key element for international innovative entrepreneurship for several important reasons. Increased market opportunities are a significant element. Entering international markets allows companies to expand their customer base and gain access to new consumer segments. This opens up more opportunities to

sell innovative products and services, which contributes to revenue growth and strengthening the company's position at the global level. Risk diversification is quite important for business sustainability. Operations in several markets help reduce dependence on a single region or country. If the economy or political situation in one country becomes unstable, revenues from other markets can compensate for losses.

This reduces the overall risks for the company. Access to innovative resources is vital for maintaining competitiveness. Entering international markets gives companies access to new technologies, scientific research, partnerships and talents. This allows you to increase the innovative potential of the enterprise and accelerates the development of new solutions. Competitive advantages are a necessity when building an enterprise and its operation. International expansion allows companies to adapt innovations to the requirements of different markets more quickly, which helps to stay ahead of competitors.

Introducing innovations on a global level strengthens a company's position on the world stage. Economies of scale help reduce production costs, and thus make products more popular with consumers. Entering international markets allows companies to increase production and sales volumes, which reduces the cost of production due to the effect of scale. This is especially important for innovative enterprises, where high initial costs for developing new products can be repaid through higher sales volumes on a global level [2].

Innovative development of entrepreneurship on a global level faces numerous challenges, which are both threats and new opportunities for growth and transformation. One of the main threats is rapid technological change. Companies that do not have time to adapt to new technologies may lose their competitiveness, and investments in innovation may not always be justified due to the short life cycle of new solutions. This creates risks for companies that may face technological obsolescence.

Another significant threat is global competition. Markets are becoming more saturated, and companies from different parts of the world are competing for the same audience, which increases the pressure on enterprises and forces them to

invest significant resources in improving efficiency and implementing innovations. In addition, regulatory uncertainty in different countries can slow down innovative development, as companies face different standards and rules, which creates barriers to entry into new markets. In general, innovative enterprises that are able to quickly adapt to global challenges develop their ability to use new technologies, open new markets and build international connections. This allows them not only to overcome threats, but also to create new opportunities for long-term growth, strengthen competitive positions and achieve sustainable development in the global market [3].

The development of international innovative entrepreneurship is a key factor in economic growth in a globalized world. Enterprises that innovate internationally have the opportunity to take advantage of global markets, exchange knowledge and resources, and thus increase their competitiveness. Important aspects of development are access to the latest technologies, attracting foreign investment and participation in international partnerships.

International innovative entrepreneurship opens up new opportunities for companies by expanding sales markets, introducing advanced technologies, and gaining access to new sources of financing. However, for successful development, it is important to take into account the cultural, economic and legal characteristics of different countries, which requires entrepreneurs to be flexible and adaptable.

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