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Abstract:

Purpose. To determine the essence of managing innovation development of a company in the context of digitalization.

Methodology. In the process of studying the management of innovative development of enterprises, additional approaches to analysis were applied. Among them, the following can be highlighted: expert assessment (involving experts from various fields of economic activity), scenario modeling (developing various scenarios of strategic management of innovative development allowed for the analysis of possible consequences and outcomes of each), and systemic analysis (considering the interconnections between various aspects of innovative development of enterprises in the context of digitalization and their impact on the economy as a whole).

Findings. The authors have examined the fundamentals of managing the innovative development of the enterprise, with particular emphasis on considering innovative development in a strategic context and comprehensively. It was found that enterprises do not pay due attention to the formation of a strategic set of management of innovative development and do not make appropriate forecasts. The authors proposed a strategic set that affects the innovative potential of the enterprise, changing its direction, and, if necessary, may be very time-consuming, require resources and effort to return to the previous state of management. The characteristic of the implementation of the management strategy of innovative development of the enterprise, which, unlike the existing characteristics, includes a digital process, is considered. A complex of factors that determine the further intensification of innovative development of enterprises is analyzed, namely diversification of activities, multi-channel financial support, improvement of information and analytical support, use of public-private partnership and clustering tools, development of new types of technologies and communications, implementation of risk protection methods, development of modern network communications and organizational design and others.

Originality. For the first time, the work has comprehensively explored the management of innovative development of the enterprise in the context of digitization and identified new regularities in the innovative development.

Practical value. The research results can be utilized for the formulation of an effective innovation policy within enterprises in the context of the digitization of the state. They can also be applied in the development of measures to support innovative activities within businesses.

Keywords: management strategy, innovative development, innovation financing, experience economy, digitalization