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Lytvynenko Alina, Miahkykh Iryna, Horiashchenko Yuliya, Okhrimenko Oksana, Petecki Ignacy, and Ilchenko Viktoria. Innovative Enterprise: Risk Management Strategies of International Project Investments in the Era of Industry 4.0.

ABSTRACT

In the modern world marked by Industry 4.0, innovative enterprises are actively exploring opportunities for international expansion through investment projects. However, this process is accompanied by complex risks that require contemporary management strategies. The scientific article, "Innovative Enterprise: Risk Management Strategies for International Investment Projects in the Era of Industry 4.0," addresses this pressing issue and proposes approaches to its resolution. The increasing globalization and advancements in production technologies (Industry 4.0) are creating new prospects for enterprises to attract international investments. Nevertheless, these investment projects come with a wide spectrum of risks that need to be effectively managed. The primary issue at hand is the absence of adequate risk management strategies, which may lead to financial losses and setbacks for innovative enterprises.

Keywords: risks, management, innovation, project management, innovative enterprise, risk management strategies, international investment projects.