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**ADAPTATION OF COMPANIES' ECONOMIC STRATEGIES TO MARKET  
UNCERTAINTY USING AGILE TECHNOLOGIES**

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**Abstract.** The article addresses the current challenge of adapting companies' economic strategies to market uncertainty through Agile technologies. The study aims to determine the impact of agile management approaches on the strategic adaptability of companies in five countries for 2021-2024. The methodology is based on building a multifactor econometric model using data on 15 companies from the USA, UK, Germany, Ukraine, and China. The study considers variables such as the Agile adoption rate, market uncertainty, the innovation index, industry affiliation, and company size. The model's results confirmed the positive impact of Agile approaches on the adaptability of strategies: the highest indicators were recorded at Huawei Technologies (0.82), Nova Poshta (0.78), and Apple Inc. (0.75). The companies with a low Agile adoption rate, such as BP plc or Rolls-Royce Holdings, demonstrated adaptability at the level of 0.44-0.51. The results obtained provide grounds to conclude that flexible methods are effective in increasing companies' strategic resilience to external environmental instability. Promising areas for further research include expanding the sample's geographic scope, incorporating real statistics, and considering digital and cultural factors. The developed model can be applied for strategic planning in the context of global transformations and the digital economy.

**Keywords:** agile technologies, strategic adaptability, market uncertainty, econometric model, innovation, flexible management.

