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ABSTRACT

This article explores the role of cognitive practices, market dynamics, the macroeconomic environment, and technological implementation in identifying market opportunities across different countries. It emphasizes the significance of entrepreneurial leadership and strategic decision-making in the context of global economic transformation. The aim of the study is to assess the impact of cognitive practices and external factors on recognizing market opportunities in developed and developing economies, with a specific focus on leadership-driven entrepreneurial behavior. To achieve this goal, an econometric model was used, incorporating regression methods, correlation, and factor analysis. The study is based on data from the World Bank, the National Bank of Ukraine, the World Intellectual Property Organization, the Global Innovation Index, and the IMF for the period 2021–2023. The results indicate that cognitive practices, innovation, and strategic thinking are the key factors determining entrepreneurs' ability to identify opportunities. Specifically, the level of technological adaptation positively influences the effectiveness of opportunity recognition. In countries with high levels of technological innovation, the Opportunity Recognition Index increased by 15% (for the USA) and 10% (for Germany). Additionally, market dynamics and macroeconomic factors were found to be significant, particularly for Ukraine, where economic opportunity declined by 7% due to macroeconomic instability. This research contributes to the field of organizational leadership by highlighting how entrepreneurial cognition, when aligned with innovation and external conditions, fosters effective opportunity recognition. Future research prospects include a deeper analysis of the impact of different types of technology on market opportunity identification under economic instability. Further study of the role of social and cultural factors in strategic decision-making processes is also promising.

Keywords: entrepreneurial leadership, cognitive decision-making, strategic opportunities, technology implementation