

Ukrainian territory, unleashed by the Russian Federation, the more thorough and comprehensive the "packages of the first-aid" from the Confederation become regarding the Ukrainian socio-economic development, which is due, of course, to further deepening understanding on the part of Berne of the real and most urgent problems of Kyiv during the wartime.

#### References:

1. Business organizations and enterprises unite to support the economic recovery of Ukraine. URL: <https://ucci.org.ua/press-center/ucci-news/biznes-organizatsiyi-ta-pidpriemstva-obiednuiutsia-zadlia-pidtrimki-ekonomichnogo-vidnovlennia-ukrayini> (last accessed: 28.03.2023)
2. How does Switzerland help reforms in Ukraine in a situation of war? URL: <https://cutt.ly/n7zbZBq> (last accessed: 28.03.2023)
3. Swiss assistance to Ukraine in international comparison. URL: <https://cutt.ly/d7zb3MM> (last accessed: 26.03.2023)
4. Swiss-Ukrainian IT-BRIDGE: successful cooperation despite the times of war. URL: <https://ukraine-swiss.ch/uk/uncategorized-uk/swiss-ukrainian-it-bridge-successful-cooperation-despite-the-times-of-war-2> (last accessed: 25.03.2023)
5. Switzerland allocates over 500 million hryvnias for digitalization of Ukraine. URL: <https://delo.ua/telecom/sveicariya-vidilyaje-ponad-500-milioniv-griven-na-cifrovizaciyu-ukrayini-405687> (last accessed: 30.03.2023)
6. Ukraine and Switzerland – the way of cooperation. URL: [https://biz.ligazakon.net/news/211408\\_ukrana-ta-shvejtsariya--shlyakh-spvprats](https://biz.ligazakon.net/news/211408_ukrana-ta-shvejtsariya--shlyakh-spvprats) (last accessed: 31.03.2023)
7. Ukraine and Switzerland – the way of cooperation. URL: <https://eba.com.ua/ukrayina-ta-shvejtsariya-shlyah-spivpratsi> (last accessed: 31.03.2023)

## INNOVATIONS AS DRIVER OF DEVELOPMENT FOR ENTERPRISES IN UKRAINE

TETIANA GUDKO, student

OLENA V. REVENKO, Associate Professor, PhD in Economics, Scientific Adviser

*Simon Kuznets Kharkiv National University of Economics*

In recent times innovations and creative development occupy the first place in development of enterprises and businesses. Our society realizes now how important that aspect of economy is, how important providing chances and opportunities to express new ideas and opinions. It is understanding that supporting and stimulating of enterprises have the significant role for economy in general. Orientation on development of innovations provides not only competitive advantages for subjects of business entities, but also contributes economic growth to countries that support their progressing [1].

Entrepreneurship is considered to be the most important piece of the economic system based in the principles of market economy. It appears to be part

and parcel of every economy in every country. To overcome hard times in history and of all kinds of crises and provide stabilization with further progress countries must formulate such policy that would motivate entrepreneurs, investing and innovation activities [1]. That is, stimulating creative thinking, initiative and ambitions in society provides development of innovation in country.

In Ukraine functioning of enterprises in hard social-economy environment is problematic and limited. The main reason to this negative state is significant imperfections of our national economy. This can be explained if we take a look in history of our country, that only in 1991 became independent in all aspects. From that moment our national economy has started its own path. And looking now we can see ourselves that our country is developing, gradually opens new doors and opportunities for progress in innovations and entrepreneurs. And considering our current situation it is important to overcome this crisis and renew our evolution in innovation sphere.

If we deepen in that questions we will uncover that quantity of enterprises in our country is lower in many times compared to other European countries. Main barriers for innovation development in our country are: absence of clear and structuring system, weak regulatory and legal support for innovative activity, widespread non-respectful attitude to regulating laws and intellectual properties in general, poorly developed innovation sector and market of intellectual property in our country, lack of financing and motivating benefits [1].

Therefore, improving national competitiveness on international market is important task. Attention should be directed to searching and implementation innovations in business. The very idea of “innovation” means introduction and using new forms of labor organization, transformation science inventions and discoveries into new methods and approaches to production and organization that aimed to optimize and improve known technology [2].

Fundamental basis of providing competitive abilities and effective businesses on innovation framework can be the following approaches: shortening and simplification in managerial levels to accelerate process of “investigation – digestion – manufacture – distribution”, analyzing the current state of national market and defining primary trends and industries which will be increasing, regulation and improvement in legislation that operates innovation activity and development in enterprises and implementation regulation base of innovative operations to principles and norms of European Union, creating intellectual property protection units in the central executive authorities, improvements and simplification in the process of expertizing and registration of innovative structures and their projects, attractions of investors, national and foreign, to development and evolving in innovative infrastructures, using analyzing of different worldwide indicators and technics as base for elaboration strategy for innovative developments [2].

Additionally, realization innovations on enterprises would help to expand and diversify assortment of products on national market, uncover new ways of

marketing and canals for selling in Ukraine, as well as save and raise traditional market places, increasing production capacities and improving working conditions [2].

But we need to consider that innovative policy needs to be carried out in complex with other financial, economic, organization, technological and scientific regulations.

In summary, if we create certain conditions for development of innovative economy in Ukraine, it will contribute to increasing in competitive abilities of each enterprise separately and of country in general, it will help to guarantee the stabilization for enterprises and our nation economy. Innovative activity along with other financial, regulative and technological actions is capable to provide the undoubting success of our country, create conditions for realization of citizen`s interests, and also insure the bright future of our society and country [1].

According to the results of the study we found out that modern geopolitical obstacles and barriers for humanity strengthen actuality of comprehensive support for knowledge and development of innovations. Mechanisms of governmental regulation in the business environment under martial law have exposed critical issues that require a radical solving:

- 1) Creating conditions for the development of production with high added value;
- 2) Post-war economic reconstruction through technological modernization of the manufacturing sector to further stimulate demand for innovative and scientific products;
- 3) Implementation of circular economy principles in the business models of national enterprises;
- 4) Support for digital business transformation driven by consumer needs, openness of foreign markets and security requirements.

#### **References:**

1. Карпенко А.В. Підприємництво в інноваційному розвитку України. 2017. URL: <https://conf.ztu.edu.ua/wp-content/uploads/2017/09/37.pdf>
2. Корнієнко М. Роль інновацій у забезпеченні конкурентоспроможності підприємств. 2020. URL: <https://evnuir.vnu.edu.ua/bitstream/123456789/19141/1/97-99.pdf>