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INTELLECTUAL POTENTIAL OF INNOVATION

The intellectual potential of innovation is a critical aspect for the development of any business. In our opinion, innovation is based on a combination of modern technologies and creative ideas. With their expertise in artificial intelligence and machine learning, industrial enterprises implement their innovative solutions, creating adaptive and smart innovative products that meet the needs of users.

The intellectual potential of innovation is a complex set of knowledge, skills, creative thinking, and intellectual resources that ensure the creation, development, and implementation of new ideas, technologies, or products. It is a key factor in today's knowledge economy, where the competitiveness of countries and companies depends on their ability to innovate.

The main components of the intellectual potential of innovative products include the following provisions and recommendations.

1. *The educational level of society*. A high level of education ensures the formation of qualified personnel capable of generating

new ideas. Education, experience, and understanding of technology and industry trends that help generate new ideas. The development of STEM disciplines (science, technology, engineering, mathematics) is the basis for technical innovation.

2. *Creative and scientific potential.* Developing creative thinking is essential for inventions. Investing in scientific research stimulates fundamental discoveries that can be the basis for innovation. Ability to think outside the box and find new approaches to solving problems.

3. *Technological infrastructure.* The availability of modern technologies and platforms that support innovative projects, such as machine learning and artificial intelligence. Research institutes, universities, innovation hubs and technology parks contribute to the development of intellectual resources. Effective communication between science, business and the state accelerates the transfer of knowledge.

4. *Cultural and social context.* Free expression of ideas, support for entrepreneurship and tolerance for failure contribute to an innovative environment. Collaboration between professionals, teams, and organizations that facilitates the exchange of knowledge and ideas. The importance of a culture of continuous learning and adaptation to new challenges.

5. *Economic Conditions and Policies.* Investments in R&D (research and development). Ability to collect and analyze data to identify trends, market needs, and opportunities for innovation

6. *Intellectual property protection* to incentivize inventors. Without this component, it is impossible to use the results of intellectual and innovative activity, their presentation in market and production structures.

7. *Flexibility and adaptability.* The ability to quickly adapt to changes in the market and technology, which allows enterprises to respond to new challenges in a timely manner, to form and develop intelligent and innovative programs and developments strategically, which will allow developers to work ahead of time.

8. *Government programs to support* startups and technology initiatives. Understanding the needs and requirements of users, which helps to shape innovative products and services.

How is intellectual potential used to create innovations?

- development of new products and services: creation of technologies that change industries (e.g., artificial intelligence, green energy solutions).
- process Improvement: streamlining production, logistics, and business processes to improve efficiency.
- social innovation: introducing new approaches to education, health or urban governance.

In a globalized world, it is intellectual resources that are becoming a key driver of economic growth and well-being. They allow countries to create competitive advantages, address global challenges (climate change, poverty, access to resources) and develop society.

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HOW GENERATION OF ZOOMERS IS RESHAPING MARKETING IN UKRAINE'S CREATIVE INDUSTRIES

In a world of volatility, uncertainty, complexity, and ambiguity, the only constant is the relentless growth of consumer needs. The desire for higher quality products and services is constantly growing, while the resources needed to meet this demand are increasingly limited. This dynamic forces companies to seek new, innovative approaches to production and marketing to meet market needs and ensure sustainable development. In this context, understanding the values and needs of the latest generation of consumers – Generation of Zoomers, who are already shaping the market's future and determining the direction of its development– is particularly important.

Zettters, digital natives who grew up in the era of social networks and instant access to information, pose new challenges to marketers, forcing them to rethink traditional approaches and find new ways to interact with this demanding audience [1].

Modern marketing is transforming the influence of Generation of Zoomers, dictating new rules of the game and changing the very nature