

# PREREQUISITES FOR THE SUCCESS OF INNOVATIVE DEVELOPMENT STRATEGIES IN THE CONDITIONS OF TECHNOLOGICAL TRANSFORMATIONS

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The fourth industrial revolution and the current transformation of waves of innovation are radically changing the technologies of production, industries and markets, up to the disappearance of existing and the emergence of new ones, which creates many problems for economic entities. In these conditions, scientists and practitioners are actively searching for development strategies both at the level of individual enterprises and at the level of industries and national economies. Previous experience of human development shows (Schumpeter, 1992) that in periods of technological transformations and changes of waves of innovation the strategies of economic development at the different levels should be based on innovation and innovation activity. Accordingly, there is a problem of analysis of the existing prerequisites for the possibility of innovative development of specific enterprises, industries, economies of the state as a whole. Its decision will increase the validity of the choice of promising strategies for innovative development.

Thus, on the basis of a systematic analysis of literature sources and the practice of innovation, the main prerequisites for ensuring the success of strategies for innovative development of the industry and the individual enterprise are identified. The set of prerequisites is systematized and divided into three groups:

- prerequisites that are formed in the international environment: global trends in the development of STP, the achievements of which can be used as a basis for innovation that solves existing problems; trends in the development of the international business environment, including its individual components, etc.;

- prerequisites that are formed at the state level: trends in the development of STP in the state, their compliance with the world; innovative culture of society; the level of development of the state's innovation infrastructure; mechanisms for regulating and stimulating innovation, etc.;

- prerequisites that are formed at the level of the industry / individual enterprise: the potential for innovative development (Shypulina, 2006); innovation culture; mechanisms for regulating and stimulating innovative development, etc.

The generalized scheme of the analysis and an estimation of groups of prerequisites of success of strategies of innovative development is developed: national economy; industries; enterprises. Structural formulas and a methodological approach to calculating the level of sufficiency of the prerequisites for innovative development for each of the

selected groups, as well as for their overall integrated assessment are proposed.

The table of decisions for an estimation of prospects of realization of strategies of innovative development of branch, proceeding from existence of the corresponding preconditions is made. Based on the results of the evaluation, a set of actions aimed at the formation of effective strategies for innovative development is proposed.

An algorithm for analyzing the sufficiency of prerequisites for ensuring the success of innovative development strategies of an individual enterprise is developed. The proposed aggregated algorithm allows to reasonably choose the preferred type of strategy for innovative development of a particular enterprise (Illiashenko, 2019): catching up; leading (moderately offensive); outstripping (aggressive-offensive).

The obtained scientific results develop the theoretical and methodological foundations of innovation management in terms of developing a sequence and content of formalized procedures for assessing the adequacy of the prerequisites for the success of innovation development strategies: enterprises, industries, groups of industries (state economy). Their practical implementation will increase the validity of the choice of promising strategies for innovative development and reduce the associated risks.

Further research should be aimed at forming the methodological foundations of the organizational and economic mechanism for managing strategies of innovative development of economic entities at various levels.

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Shypulina, & Yu. S.; Illiashenko, S. M. Pokaznyky, kryterii i metodyka diahnostryky innovatsiinoho potentsialu promyslovoho pidpriemstva. Marketynh i menedzhment innovatsiinoho rozvytku. Sumy: VTD "Universytetska knyha". (2006). 321–349.

## **ТЕОРЕТИКО-ИСТОРИЧЕСКИЕ ОСНОВЫ ФОРМИРОВАНИЯ КОНЦЕПЦИИ УСТОЙЧИВОГО РАЗВИТИЯ**

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Во второй половине XX века человечество осознало необходимость перехода к новой модели развития. Проблемы, которые предстали перед человеческой цивилизацией в XX веке, а именно уменьшение материального баланса биосферы, увеличение численности народонаселения, социальное неравенство, требуют нового подхода для своего решения. Бесперывное усугубление кризисных явлений во многих сферах мирового развития обусловило необходимость коррекции его целей и приоритетов, обоснование новых ценностных и морально-этических критериев, формирование нового мировоззрения.

Осознание этого побуждает государства к поиску принципиально новых подходов при решении вопросов социально-экономического развития и