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ORGANIZATIONAL AND ECONOMIC MECHANISMS AND DIGITAL TECHNOLOGIES FOR MANAGING INNOVATIVE ENTREPRENEURSHIP IN THE SMART ECONOMY ENVIRONMENT AND AGGRESSIVE MARKETING

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ОРГАНІЗАЦІЙНО-ЕКОНОМІЧНІ МЕХАНІЗМИ ТА ЦИФРОВІ ТЕХНОЛОГІЇ УПРАВЛІННЯ ІННОВАЦІЙНИМ ПІДПРИЄМНИЦТВОМ У СЕРЕДОВИЩІ СМАРТ-ЕКОНОМІКИ ТА АГРЕСИВНОГО МАРКЕТИНГУ

The article explores the theoretical and applied aspects of the formation of organizational and economic mechanisms for managing innovative entrepreneurship using modern information technologies in the smart economy paradigm. It is substantiated that modern processes of digital transformation of the economy significantly change approaches to managing entrepreneurial activity, causing the need to integrate innovative management tools, digital platforms and technological solutions into the enterprise management system. It is established that the effective development of innovative entrepreneurship depends on the ability of enterprises to form flexible organizational structures, actively use information resources and apply modern information technologies to support management decision-making processes. The study reveals the essence of organizational and economic mechanisms for managing innovative entrepreneurship and identifies their key functional components. It is proven that the integration of information technologies into the management system contributes to increasing the efficiency of business processes, optimizing the use of resources,

accelerating the implementation of innovations and forming new competitive advantages of enterprises. Particular attention is paid to the role of digital data analysis tools, automated management systems, digital collaboration platforms and information analytical systems in the process of developing innovative entrepreneurship.

It is substantiated that the use of organizational and economic management mechanisms in combination with information technologies creates the prerequisites for the formation of an effective system for managing innovation processes at the enterprise. Approaches to improving the management of innovative entrepreneurship are proposed, which take into account the need for digitalization of management processes, development of innovation infrastructure and formation of an integrated information environment for the functioning of enterprises. The results obtained can be used in the formation of strategies for the development of innovative entrepreneurship, improvement of the enterprise management system and development of programs for digital business transformation.

У статті досліджено теоретичні та прикладні аспекти формування організаційно-економічних механізмів управління інноваційним підприємництвом із використанням сучасних інформаційних технологій у парадигмі смарт-економіки. Обґрунтовано, що сучасні процеси цифрової трансформації економіки суттєво змінюють підходи до управління підприємницькою діяльністю, зумовлюючи необхідність інтеграції інноваційних управлінських інструментів, цифрових платформ і технологічних рішень у систему управління підприємством. Встановлено, що ефективний розвиток інноваційного підприємництва залежить від здатності підприємств формувати гнучкі організаційні структури, активно використовувати інформаційні ресурси та застосовувати сучасні інформаційні технології для підтримки процесів прийняття управлінських рішень.

У дослідженні розкрито сутність організаційно-економічних механізмів управління інноваційним підприємництвом та визначено їх ключові функціональні складові. Доведено, що інтеграція інформаційних технологій у систему управління сприяє підвищенню ефективності бізнес-процесів, оптимізації використання ресурсів, прискоренню впровадження інновацій та формуванню нових конкурентних переваг підприємств. Особливу увагу приділено ролі цифрових інструментів аналізу даних, автоматизованих систем управління, цифрових платформ співпраці та інформаційних аналітичних систем у процесі розвитку інноваційної підприємницької діяльності.

Обґрунтовано, що використання організаційно-економічних механізмів управління в поєднанні з інформаційними технологіями створює передумови для формування ефективної системи управління інноваційними процесами на підприємстві. Запропоновано підходи до удосконалення управління інноваційним підприємництвом, що враховують необхідність цифровізації управлінських процесів, розвитку інноваційної інфраструктури та формування інтегрованого інформаційного середовища функціонування підприємств. Отримані результати можуть бути використані при формуванні стратегій розвитку інноваційного підприємництва, удосконаленні системи управління підприємствами та розробленні програм цифрової трансформації бізнесу.

Key words: innovative entrepreneurship, smart economy, organizational and economic mechanisms, information technologies, digitalization of management, innovative activity, enterprise management, digital transformation of the economy, aggressive marketing.

Ключові слова: інноваційне підприємництво, смарт-економіка, організаційно-економічні механізми, інформаційні технології, цифровізація управління, інноваційна діяльність, управління підприємством, цифрова трансформація економіки, агресивний маркетинг.

THE PROBLEM STATEMENT IN GENERAL FORM AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS

Modern economic development is characterized by the active spread of digital technologies, the intensification

of innovation processes and the formation of new models of entrepreneurial activity that operate within the framework of the smart economy. In such conditions, innovative entrepreneurship becomes one of the key factors in ensuring economic growth, increasing the competitiveness of the national economy and the

development of high-tech production sectors. At the same time, the effectiveness of the functioning of innovative enterprises largely depends on the ability of the management system to combine organizational and economic mechanisms with modern information technologies that ensure the optimization of management processes, acceleration of information exchange and increased efficiency of innovative activity.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS, IN WHICH THE SOLUTION OF THIS PROBLEM WAS INITIATED AND ON WHICH THE AUTHOR RELIES, HIGHLIGHTING PREVIOUSLY UNRESOLVED PARTS OF THE GENERAL PROBLEM, TO WHICH THE SPECIFIED ARTICLE IS DEVOTED

The issues of the development of innovative entrepreneurship in the conditions of the formation of a smart economy are actively studied in the works of domestic and foreign scientists. Thus, in the study of G. Oleksenko, G. Garbar and R. Andriukaitene, the philosophy of the smart economy is considered, within which innovation, creativity and technological development are key factors in the transformation of the modern economic environment [1]. The issues of the formation of human capital and the development of quality management in the conditions of an innovative economy were studied by M. Zos-Kior, I. Hnatenko, I. Ovsyannikov and M. Zaitsev, who prove that effective management of knowledge and educational resources is the basis for the formation of the innovative potential of the economy [2]. In turn, O. Finagina, Yu. Kovalenko and O. Pryhodiuk consider the concept of smart economy as a new model of development of enterprises and regions, based on the integration of digital technologies, innovations and intellectual capital [3]. Considerable attention is paid to the study of the ecosystem approach to the development of the innovative economy by I. Kalenyuk and I. Uninets, who substantiate the role of smart ecosystems in the formation of the innovative environment of the functioning of enterprises [4]. Another group of authors uses a rather non-standard methodology, which is appropriate for use in our article [5–6]. At the same time, O. Nosyrev studies the smart concept of industrial policy and determines its significance for the digital transformation of the economy and increasing the competitiveness of enterprises [7]. A separate area of research is related to the study of the processes of digitalization of enterprise management. In particular, O. Lozhachevska, M. Zos-Kior and I. Hnatenko analyze the transformation of change management strategies of enterprises in the context of the development of digital technologies and increasing the level of economic security [8]. S. Avershyn's research is devoted to the adaptation of innovative enterprises to the conditions of an industrial-intellectual economy, which involves the active use of digital technologies and new management models [9]. The problems of state support for innovative entrepreneurial activity are considered by O. Orlova-Kurylova, I. Hnatenko and V. Rubezhanska, who emphasize the importance of forming effective mechanisms of state regulation to ensure sustainable economic development

[10]. In addition, the issues of economic transformation and reconstruction of the economy in the face of modern challenges are investigated in the works of S. Mekhovych, V. Doroshenko, O. Drugova and A. Gevorkyan, who emphasize the need to implement innovative models of economic development [11].

However, despite a significant amount of scientific research, the issues of a comprehensive combination of organizational and economic mechanisms for managing innovative entrepreneurship with modern information technologies in the context of the formation of a smart economy remain insufficiently explored. It is these aspects that require further scientific study, which determines the relevance of this study.

FORMULATION OF THE OBJECTIVES OF THE ARTICLE (TASK STATEMENT)

The purpose of the article is to study and substantiate the theoretical and methodological principles of the formation of organizational and economic mechanisms for managing innovative entrepreneurship using modern information technologies in the smart economy paradigm. Achieving the set goal involves analyzing the features of the development of innovative entrepreneurship in the context of the digital transformation of the economy, determining the role of information technologies in increasing the efficiency of managing innovation processes, as well as substantiating the directions for improving organizational and economic mechanisms for managing entrepreneurial activity.

The study intends to identify the key components of the innovative entrepreneurship management system, explore the possibilities of integrating digital technologies into the processes of strategic and operational management of the enterprise, and substantiate approaches to forming an effective model for managing the innovative activities of enterprises in the smart economy environment. The implementation of these tasks is aimed at increasing the efficiency of innovative activities of enterprises, developing digital management tools and forming a modern system of economic relations focused on innovative development.

PRESENTATION OF THE MAIN MATERIAL OF THE STUDY WITH A FULL JUSTIFICATION OF THE OBTAINED SCIENTIFIC RESULTS

In modern conditions of transformation of the economic environment, enterprises face new challenges associated with the growth of the level of competition, rapid technological changes, instability of the market situation and the need for constant updating of business models. Traditional approaches to business management are increasingly less responsive to the requirements of the modern economy, since they do not provide a sufficient level of flexibility and adaptability to changes in the economic environment. That is why there is a need to form new organizational and economic mechanisms for managing innovative entrepreneurship, which take into account the possibilities of using digital technologies, information management systems and intelligent analytical

tools [4; 6—9; 11]. The problem of integrating information technologies into the management system of innovative enterprises is of particular importance. The use of digital platforms, big data processing systems, artificial intelligence tools and cloud technologies allows to significantly increase the efficiency of innovation process management, provide operational access to information and create new opportunities for the development of entrepreneurial activity. At the same time, the effective implementation of these opportunities requires the improvement of organizational management structures, the development of new economic mechanisms for stimulating innovative activity and the formation of a modern infrastructure to support innovative entrepreneurship [1—3; 5; 10].

Thus, the problem of forming effective organizational and economic mechanisms and the use of information technologies in the innovative entrepreneurship management system is extremely relevant both in scientific and practical terms. Its solution is of great importance for increasing the efficiency of innovative activity of enterprises, developing the digital economy and ensuring sustainable socio-economic development. That is why the study of organizational and economic mechanisms for managing innovative entrepreneurship in combination with modern information technologies is an important scientific task aimed at forming new approaches to managing entrepreneurial activity in the conditions of digital transformation of the economy.

The modern development of entrepreneurship takes place in conditions of deep structural transformations of the economic environment, which are associated with the digitalization of business processes, the spread of innovative technologies and the formation of new models of economic interaction. In such conditions, the management of innovative entrepreneurship acquires special importance, which becomes a key driver of economic growth, technological renewal and the formation of a competitive economy. In this context, organizational and economic mechanisms for managing innovative entrepreneurship must ensure an effective combination of financial, institutional and information resources, which allows enterprises to quickly adapt to changes in the economic environment and use new opportunities for technological development [4; 8; 10]. Innovative entrepreneurship in the smart economy paradigm is characterized by the active use of information technologies, digital platforms, analytical data management systems and digital communication tools. It is these technologies that form a new logic of business management, within which management decisions are made based on the analysis of large volumes of information, forecasting economic trends and modeling alternative business development scenarios. Thus, the organizational and economic mechanism for managing innovative entrepreneurship in modern conditions must take into account not only traditional economic instruments, but also the capabilities of digital technologies that ensure increased efficiency of management processes.

An important element of such a mechanism is the integration of information technologies into the strategic

management system of the enterprise. This allows you to significantly increase the level of efficiency of management decisions, ensure transparency of financial and production processes and create an effective system for monitoring the activities of the enterprise. Information technologies are not only a data processing tool, but also an important factor in the formation of new business models based on digital ecosystems, e-commerce and the use of intelligent analytical systems. In the modern economy, the organizational and economic mechanism for managing innovative entrepreneurship is formed under the influence of a number of key components that determine the efficiency of the functioning of business structures (Figure 1).

The use of such a comprehensive approach allows enterprises to effectively coordinate innovation activities and ensure its integration into strategic directions of economic development. Of particular importance in this process is the use of information technologies, which act as a key tool for managing innovation processes. Within the framework of the smart economy, information technologies transform traditional approaches to enterprise management. Thanks to the use of digital tools, enterprises are able to quickly analyze market information, forecast demand, optimize production processes and form new innovative products [1; 6; 11]. The integration of such technologies into the enterprise management system allows for a significant increase in the efficiency of innovation activities and the formation of new competitive advantages. In addition, digital tools contribute to the development of business ecosystems, within which enterprises can interact with scientific institutions, investors and government agencies.

An equally important aspect of the development of innovative entrepreneurship is the formation of an effective strategic management system, which ensures the coordination of the enterprise's innovation activities with long-term economic development goals. In this context, organizational and economic management mechanisms

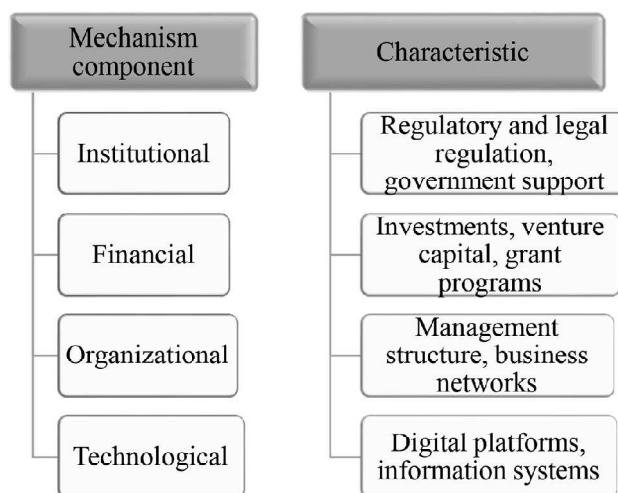


Figure 1. The main components of the organizational and economic mechanism for managing innovative entrepreneurship

Source: compiled by the authors.

Table 1. Strategic directions of development of innovative entrepreneurship management

Direction	Content	Result
Digitalization of business processes	implementation of digital platforms	increasing management efficiency
Innovative partnerships	cooperation between business and science	accelerating the commercialization of innovations
Human capital development	training of innovative specialists	increasing intellectual potential
Investment support	attraction of venture capital	development of startups
Formation of innovation clusters	integration of enterprises	creation of innovation ecosystems

Source: compiled by the authors.

must take into account the need to form an innovative culture of the enterprise, develop human capital, and stimulate the creative activity of employees.

Analysis of current trends in the development of innovative entrepreneurship shows that the effectiveness of management in this area largely depends on the ability of enterprises to integrate organizational and economic mechanisms with modern information technologies. It is such integration that allows you to create a flexible management system that ensures the adaptation of enterprises to rapid changes in the economic environment and contributes to the formation of an innovative model of economic development [2; 7; 11]. Thus, organizational and economic mechanisms and information technologies in the innovative entrepreneurship management system form a new paradigm for the development of entrepreneurial activity, within which digital technologies are a key factor in increasing management efficiency, stimulating innovative activity and ensuring the long-term competitiveness of enterprises. Further development of the innovative entrepreneurship management system in modern economic conditions is associated with the formation of new organizational models of interaction between enterprises, scientific institutions, financial institutions and state structures. Such models are increasingly implemented in the format of innovative ecosystems, where the key role is played by the exchange of knowledge, the joint use of technological resources and the integration of enterprises into network structures of economic interaction. Within such ecosystems, enterprises are able to introduce innovations more quickly, reduce research and development costs, and accelerate the commercialization of new technologies.

An important aspect of the development of innovative entrepreneurship is the transformation of approaches to business process management. Traditional hierarchical models of enterprise organization are gradually being replaced by more flexible forms of management based on the principles of decentralization, project-based work organization, and digital coordination of activities. Such a transformation allows enterprises to respond more quickly to changes in the market environment, use information resources more effectively, and increase the innovative activity of

personnel. The change in the nature of competition in the modern economy also has a significant impact on the development of innovative entrepreneurship. If previously the main source of competitive advantages was material resources and production capacity, today intellectual assets, technological competencies, and the ability of an enterprise to generate new knowledge are becoming increasingly important. That is why information technologies are becoming an important tool for managing innovation activities, as they allow for the effective accumulation, processing and use of knowledge in the process of creating new products and services [9; 11].

In this context, digital platforms play a special role, forming a new infrastructure for innovative entrepreneurship. The use of platform technologies allows enterprises to unite various participants in the innovation process, ensure rapid exchange of information and create favorable conditions for the development of joint innovation projects. Platform business models contribute to the formation of open innovation systems, within which enterprises can use external sources of knowledge and technologies to increase their own competitiveness. An equally important direction for improving the management of innovative entrepreneurship is the development of mechanisms for financial support for innovation activities. In the modern economy, a significant part of innovative projects is implemented at the expense of venture capital, crowd-funding platforms and other alternative sources of financing. Such mechanisms allow enterprises to attract financial resources to implement innovative ideas, even in conditions of limited access to traditional bank loans.

The role of state policy in forming a favorable environment for the development of innovative entrepreneurship is also growing. State support can be manifested in the form of tax incentives, funding for scientific research, the creation of technology parks and the development of innovative infrastructure. An important direction of state policy is also the support of startups, which often act as the main sources of technological innovations. In modern conditions, considerable attention is paid to the development of human capital as a key resource of innovative entrepreneurship. It is the level of professional training of employees, their ability to think creatively and master new technologies that determine the potential of an enterprise in the field of innovative development. Therefore, enterprises are increasingly investing in improving the skills of personnel, developing digital competencies and forming an innovative culture of the organization [4—7; 10]. At the same time, innovative entrepreneurship is associated with an increased level of risk, since the introduction of new technologies and business models is always accompanied by uncertainty about future results. That is why effective management of innovative activities should include mechanisms for assessing and minimizing risks that arise in the process of implementing innovative projects. In this context, information technologies play an important role, as they allow forecasting the economic results of innovative

projects, analyzing market trends and assessing the effectiveness of investments. In general, the development of innovative entrepreneurship in the smart economy paradigm forms a new model of economic development, within which knowledge, technology and information become key resources. The combination of organizational and economic management mechanisms with modern information technologies creates the prerequisites for increasing the efficiency of innovative activities of enterprises, forming new competitive advantages and ensuring sustainable economic development. It is the ability of enterprises to effectively use information technologies in the process of managing innovation processes that will determine their competitiveness in the global economy of the future.

CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER EXPLORATION IN THIS DIRECTION

The conducted study allows us to conclude that in the conditions of the formation of a smart economy, the effectiveness of the development of innovative entrepreneurship largely depends on the ability of enterprises to integrate organizational and economic management mechanisms with modern information technologies. It is the combination of economic management tools, digital platforms, analytical data processing systems and innovative models of business organization that forms a new management paradigm that ensures increased efficiency of entrepreneurial activity and acceleration of innovation processes. It is proved that organizational and economic mechanisms for managing innovative entrepreneurship should be based on an integrated approach that involves the integration of financial, institutional, technological and communication components of management. Such an approach allows you to form an effective system for coordinating the innovative activities of enterprises, ensure the attraction of investment resources and create favorable conditions for the development of innovative projects. At the same time, information technologies play an important role in this process, acting as a tool for optimizing management processes, increasing the transparency of business operations and forming new models of business interaction.

As a result of the study, it was found that the use of digital technologies in the innovative entrepreneurship management system contributes to increasing the efficiency of management decision-making, expanding the possibilities of analyzing market information and forming effective mechanisms for strategic planning. The integration of such technologies into the management system allows enterprises to use available resources more effectively, accelerate the processes of developing and implementing innovations and form new competitive advantages in the global economic environment.

At the same time, the modern development of innovative entrepreneurship requires the formation of new management approaches that take into account the high level of economic uncertainty, the dynamics of technolo-

gical changes and the need for rapid adaptation of enterprises to new operating conditions. That is why the further development of organizational and economic management mechanisms should be aimed at improving the systems of strategic management of innovative activities, developing the digital infrastructure of enterprises and forming effective models of interaction between business, scientific institutions and state institutions. Thus, the integration of organizational and economic management mechanisms with information technologies creates the necessary prerequisites for the formation of an effective system of management of innovative entrepreneurship, which ensures increased competitiveness of enterprises, stimulation of innovative activity and development of the economy on the basis of smart technologies. Prospects for further research in this area are associated with the development of models of digital management of innovative ecosystems, improving mechanisms for financing innovative activities and studying the impact of information technologies on the transformation of modern business models.

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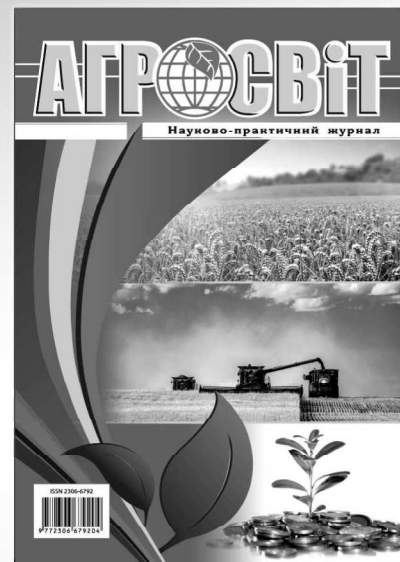
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