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ОСОБЛИВОСТІ ВПЛИВУ СУЧАСНОГО СЕРЕДОВИЩА НА ІННОВАЦІЙНИЙ РОЗВИТОК ІНТЕГРОВАНИХ СТРУКТУР ВЗАЄМОДІЇ ПІДПРИЄМСТВ В УМОВАХ ВОЄННОГО ЧАСУ

В статті розглянуто та визначено особливості інноваційного розвитку інтегрованих структур. Обгрунтовано інноваційну діяльність взаємодії підприємств в єдиному економічному просторі. Сформовано чинники впливу на інноваційний розвиток інтегрованих структур взаємодії підприємств в умовах воєнного стану з врахуванням зарубіжного досвіду. На основі теорії інноваційних кластерів та концепції циклів зростання сформовано висновки що в ринковому середовище інноваційний розвиток інтегрованих структур взаємодії підприємств в умовах воєнного стану пов'язано з розподілом і кооперацією, забезпеченням ресурсами та відповідно, реалізацією процедур ефективного здійснення життєвого інноваційного циклу. Чинники, які мають вплив, формують сприятливе середовище, дозволяють у взаємодії, інтегрованим структурам бути здатними до новацій, формування попиту; розвитку підтримуючих галузей економіки; бути стійкими на ринку і стратегувати в умовах повоєнного відновлення. Підприємства у взаємодії складають базисну конкурентоспроможну основу країни в умовах війни, формуючи необхідний простір для розвитку воєнної і повоєнної економіки.

Ключові слова: *економіка знань; економіка воєнного стану; інновації; інноваційний розвиток; інтегровані структури взаємодії підприємств; інноваційні цикли; технологічний розвиток в умовах воєнного стану; нововведення; конкурентоспроможність; соціально-економічний розвиток.*

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FEATURES OF THE INFLUENCE OF THE MODERN ENVIRONMENT ON THE INNOVATIVE DEVELOPMENT OF INTEGRATED STRUCTURES OF ENTERPRISE INTERACTION IN WARTIME CONDITIONS

The article considers and defines the features of innovative development of integrated structures. The innovative activity of enterprise interaction in a single economic space is substantiated. Factors of influence on the innovative development of integrated structures of enterprise interaction in martial law conditions are formed, taking into account foreign experience. Based on the theory of innovation clusters and the concept of growth cycles, conclusions are formed that in a market environment, the innovative development of integrated structures of enterprise interaction in martial law conditions is associated with the distribution and cooperation, provision of resources and, accordingly, the implementation of procedures for the effective implementation of the life innovation cycle. Factors that have an impact, form a favorable environment, allow integrated structures in interaction to be capable of innovations, demand formation; development of supporting sectors of the economy; to be stable in the market and to strategize in conditions of post-war recovery. Enterprises in interaction constitute the basic competitive basis of the country in war conditions, forming the necessary space for the development of the military and post-war economy.

Keywords: *knowledge economy; martial law economy; innovation; innovative development; integrated structures of enterprise interaction; innovation cycles; technological development under martial law; innovation; competitiveness; socio-economic development.*

Problem statement. In the conditions of the war economy of Ukraine, the external environment for the functioning and development of enterprises does not fully meet the requirements of a market innovation economy.

The factors of influence and features of martial law that hinder the innovative activity of integrated structures of enterprise interaction in Ukraine can be divided into two main groups – economic and production.

The purpose of the article is to to identify the features and substantiate the factors of the influence of martial law on the innovative development of integrated structures of enterprise interaction.

Analysis of literary sources. The possibilities of innovative development are determined, first of all, by the achievements and inventions of science and technology and the time from the scientific discovery to its implementation. If the first major scientific inventions were implemented practically after 50–100 years, today this period has been reduced by more than half. According to M. Tugan-Baranovsky, innovation periods are determined by the so-called long economic waves [1, 2, 4]. In the modern world, the USA and Japan occupy the first places in terms of the concentration of innovations [6].

According to M. Porter, the competitiveness of a nation depends on factors [5]:

the ability of a particular nation's industry to implement innovations; the company's ability to achieve competitive advantages through innovations; competitive advantages through innovation; continuous improvement through innovation.

M. Porter studied the competitiveness of ten highly developed countries of the world that are quite influential in the world market.

He questions the established explanations of the competitiveness of a nation:

- macroeconomic
- cheap local labor in export industries;
- excess natural resources;
- state intervention in the economy proving that the constant introduction of innovations is the basis of competitiveness [6, 7].

Presentation of the main material. Currently, one of the most important priorities of state policy is the transition of the economy to a fundamentally new path of development - innovation. The economy based on knowledge is global in nature and oriented towards the world market. As world experience shows, the transition to a new economy even under martial law also requires the creation of new instruments that will ensure a favorable innovation climate.

Legislative formation of the national innovation system is defined as activity in two directions [6]:

1) formation of a favorable regulatory and legal framework for innovation activity when involving the results of scientific research in economic circulation;

2) construction of a developed infrastructure to support innovation activity and rapid transfer of the obtained results of scientific research that have commercial potential to the business sector for the production and entry into the market of new knowledge-intensive goods and services.

In accordance with the interpretation of innovation infrastructure, most scientists use the definition presented in the Law of Ukraine "On Innovation Activity", according to which innovation infrastructure is defined as "a set of enterprises, organizations, institutions, their associations, associations of any form of ownership that provide services to ensure innovation activity" [8].

However, this definition requires supplementation in the form of including in the innovation infrastructure not only organizations, but also their individual structural units that carry out activities characteristic of innovation infrastructure. Today, the effectiveness of innovation activity can be achieved by individual units within integrated structures of interaction of enterprises, which,

for the most part, do not specialize in providing services in the field of innovation, therefore it is legitimate to include such components in the definition of innovation infrastructure.

One of the main tasks, under martial law, can be called the creation and development of economic and technological infrastructure formations - technology parks, technological business incubators, innovation and technology centers, centers for commercialization and technology transfer, etc.

The need to build an innovative economy is due to the trends in the development of the world economy and the experience of countries such as China, South Korea, Israel, Finland, which 40 years ago were countries with a low level of industrialization, insufficiently developed from a scientific and technical point of view and exported mainly raw materials and materials. In the 1960s, 70% of Finland's exports were wood and wood products, and in the structure of Israel's exports, approximately 70% fell on agricultural products. Currently, in each of these countries, science-intensive products account for more than 50% of the volume of exports. These countries have achieved such success by implementing their programs for building an innovative economy. It should be noted that they started practically from scratch, since, in addition to the independence of the industrial and technical base, they did not have, unlike Ukraine, such a number of highly qualified specialists, scientists, developers and inventors capable of offering ideas and developments for their further research and implementation.

Based on foreign experience, the author identified the following general approaches to state participation in this process [5]:

- a systemic approach is used, which allows the acquired knowledge to almost continuously overcome the entire difficult path from scientific research and development to the introduction of innovations to the market;

- the main initiator of the formation of innovation infrastructure is the state, which creates legal, organizational and economic conditions and mechanisms that motivate participants in the process to obtain legitimate profits, transforming the results of scientific research into science-intensive goods and services.

Economically developed countries have organically built innovation infrastructure into their national innovation systems. As a result, a system of public-private innovation partnership has been formed, in which state authorities and business act as equal, complementary partners [5]. The state, by supporting research and development and the education system, innovations that serve as sources, creates favorable conditions and an environment for stimulating entrepreneurship, and business takes on all the commercial risk of working in the market of innovative products. The state benefits from collecting taxes and solving social problems, and business – profit. Such interaction between the state and business fully corresponds to the interests of civil society as a whole [5].

In the global knowledge-based economy, there are many markets in which increasing profitability plays a significant role over a long period of time.

Conclusions and research prospects. Based on the above, it can be concluded that an evolutionary non-innovative type of development, innovations appear and are introduced into production gradually and continuously. In the innovative type of development, innovations are proposed, selected and introduced consciously and purposefully.

In the innovative type of development, integrated structures of enterprise interaction, the indicator of the number of innovations per unit of national income is always greater than in the non-innovative type. Moreover, the growth of this indicator means the transition of society to an innovative type of development.

The innovative type of development provides for a corresponding national policy of supporting innovations in leading sectors of the economic complex. To this end, the state forms a differentiated system of protectionism primarily through fiscal policy.

An innovative type of development on fundamentally different principles shapes interaction with countries that assist Ukraine in the post-war period of economic recovery. In the structure of international assistance (humanitarian and technical), technical, technological, organizational and social innovations predominate.

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