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DIRECTIONS OF DEVELOPMENT OF INNOVATIVE ENTREPRENEURSHIP IN THE CONDITIONS OF WAR

Modern development is determined, first, by the model of innovative development and increasing the competitiveness of the national economic system. In the implementation of these goals, the leading place belongs to innovative entrepreneurship.

Unfortunately, proper conditions for the innovative development of the economy have not yet been created in Ukraine, the domestic economy continues to be energy-intensive and uncompetitive, and subsequently, the war began.

The available studies of the activities of Ukrainian enterprises demonstrate a set of problems that arise when they form and implement an innovative development strategy related to the war.

On the way to the transition to the model of innovative development, there are many unresolved issues, among which one of the main ones is the problem of state support for innovative entrepreneurship.

World experience shows that those countries that, in terms of the pace and quality of economic growth, the level of well-being of citizens, strive to be among the leaders, should be able to perceive the latest achievements of scientific and technological progress, effectively and in timely transform using such a multifactorial socio-economic phenomenon of a market economy. as entrepreneurship, in particular, its specific variety is innovative entrepreneurship [4,5].

To integrate into the world economy, it is necessary to use market mechanisms that ensure the rapid renewal, introduction, and wide distribution of advanced technologies, and an increase in the output of products that are competitive on the world market.

It is obvious that it is possible to build a state with a developed competitive economy only based on creating conditions for the full manifestation of the professional abilities and talents of citizens, the development of new knowledge, and their transformation into modern technologies and products.

Therefore, a holistic strategy is needed to create economic motivation and an appropriate institutional environment for the large-scale and effective use of national and global knowledge in all sectors of the economy, the activation of production, demand, and the introduction of information and communication technologies into all spheres of economic and personal life.

The core of structural changes in both industrialized and rapidly developing countries is the state innovation strategy and active scientific and technological policy of enterprises and regions focused on promoting the development of advanced technologies, and breakthrough R&D [3].

To create and disseminate innovations, it is necessary not only for education and science to flourish, and for production to be able to perceive the latest achievements, but also for there to be incentives to encourage subjects to develop and implement innovations, and financial resources, and favorable social conditions.

By intellectual wealth, such a model contributes to scientific, technical, economic, and social progress, and forms a cult of innovation and a spirit of innovation in society.

At the same time, innovations are replacing old products and industries, providing a structural restructuring of the economy.

The model of innovative development is inherent in dynamically developing economies, in which new types of products, new technologies, new production methods, etc. are continuously created.

The model of innovative development is implemented mainly through the implementation of a balanced national innovation and industrial policy. It is unrealistic to carry out the transition to a state innovation system without developing a long-term strategy for socio-economic development.

It is the state that should take upon itself the obligation to create favorable organizational and financial conditions that ensure the successful practical implementation of innovative ideas and projects.

The accumulated experience of dynamically developing countries highlights innovative development as a necessary tool for economic policy aimed at ensuring qualitative transformations [1,2].

Of course, both higher education institutions and innovative structures should be involved in the implementation of an innovative strategy for socio-economic development.

First, it is necessary to establish a close connection between science and production activities, to effectively connect science with the system of market relations in the country.

In a market economy, when the price of products is determined by the mechanism of free pricing and competition, every entrepreneur faces the question of ensuring high consumer properties of the product at a minimum level of socially necessary costs for its production.

To increase the value of a product and reduce the total cost of its production, it is necessary to analyze the stages of production of a product that precede its actual production - the stage of research and development.

It is at these stages that the maximum level of product quality and its minimum cost under real production conditions are laid. Of course, some part of the costs of research and development must be included in the price of products.

And there is no need to try to somehow separate science and the market, on the contrary, it is necessary to rationally bring them together, thereby increasing the efficiency of organizing the innovation process, which implies:

- increasing the interest of business structures in the implementation of innovations and changing existing technologies;
- creation of a mechanism for transferring the results of academic science to industry;
- encouragement of accelerated depreciation and rapid renewal of fixed assets;
- increasing the level of resource support for research and development;
- raising the level of material support for scientists and specialists employed in the field of education and science;
- formation of a mechanism for state and other types of support for innovative entrepreneurship;
- establishment of close integration of science with the world market.

In this direction, the process in the field of innovation during the war should develop to approach the conditions for the functioning of innovative entrepreneurship in countries with developed market economies.

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QUASI-INTEGRATED BUSINESS STRUCTURES AS A DRIVER FOR THE DEVELOPMENT OF THE NATIONAL ECONOMY

The main direction of development, adaptation and increasing the competitiveness of enterprises is the transition to an innovative development model. Today, it is quite expedient to see the quasi-integration of the business structure. This causes the development of the economy at the national level of business growth, increased competition intensity, and increased mobility of the internal economic environment. Quasi-integration (direct or reverse diversification) can be seen as the creation of alliances between enterprises interested in integration without transfer of ownership. In our opinion, quasi-integration can be defined as a precursor of