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FORMS AND FEATURES OF INTER-FIRM INTERACTION

The formation of the network economy is characterized by the development of close relationships and cooperation between various business entities, which can be organized in the form of an ecosystem, network or platform.

Interfirm interaction within the network economy can occur both between companies and between individual entrepreneurs, while providing opportunities for joint use of resources, development of products or services, joint marketing campaigns, and other types of interaction. In addition, there are various organizational forms of support for such interactions: cooperatives, business alliances, business incubators, technology parks, business accelerators, etc.

Therefore, the criterion of the organization of the interaction of business entities is key to defining the ecosystem.

An ecosystem is formed from a group of interacting business entities or organizations that exchange resources and create value in a certain industry. The management of this interaction can be based on various factors, such as common goals, technologies, markets, etc. However, it is important that the organization of the interaction ensures mutual benefit and creates additional value for the participants, otherwise such interaction is leveled.

Among scientists, there is an opinion that the ecosystem is one of the forms of network structures, where various organizations, institutions and business entities interact with each other, forming a complex network of relationships. This approach allows you to consider the ecosystem as a system where each participant performs a certain role, contributes to its functioning and benefits from interaction. In the framework of organizational theory, network structures are considered adaptive, as they allow more efficient use of resources and connections between participants.

At the same time, network structures can have different forms of organization, including centralized, decentralized, or distributed.

In economic science, three mechanisms of interfirm interaction were distinguished: traditional: market and hierarchical, and a rather new approach: mixed.

The use of mixed coordination mechanisms allows enterprises to combine the advantages of market and hierarchical approaches, while minimizing their disadvantages. Thus, the market mechanism can be used to determine prices for goods and services, and the hierarchical mechanism can be used to manage the production process. Organizations using a mixed mechanism can be more flexible and adaptive than organizations focused on only one coordination mechanism. At the same time, the successful use of mixed mechanisms requires balance and effective coordination of various mechanisms.

On the one hand, a mixed form of organization can arise through more intensive cooperation of the participants of interfirm interaction within the limits of exchanges that were initially coordinated by the market. As a result, longer contractual relations are established, which preserve the autonomy of the parties, but provide for the creation of specific precautions that prevent the opportunistic behavior of the participants and ensure adaptation to variables.

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ІННОВАЦІЙНА ТРАНСФОРМАЦІЯ ПІДПРИЄМНИЦТВА ЯК ЧИННИК ПОВОЄННОГО ВІДНОВЛЕННЯ ЕКОНОМІКИ УКРАЇНИ

Повоєнне відновлення економіки України багато в чому залежить від розвитку інноваційного потенціалу підприємництва. Досвід економічно розвинених країн доводить, що розвиток інноваційної діяльності, зокрема науки, новітніх технологій, наукоємних галузей, підприємств, які