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INSTITUTIONALISATION OF INNOVATIVE ACTIVITY OF ENTERPRISES IN THE SYSTEM OF STRENGTHENING ECONOMIC SECURITY OF BUSINESS ENTITIES IN THE CONTEXT OF GLOBALISATION OF THE PROCESSES OF POST-WAR ECONOMIC RECOVERY OF UKRAINE ON THE BASIS OF INNOVATIVE DEVELOPMENT

ABSTRACT

The purpose of scientific research is to analyse peculiarities and identify the problems of institutionalization of the innovative activity of enterprises as prerequisites for modernity and the post-war recovery of the economy of Ukraine. The results of the conducted research suggest that the innovative activity of enterprises directly depends on the quality of the state's development within the limits of innovation and on the quality of methodological, financial, economic, technical and technological support of the sphere of innovations. The article reveals the essence of the innovative activity of enterprises and the innovative development of the economy, as well as identifies their mutual influence and interconnection. It has been found that states with a high level of economic development can provide more convenient prerequisites for the implementation of innovative activities by enterprises and form effective mechanisms for their protection from the challenges and dangers of the external and internal environment. The article identifies significant problems in intensifying the innovation activity of enterprises in Ukraine in the context of war, which are associated with a high level of imperfection of modern technology transfer mechanisms, outdated material and technical base, raw material export specialisation and the advantage of a high level of technological imports. In order to outline the strategic vectors of stimulating the innovation activity of enterprises as a factor in strengthening security of their economy, the main measures to minimise the negative impact of destabilising factors are proposed, in particular, the need to increase the level of professional competence of employees of enterprises in introducing innovations and conducting innovation activities, to increase the volume of financing of the innovation sphere, to reduce the impact of military challenges and dangers, to form preferential programmes for lending innovative activities, and to attract external investors to participate in innovative projects is proved.

Keywords: innovations, innovative development, innovative activity, business entities, the economic security of the enterprise, Global Innovation Index, competitiveness, globalisation

JEL Classification: O31, O33, H56

INTRODUCTION

Increased global instability, geopolitical transformations and dynamic changes in the world economic order have a significant negative influence on the functioning of the business sector in different countries and lead to a decrease in their economic security. The situation has become particularly critical during military aggression within the territory of sovereign Ukraine by the Russian Federation, which caused the activities of domestic business entities to have changed significantly and are dependent on the factors of war. Obviously, under such circumstances, financial and economic activities management systems are gradually losing their significance, and current challenges

and dangers necessitate the involvement of innovations to achieve a positive economic effect and results of their activities. Intensification of the innovation activity of enterprises is an effective tool for the modernisation of production and management systems and can create preconditions for strengthening their economic security and attractiveness to external investors. Ensuring the efficiency of development of the state within the innovative economy as a whole will lead to the rapid and high-quality attraction of innovations at enterprises, which, in the aggregate, will help to increase the competitiveness of domestic business entities and effectively combine scientific and technical development with production processes. The timeliness and expediency of introducing innovations at enterprises is an undeniable fact, and the study of the institutionalisation of innovation activity of enterprises in the system of strengthening the economic security of business entities is becoming particularly acute and important in the context of intensifying globalisation processes and at the stage of the post-war economic recovery of Ukraine, which makes the subject of the study relevant.

LITERATURE REVIEW

Different dimensions of study within theory and practice institutionalisation of innovative activity of enterprises within the framework of increasing the level of security of the Russian economy business entities in the context of globalisation of the processes of post-war recovery of Ukraine's economy on the basis of innovative development are reflected in the works of domestic and foreign scholars. Turchenko Ye. I. [1, p. 126–133] are actively searching for solutions to problems related to the study of features, opportunities and problems of innovation activity both in the country and at the enterprise level. They argue that ensuring the innovation activity of an enterprise is directly influenced by the level of innovative progress of the state economy and is one of the strategic guidelines of the European integration course. At the same time, scholars are of the opinion that stimulating the country's innovative development creates preconditions for the development and implementation of innovative models at the enterprise level. However, achieving the desired effect requires significant financial resources, since the intellectualisation of production activities of enterprises on the basis of the application of the development of science and technology is expensive and is affected by the development of budgetary and extra-budgetary investments in the development of innovations.

V. Butticié, F. Caviggioli, C. Franzoni, J. Scellato, P. Stryszowski and N. Thumm [2], as well as S. Lykholat, M. Vinichuk, N. Rushchyshyn, T. Medynska and O. Sapinskiy [3] study the interdependence of innovation activity of enterprises on the state of development of the sphere of innovations in the country as a whole and are convinced that the unfair use of innovative technologies by business entities leads not only to a slowdown in the innovative development of the business sector but also negatively affects the intensity of the security environment of enterprises and their ability to effectively counteract the challenges and dangers of the external and internal environment. In this context, N. Slobodianiuk and V. Yankovskiy [4, p. 135–137] believe that increasing the innovative development of enterprises in the system of strengthening their economic security depends on the ability to adapt to the destabilising impact of factors and risks of the external environment. The scientists are of the opinion that innovation activity and the level of innovation and technological development of enterprises are key internal factors in strengthening economic security and ensuring their competitiveness, as well as a tool for counteracting crisis situations. At the same time, scientists emphasise the importance of institutional support for the innovation activities of enterprises and argue that it depends on the effectiveness of the institutions of state authorities, local self-government, the public, financial, economic, and socio-political institutions, as well as supranational interaction.

A similar opinion is shared by Gonchar V. [5], who found that the destabilising impact of external and internal risks and dangers, as well as the intensification of globalisation processes, cause a decrease in the level of security of business entities, as a result of which the existing mechanisms of functioning of enterprises are not able to fully counteract the challenges of our time. According to scientists, it is the intensification of innovation activities of enterprises that will contribute to effective counteraction to destructive changes and strengthening the competitiveness of business entities in the strategic perspective. It is worth noting that the strategic importance of strengthening the economic security of enterprises by intensifying their innovation activity is emphasised by L.-R. Kaminskyi [6], who found that the innovative activity of enterprises in the context of institutional changes has its own characteristics, therefore, the process of strengthening their economic security should take into account innovative development strategies and the state of formation of innovative business processes. Moreover, as noted by N. Demchyshak, R. Yurkiv and V. Demyd [7, p. 31], in the current business environment, the stimulation of innovation activity of an enterprise implemented on the basis of ensuring the innovative development of the country and involves the adaptation of the principles of digitalisation of the economy. In particular, S. Peng, S. Jiang, and Yi. Li [8] concluded that the digitalisation of the economy has become the driving force for stimulating the country's innovative development, and innovations are a key element in ensuring the sustainable development of enterprises on the basis of competitiveness.

W. Su, Z. Wang, C. Zhang and T. Balezentis [9] consider the innovative activity of enterprises through the prism of studying the factors of increasing their competitiveness and strengthening economic security. They found that a higher level of innovative efficiency of activities is observed in those enterprises that are characterised by the use of high-precision equipment and modern innovations in science and technology, as well as those that receive significant amounts of financial support from external and internal budget and extra-budgetary investment funds. A. Ianioglo and T. Polajeva [10] argue that the innovation activity of an enterprise is, in fact, one of the components of economic security, so the main measures to stimulate innovation activity are proposed to be coordinated with measures to ensure economic security at the micro level.

In accordance with the norms of the Law of Ukraine "On Innovative Activities" [11], the innovative activity of enterprises involves the implementation of activities aim to use and commercialisation of the results of applied study and progress, as a result of which enterprises launch modern goods and services that are able to compete on the market. Obviously, the innovation activities of enterprises are aimed at strengthening their market position and increasing their competitiveness. Therefore, the statement of M. Kopytko, M. Fleychuk, M. Yatsyk, N. Petryshyn and A. Kalynovskyi [12], who believe that the innovation activity of enterprises is a factor in strengthening their economic security and ensuring competitiveness in the context of globalisation of world economic relations, is justified. However, as noted by J. Broek, P. Benneworth and R. Rutten [13], stimulating the innovation activity of enterprises significantly depends on the regional specifics of stimulating innovative development and the availability of resources necessary to ensure it. In this context, Q. Xu and J. Chen [14] believe that the enterprise itself is the subject of innovation activity, so they argue that at the country level, a system should be created of technological innovation, which will trace the connection between institutions such as research institutions and enterprises operating in the country's innovation environment, which will be especially important during the period of post-war recovery of Ukraine. Scientists are of the opinion that research institutions are called upon to develop innovations that should be tested and applied in production environments. Accordingly, those enterprises that ensure the ability to attract innovations increase their economic security and are able to quickly and effectively counteract obstacles, risks and threats of the modern world.

The opinion of scientists is shared by S. Tulchynska, O. Popelo, A. Pohrebniak, O. Borysenko, K. Redko and V. Koba [15], who have studied that the effectiveness of innovation activity of enterprises depends on the availability and efficiency of industrial parks, and the need to stimulate innovation activity of enterprises is due to the need to modernise them and ensure competitiveness, since in the context of globalisation and under the pressure of risks and threats our time there is a need to respond quickly to destabilising factors.

It becomes obvious that the problems of institutionalization of innovative activities of enterprises in the system of increasing the level of security of the economic environment of business entities in the conditions of globalization of the processes of post-war recovery of the economy of Ukraine on the basis of innovative development are extremely urgent, and both domestic and foreign scientists are working on finding ways to solve them, coming to the conclusion that stimulating the innovative activity of enterprises is an effective tool not only for strengthening their economic security but also a key link in the mechanism reconstruction of the economic environment in Ukraine after the end of the war, therefore, their study requires deepening and multifaceted research at the empirical level.

AIMS AND OBJECTIVES

The purpose of scientific research is to analyse peculiarities and identify the problems of institutionalization of the innovative activity of enterprises as prerequisites for modernity and the post-war recovery of the economy of Ukraine.

Achieving the defined goal of the research requires the solution of several tasks, in particular, it is necessary:

- to carry out a study of scientific research to determine the content of the innovative activity of enterprises and the innovative development of the economy;
- find out the problem field in the innovative activity of enterprises in the conditions of strengthening the processes progress of the state within its innovative economy;
- to determine of the main directions of institutionalization of innovative activity of enterprises within the action of modernity reconstruction after the end of the war of the economy of Ukraine.

METHODS

Special and general scientific methods of research were applied during the study of the content and the analysis of the subject of the scientific article, namely, with the help of the method of system analysis and synthesis, as well as the abstract-logical approach, the essence and features of innovative activity and innovative development were determined; the system-logical the method was applied within the scope of the investigation the problems of innovative development of the country and implement innovative activities by enterprises; for empirical studies, a cause-and-effect approach, a statistical analysis method, and a multifactor cluster analysis method were used; in order to form conclusions and research results, the method of summary and systematics was used.

RESULTS

Ensuring innovative development in the country and intensifying the innovative activities of enterprises at the current stage of the functioning of global world economic relations is one of the effective tools for ensuring the stability and security of the state and the business sector because the dynamics of changes, geopolitical transformations and the presence of a high number of military skirmishes with the use of weapons destabilize the established mechanisms of ensuring competitiveness and sustainable development. It is obvious that the innovative type of development is able to partially eliminate negative impacts and crisis situations, therefore, the use of innovative potential is appropriate in the context use of core principles of ensuring the economic security of business entities and modernizing their production potential.

It should be noted that most countries of the world consider the progress of economic development within the limits of innovation and the activation of the innovative activities of enterprises as a component of the state strategy of economic development since the effectiveness of the introduction of innovations indicates the balancing of the most necessary modern economic demands and business entities and the opportunities of science and technology in a specific country. Undoubtedly, considering Ukraine in this context, it is necessary to state the presence of significant problems of interaction of business entities in the field of innovations, therefore, in-depth coordination on the part of the state and support of the business sector regarding the introduction of innovations and their effective use at the enterprise level are appropriate here. Moreover, innovative activity is high-risk, therefore, enterprises make decisions about the introduction of innovations into production processes with fear and excessive caution and take a thoughtful approach to the formation of their own innovative potential.

Nevertheless, the activation of innovative activities of enterprises is gradually transformed into an effective tool for strengthening their economic security and ensuring competitiveness, which is especially relevant in today's conditions, when under the influence of the destabilizing factors of war there is an urgent need to adapt to rapid changes and counteract instability and uncertainty. It is worth recognizing that the innovative type of development both at the macro and micro level will remain relevant and necessary during the post-war recovery period of Ukraine because innovations are able to quickly implement measures and achieve a positive effect. However, significant features and differences regarding the innovative development and innovative activity of domestic enterprises and enterprises located in foreign countries are noted, the main of which is that the international experience of innovative activity is more significant and broader, and domestic enterprises implement the process of attracting innovations faster due to analogies to international methods and algorithms. In this context, conducting comparative assessments progress of the state within its innovative development investment activities of enterprises is justified and consists of the calculation of international indices, one of which is the Global Innovation Index, which assesses key requirements for business implementation in the state, the efficiency of the investment and fiscal policy, the main factors of innovative progress, professional stimulation innovative activity and competitive advantages according to 82 variable indicators. The methodology for calculating the Global Innovation Index was developed and proposed by the World Intellectual Property Organization, Cornell University and the international business school "Insead". In Figure 1 we propose to reflect the level and movement of changes in the planetary index of innovations in Ukraine for the period of 2019–2023.

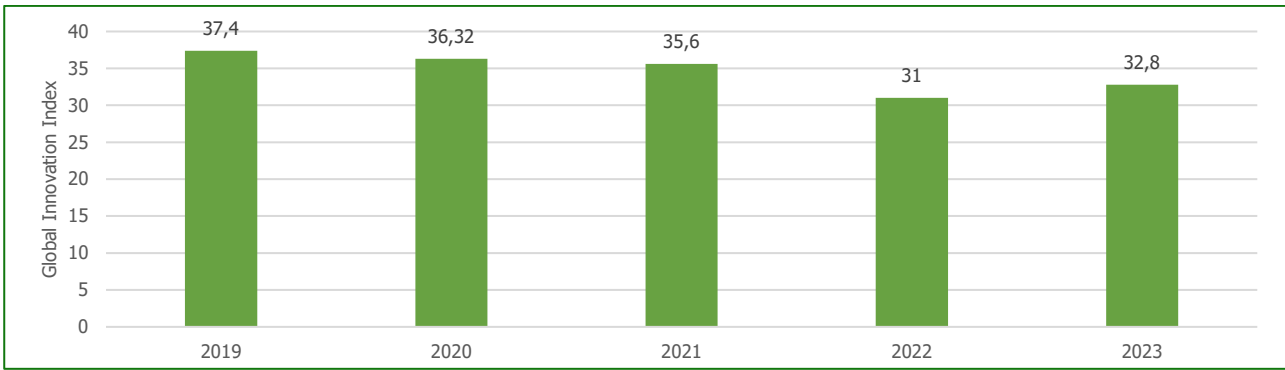


Figure 1. State and dynamics of the Global Innovation Index in Ukraine in 2019-2023. (Source: calculated on the basis of: [16-20])

At the same time, it should be noted that the value of the analysed indicator in Ukraine during the analysed period tends to decrease, which indicates a reduction in the movement of innovative progress in general and a decrease in the innovative activity of enterprises in particular. It is obvious that the period of 2019-2023 is particularly difficult for Ukraine, as it began with the threats and dangers of COVID-19, which imposed significant restrictions on the activities of business entities, resulting in a decrease in profits of enterprises, and the main vectors of economic activity were aimed at maintaining vital functions rather than developing in a strategic perspective. As a result, the innovation activities of enterprises were transformed into a secondary plan, while the need to strengthen the parameters of their economic security arose. Subsequently, the risks and threats of military aggression of Ukraine by the Russian caused the critical situations to deepen even further, leading to unprecedented consequences for enterprises, some of which were forced to cease operations entirely. Obviously, the innovative activities of business entities cannot be fully implemented in the conditions of a chronic shortage of financial resources, and therefore the level of innovation is minimal. Accordingly, there is a downward trend as measured by the Global Innovation Index from 37.4 in 2019 to 31.0 in 2022. A slight improvement in the growth of the Global Innovation Index was recorded in 2023 to 32.8, which is due to certain positive changes in reducing the imbalances in the progress of innovations in the development of the state, the increasing requirements of the modern world regarding the need to develop innovative technologies, in particular in the security and defence sector, as well as an increase in the volume of expenditures on study and progress. In addition, the intensification of the development of programmes for financing the innovative activities of enterprises has increased the level of access to financial resources concentrated in budgetary and extra-budgetary investment funds.

However, it should be noted that Ukraine's innovation development indicators are still extremely low. For comparison purposes, we consider it appropriate to conduct a study of individual European countries that are close to Ukraine and identify the main trends in their innovation development and ability to carry out innovation activities at the enterprise level. The results of the research in this context are systematised in Figure 2 and indicate an ambiguous situation with regard to ensuring stable innovation development in European countries and stimulating the innovation activity of enterprises. In particular, it is noted that the highest Global Innovation Index scores in 2019-2023 were recorded in Germany (56.55-58.80) and France (53.66-56.00), and the lowest in Moldova (30.30-35.52).

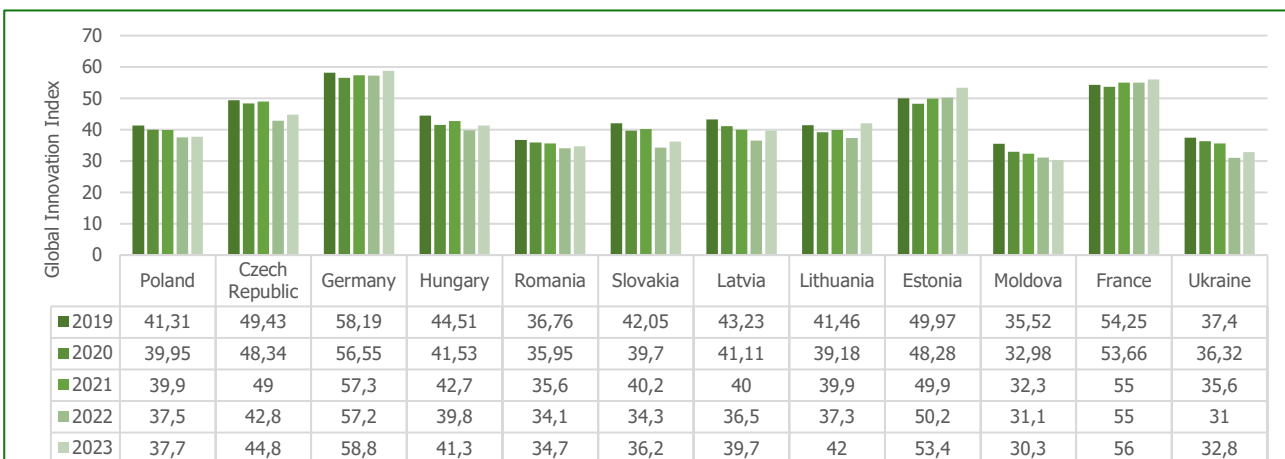


Figure 2. State and dynamics of the Global Innovation Index in selected European countries and Ukraine in 2019-2023. (Source: calculated on the basis of: [16-20])

It is evident that there are significant differences in ensuring innovative development at the macro and micro levels in European countries, and there is a tendency for highly developed European countries to be able to develop and implement innovations more effectively than transitional countries, including Ukraine. In addition, belonging to the European Union is also a significant factor in strengthening the innovative positions of enterprises in different European countries. If we analyse the key trends, we see that the countries that are members of the European Union have significantly higher indicators of innovation development, which is due to their significant support and the provision of additional opportunities for the realisation of innovation potential. In particular, it is worth noting the Czech Republic and Slovakia, which, due to their strong production potential, are able to ensure its modernisation by attracting innovations to the industrial sector and entering international markets with competitive products.

As for countries with a transition economy, for example - Ukraine and Moldova, their innovation capacity is rather low, as enterprises are characterised by a high level of technological backwardness, outdated material and technical base, the export direction of raw materials and the advantage of importing high technologies. In addition, the low level of innovation in these countries is due to low levels of funding for research and development, and there is a low level of incentives for innovation activities of enterprises in certain sectors of the economy, which requires additional support.

For more detailed research to identify common and distinctive features of innovation activities by business entities in the system of ensuring sustainable innovation development of the country, it is reasonable to group the countries of the world by the Global Innovation Index in 2019-2023. The necessary calculations will be carried out within the framework of multivariate cluster analysis using the k-means method, and the results of clustering are systematised in Table 1.

Table 1. Grouping of individual European countries by the Global Innovation Index in 2019-2023. (Source: calculated on the basis of: [16-20])

Global Innovation Index										
2019		2020		2021		2022		2023		
Country	Cluster number	Country	Cluster number	Country	Cluster number	Country	Cluster number	Country	Cluster number	
Czech Republic	1	Czech Republic	1	Czech Republic	1	Germany	1	Germany	1	
Germany		Germany		Germany		Estonia		Estonia		
Estonia		Estonia		Estonia		France		France		
France		France		France		Poland		Czech Republic		
Poland	2	Poland	2	Poland	2	Czech Republic	2	Hungary	2	
Hungary		Hungary		Hungary		Hungary		Latvia		
Slovakia		Slovakia		Slovakia		Slovakia		Latvia		Lithuania
Latvia		Latvia		Latvia		Latvia		Lithuania		Poland
Lithuania		Lithuania		Lithuania		Lithuania		Romania		Romania
Romania	3	Romania	3	Romania	3	Slovakia	3	Slovakia	3	
Moldova		Moldova		Moldova		Moldova		Moldova		
Ukraine		Ukraine		Ukraine		Ukraine		Ukraine		Ukraine

The results of the conducted research revealed that during 2019–2021, three clear clusters formed among the countries selected for analysis. In particular, the Czech Republic, Germany, Estonia and France consistently belonged to the first, whose innovative development is significantly higher than that of other countries. The second group is formed of Poland, Hungary, Slovakia, Latvia and Lithuania, the level of innovative development of which is somewhat lower, however, the stimulation of innovative activity takes place taking into account the development of science and technology. In addition, the countries of the second group receive significant financial support from European investors, and the implementation of innovative projects takes place on time and with high quality. Moreover, these countries successfully coped with the challenges of post-communist restructuring and quickly adapted to the conditions of the free market. The third group includes Romania, Moldova and Ukraine, whose level of innovation development is the lowest, because the innovation potential is used inefficiently, and the underfunding of the innovation sphere leads to a slowdown in the pace of activation of innovative activities by business entities.

In 2022, the situation concerning parameters progress in innovation in the European countries has changed significantly, and the value of the Global Innovation Index has significantly decreased in all countries selected for the study. In particular,

the first cluster included Germany, Estonia and France, and the Czech Republic dropped one step lower. Similar trends persisted in the conditions of 2023. As for the second group, in 2022 it consisted of Poland, the Czech Republic, Hungary, Latvia and Lithuania, and the third cluster included Romania, Slovakia, Moldova and Ukraine.

In 2023, even greater changes were observed among the second and third clusters, which were manifested in the fact that Poland dropped to the third step and shared a place in the cluster with Romania, Slovakia, Moldova and Ukraine. Obviously, this situation shows that the problems of innovative development and activation of innovative activities of enterprises under the influence of war factors have worsened not only in Ukraine, which suffers the most from shelling but also in the European countries. Therefore, it is obvious that the analyzed countries have significant differences in the implementation of innovation potential.

The results of the conducted scientific research allow us to assert that the current period of socio-economic development of the world's countries is characterised by instability and increasing destabilising influence of globalisation, geopoliticisation and regionalisation factors, which leads to the emergence of armed military conflicts and deepening of the processes of functioning of the state, society and business entities. Scientific intelligence for effective factors for solving problems related to existing crisis situations necessitates the consideration of innovations as one of the tools for ensuring the economic security of enterprises and overcoming the crisis conditions provoked by war. It is established that the situation in Ukraine is particularly critical with regard to ensuring innovative development and stimulating innovative activity of economic entities. Among the main factors that destabilise the processes of intensification of innovation activity of enterprises, and, accordingly, reduce the level of their economic security, are as follows:

- insufficient level of professional competence of employees of enterprises in introducing innovations and conducting innovative activities;
- chronic underfunding of the innovation sector, which hinders the country's innovative development;
- the continuation of the active phase of russia's war against Ukraine, which makes it impossible to intensify the innovation activities of enterprises due to military challenges and dangers;
- strict conditions for lending to innovative activities and certain restrictions on access to credit resources for enterprises during the period of introduction of the special legal regime of martial law;
- a decrease in the level of external investment in innovative projects and intangible assets.

It is an undeniable fact that stimulating innovation development and intensifying innovation activities significantly depend on the resolution of the armed military conflict between Ukraine and russia, as well as on the level of support for Ukraine by the international community.

DISCUSSION

The results were obtained within the scope of the conducted research and a critical review of scientific views on the problems of institutionalization of the innovative activity of enterprises in the system of strengthening their security of the economic environment within modernity and the post-war recovery of the economy of Ukraine, which were proposed by such domestic scientists as Turchenko Ye. I., P. Stryzhovskiy, N. Slobodyaniuk, V. Yankovskiy, N. Demchyshak, R. Yurkiv, V. Demid, as well as by foreign scientists, in particular, V. Buttise, F. Caviglioli, K. Franzoni, J. Skellato, N. Thumm, S. Peng, S. Jiang, I. Li, W. Su, C. Wang, C. Zhang and T. Balezentis, allow us to claim that the innovative activity of enterprises is the driving force for encouraging the progress of the economic environment of the state within the framework of the introduction of innovations. Empirical studies conducted prove the fact that a higher level of innovative development is recorded in states with a high level of economic development, and the innovative capacity of enterprises is significantly higher than in countries of the transitive type. The application of the technology of multivariate cluster analysis based on the k-means method with the aim of grouping individual European countries according to the Global Innovation Index for the period 2019–2023 is a qualitatively new tool for clarification of compatible and dissimilar characteristics implementation of innovative activities by business entities of different European countries in the system ensuring their economic security and within sustainable limits innovative progress of the state. These studies have not been carried out to date; therefore, it is possible to assert the presence of scientific novelty in the article.

CONCLUSIONS

In this context, it is expedient to summarize that the results were obtained within the scope of the carried out scientific search peculiarities and identification of problems of the institutionalization of innovation of enterprises in the system of

strengthening the security of the economic environment as regards business entities in the conditions of globalization of the processes of post-war recovery of the economy of Ukraine on the basis of innovative development allow us to state that at the present stage, there are significant destabilizing factors that destructively affect the activation of innovative activities of enterprises, which reduces the level of security of their economic environment. It was established that the innovative activity of enterprises depends significantly on the level of innovative progress of the state and on its ability to provide financial support in the field of innovation, as well as to finance works related to research and development activities. The interdependence of the level of innovative development of enterprises on the quality of methodological, financial-economic and technical-technological support of the sphere of innovation, as well as on the stability of the activities of civil society and the state was revealed. It is justified that such states have a high level of economic development as Germany and France are able to create appropriate conditions for the innovative activity of enterprises and ensure their protection from the influence of external and internal risks and dangers, while Ukraine and Moldova do not have adequate innovation potential and are unable to use it effectively.

In order to give an opportunity activation of innovative functioning of enterprises in the system of strengthening their economic security in the conditions of globalization and at the stage of the post-war recovery of the economy of Ukraine, the main measures to minimize the negative impact of destabilizing factors are proposed, the main of which is the need to increase the level of professional competence of enterprise employees regarding the introduction of innovations and conducting innovative activities; to increase the amount of funding in the field of innovation; to reduce the impact of challenges and dangers of a military nature; to form preferential lending programs for innovative activities; to attract external investors to participate in innovative projects.

Thus, the results of the study's specificity and clarification of the problem field of institutionalization of the innovative activity of enterprises in the conditions of modernity and the reconstruction after the end of the war of the economy of Ukraine allow us to state that in the present stage, there are numerous negative destabilizing factors activation of the innovative activity of enterprises, which reduces the level of their economic security and parameters of progress of the state within its economic environment and innovative activity. It was established that the innovative activity of enterprises is a complex of special measures and actions implemented by enterprises, which are directed aside the application of commercial results of practical searches and applied developments, as a result of which enterprises release modern goods and services that can compete on the market. It was found that important indices of the innovative progress of enterprises depend significantly on the state's level of progress regarding innovation policy and on its ability to provide financial support to the field of innovation, as well as to finance works related to research and development activities. The interdependence of the level of innovative development of enterprises on the quality of methodological, financial-economic and technical-technological support of the sphere of innovation, as well as on the stability of the functioning of the state and society is proven. The main problems of innovative activity of enterprises in Ukraine during the war were studied, among the most important of which is a high level of technological backwardness, an outdated material and technical base, the advantage of exporting raw materials and the priority of importing high-level technologies. It is justified that such states have a high level of economic development as Germany and France are able to create appropriate conditions for the innovative activity of enterprises and ensure their protection from the influence of external and internal risks and dangers, while Ukraine and Moldova do not have adequate innovation potential and are unable to use it effectively in conditions of instability and crisis. In order to ensure the intensification of innovative activities of enterprises at the stage of the post-war recovery of the economy of Ukraine, basic measures are proposed to minimize destructive influence of negative factors, the main of which is the need for legislative and regulatory regulation to increase the level of professional competence of enterprise employees regarding the introduction of innovations and conducting innovative activities; increasing the amount of funding in the field of innovation; reducing the authority of risks and threats of the military dimension; formation of preferential lending programs for innovative activities; attraction of external investors to participate in innovative projects and legislative consolidation of mechanisms for their implementation.

Prospects for further research consist of revising the current legislation of Ukraine within the limits of innovative activity and substantiating the need to develop and adopt the Concept of Innovative Development of Ukrainian Enterprises in the post-war period of recovery of the country's economy, which will give an opportunity for the unification of existing regulatory and legal standards and to determine the priority areas of innovative activity of business entities.

ADDITIONAL INFORMATION

AUTHOR CONTRIBUTIONS

All authors have contributed equally.

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CONFLICT OF INTEREST

The Authors declare that there is no conflict of interest.

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ІНСТИТУЦІОНАЛІЗАЦІЯ ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ У СИСТЕМІ ЗМІЦНЕННЯ ЕКОНОМІЧНОЇ БЕЗПЕКИ СУБ'ЄКТІВ ГОСПОДАРЮВАННЯ В УМОВАХ ГЛОБАЛІЗАЦІЇ ПРОЦЕСІВ ПІСЛЯВОЄННОГО ВІДНОВЛЕННЯ ЕКОНОМІКИ УКРАЇНИ НА ЗАСАДАХ ІННОВАЦІЙНОГО РОЗВИТКУ

Мета наукового пошуку полягає в аналізі специфіки та виявлення проблем інституціоналізації інноваційної діяльності підприємств в умовах сучасності та післявоєнного відновлення економіки України. У статті розкрито сутність інноваційної діяльності підприємств та інноваційного розвитку економіки, а також виявлено їх взаємовплив та взаємозв'язок. Установлено, що високорозвинені країни спроможні забезпечити більш сприятливі умови для здійснення інноваційної діяльності підприємств і формують ефективні механізми їх захисту від викликів і небезпек зовнішнього та внутрішнього середовища. Виявлено значні проблеми щодо активізації інноваційної діяльності підприємств в Україні в умовах війни, що пов'язані з високим рівнем технологічної відсталості, застарілою матеріально-технічною базою, сировинною експортною спеціалізацією та домінуванням високотехнологічного імпорту. З метою окреслення стратегічних векторів стимулювання інноваційної діяльності підприємств як фактора зміцнення їхньої економічної безпеки запропоновано основні заходи мінімізації негативного впливу дестабілізуючих чинників, зокрема доведено потребу підвищення рівня професійної компетентності працівників підприємств щодо запровадження інновацій і ведення інноваційної діяльності; збільшення обсягів фінансування сфери інновацій; зниження впливу викликів і небезпек воєнного характеру; формування пільгових програм кредитування інноваційної діяльності; залучення зовнішніх інвесторів до участі в інноваційних проєктах.

Ключові слова: інновації, інноваційний розвиток, інноваційна діяльність, суб'єкти господарської діяльності, економічна безпека підприємства, Глобальний інноваційний індекс, конкурентоспроможність, глобалізація

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