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## **STRATEGIES FOR INNOVATIVE DEVELOPMENT OF INDUSTRIAL ENTERPRISES**

In the current conditions of digital transformation of the economy, the innovative development of industrial enterprises is of key importance for ensuring their competitiveness, sustainability and adaptability. Taking into account the resource capacity and strategic guidelines for the innovative development of industrial enterprises, it is necessary to choose the most optimal strategy that meets the development goals [1; 2].

1. The “business core” strategy is implemented by enterprises that introduce innovative technologies that can change the market situation. The implementation of such a strategy has high risks, but with effective implementation, you can get super profits.

2. The offensive innovation strategy is aimed at partial but constant improvement of products or services. Most often, such a strategy is chosen by enterprises that have stable income and are trying to maintain their competitive positions in the market in the long term.

3. The strategy for creating innovation platforms is based on the involvement of external participants in the process, such as universities, innovation centers, which allows you to significantly reduce the costs for the enterprise for innovative developments. However, such a strategy does not provide for the receipt of excess profits.

4. The strategy of development of products and services is implemented by enterprises that focus on technological innovations and are leaders in this area. The implementation of such a strategy allows the enterprise to maintain the status of a technological leader by constantly improving the technological aspects of its production.

5. The imitation strategy is based on improving existing developments of other manufacturers, but at a lower price or with better characteristics.

6. The mixed strategy aims to combine innovative developments in all areas of the enterprise's production activity (logistics, organization, production, personnel, marketing) for a synergistic effect. Such strategies are aimed more at improving production and economic activity than at a product or service.

7. Digitalization strategies are based on the introduction of digital technologies into all production processes to accelerate and improve the efficiency of their implementation. Such technologies are primarily implemented to process large amounts of data, which allows for effective management decisions and accelerate most production and management processes.

Based on the above, we can conclude that regardless of the strategies that enterprises implement in their activities, the main vector should be focused on the quality of products and services, and the improvement of production and economic activities. The choice of strategic guidelines largely depends on the financial and production capacities of the enterprise. The efficiency of using the enterprise's resources, achieving its goals and maintaining competitive positions in international markets depends on how well the strategy is chosen for the enterprise.

### **References**

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2. Popelo, O. V., & Malyshev V. V. (2023). Adaptive management of innovation and investment development of industrial enterprises as a factor of ensuring economic security. *Economic Synergy*, (1), 48–56. <https://doi.org/10.53920/ES-2023-1-4>.