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## **INNOVATIVE PROJECTS OF MODERN ECONOMIC DEVELOPMENT**

Today, government, scientific and business structures have a common question to address – what are the likely ways to develop innovative technologies and society, trying to create a personalized model of the future with a forecast of socio-economic and environmental processes. One of the main aspects of modern development scenarios is the adaptive nature and variety of hypotheses, which focuses on a new level of development through the use of innovative tools.

Multivariate development involves the expansion of models of society and economy, which today are based on innovative projects, collective knowledge, new values and views with a culture of relationships at the technological and intellectual levels.

The main ways of developing are those that provide economic and social development in a new format of global innovative change.

1. Total automation of social, economic and environmental vectors of development, widespread introduction of artificial intelligence, robotics and biotechnology. There are already examples of global automated projects, in particular, the virtual economy, which allows you to form economic processes and economic relations in augmented reality, using technology platforms, computer games and social networks. It is going beyond the traditional material reality with the creation of new economic rules that are subject to informal principles, which affects the emergence of new knowledge, competencies and professions. Accordingly, new educational technologies are emerging, resulting in the training of new generation professionals with advanced and binary skills and competencies, characterized by a creative approach and the ability to combine knowledge into a collective experience, forming a new hierarchy of productive teams capable of solving contextual tasks. This range of innovative knowledge is implemented in new technological sectors of the economy, which is a new generation of economic sectors with a high level of competitiveness and sustainability, given the innovative nature of their basis. This is the creation of a fundamentally new sector of the economy, which corresponds to the essence of a multimedia society with the offer of new professions, which significantly reorients the labor market.

2. Digital trend of transformation of society and economy. The digital stage of development of the modern world is characterized by the

intensity of the introduction of digital technologies and digital reorientation of socio-economic processes, puts forward new requirements for the approaches used in the formation of strategies and models of development. First of all, this is due to the fact that today the external environment is changing much faster and deeper than before, and the degree of uncertainty about the impact of various factors on the future is growing. Approaches to the development of innovative strategies have evolved under the influence of new conditions of world development, the internal source of which is a person with his psycho-physiological characteristics and the ability to transform thinking. Digitization Driving Strategy is a serious step towards radical change. Such a strategy cannot be defined as a modernization tool that integrates with the overall business strategy. Digital change is a global transformation based on digital principles with the incorporation of their basic provisions into the development strategy, business model, environmental activities and general culture of society.

3. The trend of global professional growth - modernity dictates the requirements for expanded professional knowledge and competencies, which involves the transition to the concept of learning «full life» for the formation of supra-professional competencies that meet current and future stages of economic and social development. The universal set of professional competencies should include not only professional knowledge, but also additional skills that correspond to the technologically and intellectually oriented world, in which innovation is the basic driver of change. So, necessarily determined presence of systematic and creative thinking, collaborative skills, media literacy and stress resilience is mandatory, in particular, in conditions of information overload and information noise. To perform complex tasks, the skills of predicting the future, developing parallel hypotheses and forecasting different scenarios should be acquired, which is implemented in conjunction with the skills of operating large data systems. Non-technological competencies that are unique to a person should also be acquired, which is necessary to given the importance of emotional intelligence in the formation of strategies and decision-making. This symbiosis of knowledge and skills should be realized in the integrated competence, which is plastic in terms of mastering the socio-economic processes that are constantly accelerating.

The transformation of the present and the future is carried out on the basis of innovation singularity, when changes become revolutionary and completely change the usual picture of society. Innovation should be a constant in today's world with a continuous cycle of improvement and generation of new ideas that should compete with existing strategies, models and programs of development.