

promotion of scientific research and international cooperation. Only in this way can Ukraine achieve success in the development of the labor market in the era of globalization.

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STRATEGIC GUIDELINES FOR ENSURING THE ECONOMIC SUSTAINABILITY OF THE ENTERPRISE UNDER CONDITIONS OF UNCERTAINTY

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The diversity and contradictory processes that have become widespread in the global geo-economic system in recent years and have intensified many challenges and risks of the crisis in Ukraine require a revision or renewed appeal to effective economic policy instruments aimed at strengthening the current state, post-war recovery and sustainable long-term growth of the national economy. The viability and survival of business structures as a basis for sustainable development, which ensures their balance (external and internal), stabilization of their economic situation, competitive advantages and economic activity, is becoming increasingly important. Therefore, it is advisable to determine the strategic guidelines for ensuring the economic sustainability of enterprises under conditions of uncertainty.

Given the current state and trends in the development of national economic entities against the background of global trends and large-scale military operations in Ukraine, the latest aspects of economic sustainability and sustainable post-war development are the subject of close attention of the scientific community. A number of issues related to the identification of economic sustainability of an enterprise as an object of management, strategic planning and the formation of targets for ensuring economic sustainability under conditions of uncertainty based on the results of the analysis of the structural interrelationships of sustainability with the business environment, etc. require further scientific development.

The interpretation of economic sustainability from the perspective of the systemic approach combines the vectors of ensuring the ability of the economic

system «after some perturbation (change in parameters and indicators) to quickly return to a state not worse than the previous one, to maintain it for as long as possible, and to improve it to the level of perturbation only if there is a positive change in the economic parameters of the system» [1, p. 21], and to realize the possibilities of further sustainable development. Thus, «to achieve a stable state, an enterprise, which is an open socio-economic system, must be able to reflect the negative impact of external and internal environmental factors aimed at changing its stability as a system» [2], and, by implementing the concept of sustainable development, ensure further movement and transition of the system's stability to a qualitatively new level.

The economic sustainability of an enterprise is a complex economic category, which in the context of directing the management actions of the enterprise management should be considered as the state of the economic system of the enterprise, reflecting its ability to respond adequately and flexibly to the destabilizing effects of the business environment to ensure safe operation and stable progressive development in space and time. Essential for understanding the economic sustainability of an enterprise as an object of management, which requires special attention, we consider its delimitation depending on changes in the structural relationships of the enterprise with the business environment in the process of its functioning into: external and internal, tactical and strategic; acquired and inherited; current and potential; static and dynamic; stability of equilibrium and stability of movement [3]. By the way, the stability of equilibrium is embodied in the concept of «dynamic equilibrium», which the enterprise strives for, but cannot achieve, and the stability of movement is manifested through the stability of functioning and the sustainability of the enterprise's development [1, p. 84].

Such a division is justified by the fact that during the life cycle of an enterprise as an integral organic system there is a constant transition from one state to another. Such dynamics of states reflects the behavior of the enterprise in time and space, i.e. its functioning in certain conditions (the process of performing its main functions, which is determined by the conditions of the environment). In view of this, the set of points in space at which an enterprise reaches a state of dynamic equilibrium can be considered as a line of its desired (planned) behavior, when the needs and resources of the enterprise are coordinated, as a trajectory of its evolution. Therefore, the sustainability of the enterprise should be interpreted as the sustainability of achieving the set goals in a specific period of time under certain conditions.

The transition of an enterprise from one trajectory of functioning to another is influenced by many factors originating from the external and internal environment, and in fact represents a change in dynamic equilibrium and its establishment at a different level, which actually indicates a transition to a qualitatively new stage of development. The acquired sustainability is the result of the appropriate response of external and internal sustainability to the impact of destabilizing factors of the business environment, which a priori causes a change in the inherited sustainability. At each subsequent moment in time, the acquired resilience becomes inherited through the experience gained in interacting with the business environment in the previous moment in time and through the need to respond to the impact of destabilizing external and internal factors at the moment.

The ability to respond quickly to changes in the business environment is formed by creating a new or improving an existing mechanism for strategic management of economic sustainability. An important element of the mechanism of strategic management of economic sustainability of an enterprise is strategic planning. Strategic planning is carried out in accordance with the mission, interests and goals of the enterprise in the field of ensuring its economic sustainability in an unstable business environment and sustainable development for the future, and requires modeling this process based on a systematic and comprehensive approach.

To ensure the effectiveness of strategic changes, a conceptual hierarchical model of strategic planning for the economic sustainability of an enterprise under conditions of uncertainty has been developed. The basis of this model is formed by a multi-level model of formalization of the State policy and management in the field of national security, a methodology for strategic planning and a technology of hierarchy analysis method, the implementation of the main provisions of which is associated with determining the main criterion for achieving the goal of strategic planning, substantiating the levels of hierarchy and the composition of elements at each level, establishing and clarifying the relationships between elements of different levels of hierarchy (horizontal and vertical).

The proposes a conceptual hierarchical model of strategic planning of economic sustainability of enterprise, which is based on the methodology of system analysis, methods of operations research, hierarchy analysis, forecasting, program-target planning, expert evaluation and modeling, and which, unlike the existing ones, takes into account its features related to the functioning of the system of ensuring economic sustainability of enterprise in different modes, limited resources, availability and quality of information of the business environment, complexity, and many other factors. Its use in the management practice of business entities will help to increase the efficiency of strategic planning in the system of ensuring the economic sustainability of enterprise through the possibility:

- to carry out systematic research and substantiation of the basics of economic sustainability management policies and its individual components, goals, principles, priorities and mechanisms for achieving certain goals;

- to form a set of variants of the model of strategic planning for ensuring economic sustainability, the structure and value of the elements of which correspond to an acceptable level of ensuring dynamic equilibrium and/or sustainable development of the enterprise in the management, financial, production, personnel, marketing and investment spheres;

- to model the main processes of strategic planning of economic sustainability of the enterprise in conditions of uncertainty of the business environment;

- identify and diagnose threatening factors of changes in economic sustainability in the external and internal environment;

- to determine the real capabilities of an enterprise to achieve the target level of economic sustainability under conditions of uncertainty.

- Prospect for further research in the field of forming strategic guidelines for ensuring the economic sustainability of an enterprise under conditions of uncertainty is to develop a methodology for assessing the level of economic sustainability, taking

into account the main provisions of the proposed conceptual hierarchical model of strategic planning.

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RESOURCE PROVISION FOR MANAGING INNOVATIVE ACTIVITIES IN THE GLOBAL COMPETITION CONTEXT

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In the current global competitive environment, innovative activities are a key factor for the success of any enterprise. Resource provision for managing innovative activities is an important element that ensures the effective implementation of innovation processes.

Researchers [1-4] identify the following main types of resources that support the management of innovative activities: financial, informational, human resources, material-technical resources, organizational resources, and more. Financial resources are the foundation for financing innovation projects and programs. Informational resources provide access to necessary information about the market, technology, competitors, and more. Human resources are crucial for the successful implementation of innovative activities. Material-technical resources facilitate the creation and implementation of innovations. Organizational resources ensure efficient management of innovation processes.

In the context of global competition, effective resource provision for managing innovative activities is particularly important. To achieve this, companies and organizations must continuously improve their resource base, adapting it to new conditions.

Effective resource provision for managing innovative activities allows companies to:

- Develop and implement innovations more quickly and successfully.
- Improve the quality and competitiveness of their products and services.
- Expand their market presence.
- Increase profitability.