

suggestions, enabling them to better understand citizens' needs and improve service quality [1, 5].

Therefore, the image and reputation of public service in the era of digitization have become even more important. Digital transformation of public service creates new opportunities for shaping a positive image and professional reputation. However, to effectively utilize these opportunities, government authorities need to implement necessary changes in their operations.

To enhance the image and professional reputation of public service in the era of digitization, government authorities should:

- ensure professional training and development of public servants to meet the requirements of the digital world;
- implement modern technologies for delivering government services that align with citizens' needs;
- improve the transparency and openness of government activities;
- develop effective communication with citizens.

Following these recommendations will enable government authorities to build trust among citizens and ensure the effectiveness of their operations in the era of digitization.

Information Sources:

1. Zaika S.O., Kuskova S.V., Gridin O.V. (2019). Communications as an effective management instrument. *Вісник ХНТУСГ: економічні науки*. Вип. 206. С. 201-213.
2. Дегтяр О. А. Інформаційно-комунікативна діяльність в державному управлінні як інструмент інтенсифікації соціального партнерства. URL: <http://www.dy.nayka.com.ua/>.
3. Древаль Ю.Д., Кузнецов А.О., Заїка С.О. (2020). Соціокультурний аспект політичної модернізації. Актуальні проблеми державного управління: зб. наук. праць. Х.: Вид-во ХарПІ НАДУ «Магістр». № 1(57). С. 165-173.
4. Мазнев Г.Є., Заїка С.О., Грідін О.В. (2016). Administrative services sphere innovative development. *Актуальні проблеми інноваційної економіки*. № 3. С. 5-10.
5. Савченко О. С. (2022). Проблеми запровадження цифровізації у систему публічного управління. *Таврійський науковий вісник*. № 3. С. 102-108.

STRATEGIC GUIDELINES FOR THE INNOVATIVE DEVELOPMENT OF ENTERPRISES

Chmil E.L., postgraduate
Bogomaz O.P., postgraduate
State Biotechnological University

In today's rapidly evolving business landscape, enterprises are constantly seeking ways to stay competitive and drive sustainable growth. One crucial aspect of achieving this is through strategic orientors that align with the changing market dynamics and emerging opportunities. They allow businesses position themselves at the forefront of innovation and create a pathway towards long-term prosperity.

Essentially, strategic orientors are the guiding principles that shape an enterprise's approach to innovative development. They serve as the compass, providing

direction and focus for innovative development the enterprises. Innovative development is crucial for enterprises to stay competitive and relevant in today's rapidly evolving business landscape. It allows organizations to adapt to changing customer needs, embrace emerging technologies, and seize new opportunities.

Strategic orientors:

- provide a clear path towards long-term success by guiding decision-making processes, resource allocation, and goal-setting. They ensure that the enterprise is always working towards its overarching objectives;

- directly influence an organization's ability to innovate by encouraging a culture of creativity, risk-taking, and continuous improvement. They inspire employees to think outside the box, explore new ideas, and experiment with different approaches;

- play a vital role in gaining a competitive advantage by enabling enterprises to differentiate themselves in the market. They help identify unique selling points, foster customer loyalty, and position the organization as a leader in its industry.

The key elements of strategic guidelines are:

- defining the vision and mission statements. A vision statement outlines the future aspirations of the enterprise and provides a clear picture of what it aims to achieve. A mission statement, on the other hand, defines the core purpose of the organization and why it exists.

- crafting a compelling vision statement. A compelling vision statement should be inspiring, concise, and easy to understand. It should capture the essence of the enterprise's long-term goals and communicate them in a way that resonates with both employees and stakeholders.

- aligning the mission statement with strategic orientors. The mission statement should align with the strategic orientors, ensuring that every action and decision the enterprise takes is in line with its overall objectives. It provides a framework for decision-making and keeps the organization focused on what truly matters.

Development of effective innovative development strategies includes:

- analyzing the current market landscape. Before formulating strategies for innovative development, it is crucial to analyze the current market landscape. This involves identifying trends, understanding customer needs, evaluating competitors, and assessing potential opportunities and threats.

- identifying opportunities and potential barriers. Based on the market analysis, it is important to identify opportunities for growth and innovation. Additionally, potential barriers or challenges that may hinder the enterprise's progress should be recognized to develop strategies that overcome or mitigate them.

- formulating strategies aligned with the strategic orientors. The strategies for innovative development should be directly aligned with the enterprise's strategic orientors. They should leverage the organization's unique strengths, address the identified opportunities, and be flexible enough to adapt to changing market dynamics. By aligning strategies with strategic orientors, enterprises can maximize their chances of success in pursuing innovative development.

Implementation of strategic guidelines for innovation development requires alignment of resources and capabilities, which is carried out through:

- preliminary assessment of the organization's resources and capabilities to identify what is available to support innovation development;

- allocation of resources to support innovation development;
- creation of a culture that supports strategic innovation guidelines, namely a compliant environment for inspiration and motivation to implement innovations, development of creativity, cooperation and risk-taking, etc.

The use of the latest technologies and innovations is important for the innovative development of an enterprise. It is necessary to clearly understand which technologies can improve business processes, increase efficiency and open up new opportunities for the company. Regardless of whether it is artificial intelligence, blockchain or virtual reality. It is important to be «ahead of the curve» to gain competitive advantages and incorporate innovative processes into strategic guidelines, which allows to guarantee the sustainable development of the enterprise on an innovative basis.

Thus, strategic guidelines for the innovative development of enterprises include various aspects aimed at creating and developing innovative approaches and products. The main key areas are:

- research and development – investing in research to create new technologies, products or services that form the competitive advantages of the enterprise;
- culture of innovation – creating a favorable environment for the development of ideas, promoting innovative initiatives among the staff;
- partnership and cooperation – establishing partnerships with universities, research institutions and other enterprises to share knowledge and access new technologies;
- flexibility and adaptability – the ability to respond quickly to changes in market conditions and to introduce innovations in production or services;
- financial support – allocation of appropriate financial resources for research and implementation of innovative ideas;
- competitive advantages – development of innovations that will provide the company with competitive advantages in the market through product uniqueness, production efficiency or new methods of customer service;
- monitoring and evaluation - continuous analysis of the results of innovation implementation, determination of their effectiveness and potential for further development.

Taken together, these areas form a platform of strategic guidelines for the development of innovative strategies, promote the creation and implementation of new ideas and technologies to achieve competitive advantages and sustainable development of the enterprise on an innovative basis.