# XIV Міжнародна науково-практична конференція «Сучасні підходи до креативного управління економічними процесами», 13-14 квітня 2023 року, Київ, НАУ

agreed to repay all debt obligations of the port and begin active development and modernization, namely: build a grain elevator for 50 thousand tons, expand the number of entrances and interchanges, modernize warehouses and handling equipment [2]. The company will receive from this its own export capacity for development, since its main activity is the wholesale trade of chemical products and grain.

The created conditions for the attraction of private investments will make it possible to increase the efficiency of the use of available capacities in the sea and river ports of Ukraine, to modernize the infrastructure, and to make the transition to the European "Portland Lord" management model.

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### RESEARCH INTO THE IMPACT OF MODERNISATION ON RECOVERING THE COMPETITIVENESS OF THE UKRAINIAN ECONOMY

Modernisation is a fundamental vector of reconstruction and a guarantee of restoring the competitiveness of Ukraine's economy in the face of security challenges. The modernisation of transport enterprises directs resources to the use of innovations, energy efficiency and economic results. This has a direct impact on managing innovation development and increasing the pace of intellectualisation and digitalisation of the economy.

Modern challenges and imbalances, threats not only to the global economic crisis and geopolitical restructuring, but also to individual territories and socio-political systems provoke the search for new technologies, acceleration of adaptive transformations, and a focus of management influence on preserving the integrity, resilience, and potential ability to ensure sustainable development

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The innovation and cognitive paradigm, as a modern social postulate for the formation of innovative thinking, is implemented through mechanisms of organisational and economic support for modernisation principles. This forms the tools for the effective application of methods of regulating and modelling cognitive perception and the formation of consumer values. At the current stage of globalised innovation and development processes, the main goals of modernising economic systems are to sustainably increase innovation, efficiency and competitiveness (Fig. 1).

In order to implement the modernisation principles of recovering competitiveness, it is necessary to create conditions in the internal and external environment of enterprises that would ensure the effectiveness of the implementation of the system of innovation strategies.

#### External directions

Modernising the industry structure, prioritising the development of logistics and communications companies in the near future; strategic focus on the growth of electricity costs and demand due to mass digitalisation; and the formation of new industries.

Modernisation of the market structure: reduction of the share of material-intensive markets, rising prices and demand for communication and energy services; shortage and search for technologies for producing high-quality water; virtualisation of market relations; acceleration of transportation; digitalisation of logistics services.

*Modernisation of the regional structure:* accelerating the development of non-industrial regions through increased informatisation and free-lance work; smart specialisation of regions based on population.

#### Internal destinations

*Modernisation of the technological structure of the enterprise*: transfer of technologies of higher technological modes, acceleration of transportation and data transmission technologies, search for wireless and cheap information transmission technologies; energy and resource saving.

Modernisation of the organisational structure of the enterprise: introduction of innovative forms of organisation of information and logistics flows; introduction of networked, organic organisational structures; formation of a socially oriented team and corporate culture; orientation of organisational structures towards a functional type of activity; formation and ensuring cybersecurity of a closed information system; formation of creative technology centres, creation of an innovative environment.

Modernisation of the company's management structure: strengthening interaction and coordination with stakeholders and state innovation incentives; ensuring that staff competencies are built to apply new innovative developments.

Implementation of modernisation potential according to the system of innovative strategies for recovering competitiveness

Fig. 1. Implementation of the principles of enterprise modernisation in the formation of strategic guidelines for recovering competitiveness

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As we can see, in the current conditions of functioning of enterprises, the recovery of competitiveness depends on the availability and efficiency of the synergistic set of resources and opportunities in terms of availability of innovations, cost and direction of their application.

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