INNOVATIVE DEVELOPMENT OF ENTREPRENEURSHIP IN THE CONDITIONS OF EUROPEAN INTEGRATION

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Today, the concept of “innovative development of entrepreneurship” is gaining popularity in EU countries and the world. The innovative development strategy attracts the attention of scientists, entrepreneurs, investors, and business representatives. The innovative process of entrepreneurship development plays an important role in the modern economy. Creating appropriate incentives for the spread of innovative entrepreneurship in Ukrainian business is becoming one of the key tasks of the country's economic development.

The process of entrepreneurship development began with the process of gaining Ukraine's independence, but its activity and development remain at an insufficient level. Innovative activity is an activity aimed at using and profiting from the results of scientific research and scientific technologies (commercialization), as well as the development and release of new goods and services that will be in demand on the European market. The competitiveness of enterprises (especially small and medium-sized enterprises) and investors (commercial banks, investment funds, foreign investors, investments from the state, etc.) should be promoted in the implementation of the national policy of the country regarding the development of entrepreneurship, especially innovative ones.

Currently, the effectiveness of the development of innovative entrepreneurship and its effectiveness depends on the development of the enterprise and the implementation of innovations in it. The development of innovative entrepreneurship, first of all, should take place through the attraction of investments, namely the creation of startups, business projects, the development of scientific research programs (SRP), the introduction of new technologies, the creation of venture funds, the attraction of patents, assistance from the state and determined by the priority direction of development entrepreneurship. The following factors influenced the development of innovative entrepreneurship in Ukraine: the legislative framework, the state of the economy, fighting on the territory of Ukraine,
the imperfection of the judicial and legal system, etc. Among the main problems that hold back the development of innovative entrepreneurship are highlighted the following (Osi- ejewicz et al., 2022; Barancheev, 2011):

- firstly, an imperfect system of support from the state;
- secondly, imperfect crediting of the main spheres of the economy, especially entrepreneurship;
- thirdly, insufficient stimulation of the development of entrepreneurship and the integration of science and education and production in the implementation of innovative activities;
- fourthly, the lack of encouragement to invest in the development of enterprises (for national and foreign investors).

Let’s consider the concept of “innovation” using principles as an example.

- Principle 1. Treat innovation as a discipline.
- Principle 2. Innovations are considered comprehensively.
- Principle 3. Innovation involves a systematic, organized search for new opportunities.
- Principle 4. All employees of the innovative enterprise are involved in innovation.
- Principle 5. Innovation is consumer oriented.

References:


