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THE MAIN WAYS TO ENHANCE THE DEVELOPMENT OF INNOVATIVE ENTREPRENEURSHIP IN THE CONTEXT OF SOCIO- ECONOMIC TRANSFORMATIONS

The importance of intensifying innovative entrepreneurship is recognized by any business entity, because it is new innovative ideas, solutions embodied in a particular product that can provide competitive advantage.

However, the active development of innovative entrepreneurship in Ukraine is hampered by a number of environmental factors, which affect both the total number of businesses that implement innovations and the effectiveness of their innovation activities [1-2].

Among the important factors hindering the development of innovative entrepreneurship, first of all, it is worth noting the low demand from consumers for innovative products, insufficient funding for scientific and technological development of the national economy; limited venture financing instruments; imperfect motivation for active innovation [3].

The presence of entrepreneurial initiative by business entities, the use of effective tools to stimulate innovation, creativity and effectiveness of innovation activities can significantly enhance innovation entrepreneurship and overall efficiency of the innovation process [4].

Thus, we can talk about the prospects for intensifying innovative entrepreneurship, which include the following: the strengths of the possible activation of the innovative enterprise include:

1. The presence of a high level of human resources component of scientific potential, which characterizes the ability to generate new ideas; accumulated experience of successful innovation, cooperation between science and business, as evidenced by the main indicators of innovation, the number of innovation-active enterprises and enterprises in industry that implement innovations;

2. Weaknesses for the intensification of innovative entrepreneurship include: insufficient funding for science and education, declining trends in almost all performance indicators of innovation, which requires rapid implementation of measures to curb their further development in the field of innovation; insignificant performance indicators for security documents;

3. Opportunities for activation of innovative enterprises: stimulating the introduction of innovations in industrial enterprises will allow to intensify the creation of new technologies and new innovative products; improving the efficiency of the use of existing research and innovation potential; diversification of sources of financing of innovative activity at the expense of active introduction of startups, distribution of world experience of creation of business universities that will promote convergence of education with business; improving the regulatory and legal support of innovative entrepreneurship through measures to stimulate demand for innovation from business; raising the general level of innovative business culture and development of innovative entrepreneurship through access to EU financial programs;

4. Among the main threats to which it is necessary to respond are: financial and administrative barriers that hinder the development of innovative business; insufficient sources of funding for innovation due to high interest rates on loans; insufficient development of innovation infrastructure; the difficulty of training and selecting skilled workers to produce innovative ideas; lack of motivation among

young people to innovate; imperfection and complexity of procedures for obtaining protection documents for intellectual property [5].

Therefore, it is expedient to emphasize the need to implement the following areas of intensification of innovative entrepreneurship in Ukraine: ensuring the development of innovation infrastructure; increasing the volume of innovative products and ensuring the export of high-tech products; stimulating the demand for innovation; differentiation of sources of funding for scientific, technical and innovative activities; formation of a system to support the development of innovative entrepreneurship at the regional and local levels; formation of a favorable institutional environment for innovation; improving the information support of innovative entrepreneurship; ensuring an increase in the level of innovation culture in the field of innovative entrepreneurship [6].

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ECONOMIC SECURITY OF THE COUNTRY IN THE CONDITIONS OF HYBRID WAR

Information on the peculiarities of trade between Ukraine and Russia, in particular the supply of strategic raw materials such as uranium and titanium to the aggressor country, discussions on the newly adopted National Security Law (especially in terms of security and threats), and materials on increasing Russian presence in economic (and through it political) life of Ukraine and European countries, have raised the issue of economic security. In fact, the problem of economic security in Ukraine has been present since independence. Unfortunately, for all this time, the Ukrainian leadership has not paid attention to issues of economic security for obvious reasons. However, these issues are directly related to the development of the economy, and hence to the success of the country as a whole [1;