JEL Classification: D6, M1, O1, O3

Valentyn BILIAVSKYI
PhD in Economics, Associate Professor,
State University "Kyiv Aviation Institute",
valentyn.biliavskyi@npp.kai.edu.ua
Mariia ZYMOHLIAD
Student, State University "Kyiv Aviation Institute"

Валентин БІЛЯВСЬКИЙ
кандидат економічних наук, доцент,
Державний університет «Київський авіаційний інститут»,
valentyn.biliavskyi@npp.kai.edu.ua
Марія ЗИМОГЛЯД
студентка, Державний університет «Київський авіаційний інститут»

DEVELOPMENT OF SOCIO-ECONOMIC SYSTEMS AS A FACTOR OF ENTERPRISE COMPETITIVENESS INCREASE

РОЗВИТОК СОЦІАЛЬНО-ЕКОНОМІЧНИХ СИСТЕМ ЯК ФАКТОР ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВА

Abstract: The article considers theoretical aspects of the development of socio-economic systems with the use of factors to increase the competitiveness of the enterprise. Particular attention is paid to the introduction of innovations and modern technologies that ensure the capitalization of the enterprise and its management efficiency. The technological changes in socio-economic structures that affect the competitiveness of enterprises are investigated.
Keywords: digitalization, business processes, technologies, innovations, management.

Анотація: У статті розглянуто теоретичні аспекти розвитку соціально-економічних систем з використанням факторів підвищення конкурентоспроможності підприємства. Особливу увагу приділено впровадженню інновацій та сучасних технологій, які забезпечують капіталізацію підприємства та ефективність управління ним. Досліджено технологічні зміни в соціально-економічних структурах, які впливають на конкурентоспроможність підприємств.
Ключові слова: цифровізація, бізнес-процеси, технології, інновації, управління.

Innovations are a fundamental element for the development of socio-economic systems, as they allow for an effective response to global challenges, such as changes in technology, economic and social transformations. Modern economic models cannot function successfully without the continuous implementation of new ideas and technologies that optimize production processes, reduce costs, and create new economic opportunities for the development of digitalization of business processes. In this context, interaction between the business sector, state authorities and local governments, as well as scientific institutions, is important to introduce innovations that positively affect the economic stability and social development of business entities [1].

Technological change is a driving factor for development. Technology acts as an engine for transforming socio-economic structures. They not only ensure economic growth, but also contribute to social change and improve the quality of life of citizens. The development of information technology, artificial intelligence, robotization, and the development of green technologies can reduce the negative impact on the environment, improve energy efficiency, and reduce unemployment through the creation of new jobs in innovative sectors of the economy.

The development of socio-economic systems through innovation requires a systematic approach that includes [2]:

- Analysis of innovation potential: a detailed study of economic and social sectors that have the greatest potential for the introduction of new technologies.
- Institutional support for innovation: creating a favorable environment for the development of scientific research and implementation of technological solutions through funding, tax incentives and protection of intellectual property.
- Attracting resources for innovation: actively attracting funding from private investors and international organizations through grants and investment programs.
- Educational and personnel training: training and retraining of personnel capable of working with new technologies, which is a necessary step for the effective implementation of innovations in various sectors of the economy.

One of the key aspects of governance through innovation is its integration into social processes. This includes the use of the latest technologies to improve citizens' access to basic services such as education, healthcare, transportation, and social protection. In particular, the spread of digital platforms for e-governance allows to improve the efficiency of management processes, reduce bureaucracy, and make public services more accessible and transparent to the public.

Despite the significant benefits, the introduction of innovations in socio-economic systems faces a number of obstacles. The main challenges include [3]:

- Financial constraints: development and implementation of innovative technologies requires significant financial investments, which is not always possible due to limited public and private resources.
- Cultural and social barriers: traditional approaches to business processes and the methods of social interaction that are familiar to the population can be a barrier to the rapid adoption of new technologies.
- Infrastructural problems: the effective use of new technologies requires modernization of infrastructure, which is a difficult task, especially for countries with low levels of economic development.

The prospects for the development of socio-economic systems through the introduction of innovation are aimed at creating more: efficient, sustainable and inclusive economies. Technologies will provide an opportunity for rapid adaptation to changes in the global economic environment, reducing inequality through free access to resources and services. In particular, the development of environmental technologies will contribute to: achieving sustainable development, preserving natural resources and combating climate change.

Thus, the management of socio-economic systems through the introduction of innovations and new technologies is an important element of their further development, which ensures long-term economic stability and improves the quality of life of the local community. However, in order to realize the potential of innovations, existing barriers, including financial and cultural ones, must be overcome, and an appropriate enabling environment for technology development must be created at all levels of government. The successful implementation of innovations will increase the competitiveness of the enterprise and achieve significant results in both economic and social development.

References:

1. Biliavskyi, V., Biliavska, Y., Umantsiv, Y., Shestack, Y., Zhurba, O. & Khavanov, A. (2024). Digital Technologies in the Financial Sector of the Economy. *Financial and credit activity problems of theory and practice*, 4 (57), 171–183.
2. Bugaeva, M.V. & Demchenko, S.V. (2020). «Theoretical origins of managing the development of innovative entrepreneurship». URL: http://economics.kntu.kr.ua/pdf/6(39)/26.pdf
3. Cunningham, J.A. & O'Reilly, P. (2021). "Open innovation: Enablers and barriers for adopting open innovation in public services." R&D Management, 51(2), 183-195. URL: https://onlinelibrary.wiley.com/doi/abs/10.1111/radm.12413