

THE STRATEGIC INNOVATIVE DEVELOPMENT OF INTEGRATED BUSINESS MODELS

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Abstract: the structural scheme of the constituent components of the innovation strategy of integrated business models is determined; proposed development and implementation of innovation strategies in integrated business models to ensure their innovative competitiveness; innovation strategies that set the vector of development of the overall corporate strategy and business activity in the innovation sphere are studied.

Keywords: strategy, innovative development, integrated business models, competitiveness, innovation potential, strategic development.

Modern business conditions, rapid globalization of the economy are increasingly encouraging integrated business models to embark on an innovative path of development. Today's conditions require the intensification of innovation and restructuring of the organizational and economic mechanism of all activities of integrated business models (IBM) [1]. And in this context, it is important to note that the main obstacle to positive changes in integrated business models is, on the one hand, the presence of strong innovation potential, and on the other - the inability to implement it, inefficient management, which do not allow full disclosure abilities, necessary innovative resources for the vector of necessary research to increase competitiveness and take advantageous strategic positions in the market [2]. That is why there is a need to implement and implement innovative strategies that will fully

reproduce all the necessary conditions for achieving their own scientific and technical achievements, increasing production, using improved, advanced technologies and producing competitive products [3].

Development and implementation of innovation strategies in integrated business models to ensure their innovative competitiveness can be carried out under the conditions of stimulation and support of scientific and technical research, readiness to perceive innovations, through the introduction of strategic management, in particular, planning. This is preceded by developed, implemented and implemented innovation strategies, which set the vector of development of the overall corporate strategy and business activity in the innovation sphere. That is, there is a need for methodological justification of development directions and the mechanism of implementation of the system of innovation of integrated business models in order to ensure their competitiveness, which can be achieved only by taking into account the strategic components of all factors [4] (Fig. 1).

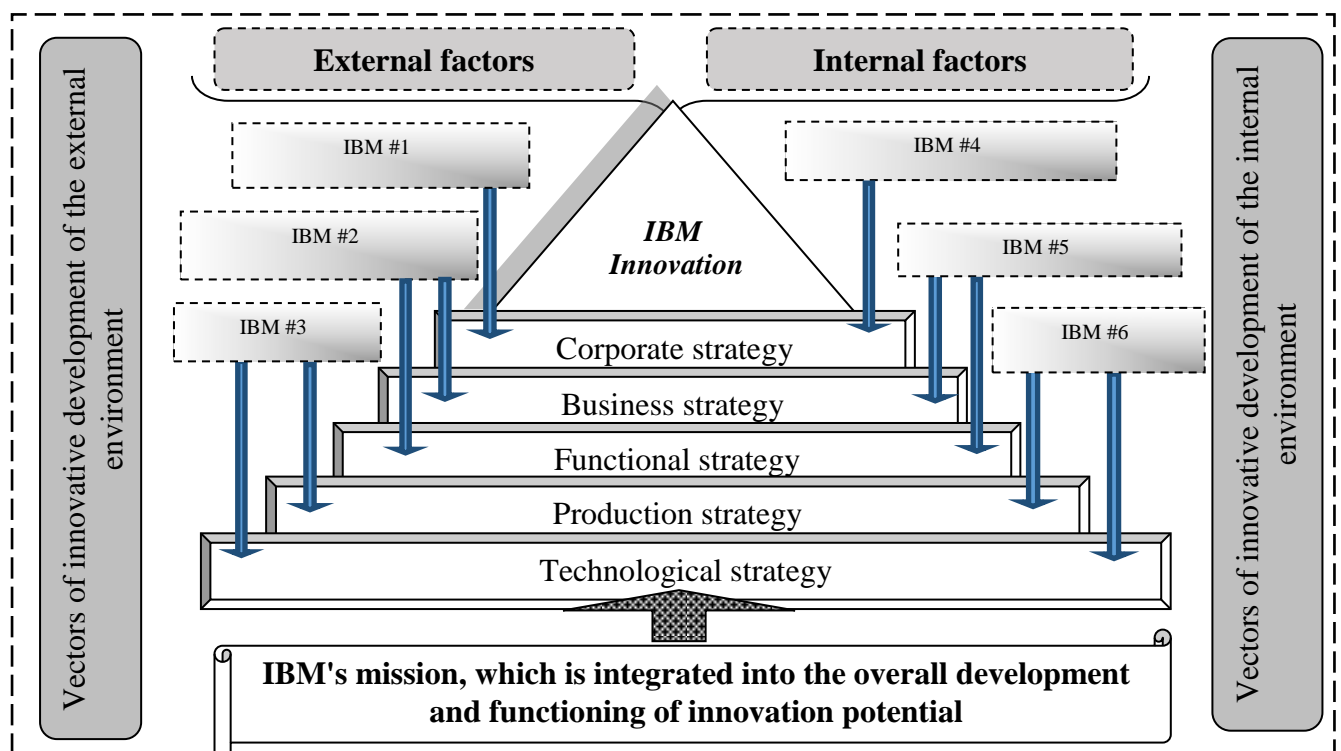


Fig. 1. Block diagram of the components of the innovation strategy of integrated business models [suggested by the author]

Such a block diagram of the components of the innovation strategy of

integrated business models should set the vector and introduce the pace of innovation, where all innovations become a related part of the management component at all levels. It is impossible to disagree with the statement of the author SM Ilyashenko [5], and it is only necessary to add that the innovation strategy also helps to determine the direction and logic of business active innovation existence and functioning of integrated business models in the innovation plane. Competitiveness of innovation potential and efficiency of functioning in the market environment in the inevitable conditions of globalization. The innovation structure directs integrated business models to effective innovation development, sets the steps for occupying new niches in the market, and helps to overcome the obstacles that arise during the management of innovative change [6].

In view of the above, it should be added that integrated business models should not only aim at their own innovative development, but also differentiate priorities, taking into account the scale of their activities and the effectiveness of innovative technologies being implemented. This encourages the solution of priority issues related to investment, financial resources, organizational, economic and managerial vector to ensure the solution of key tasks and plans, which will minimize risks and undesirable consequences for integrated business models in the context of innovation of their activities [7].

It is essential for the formation of strategy, as a comprehensive program for the development of innovative potential of integrated business models is the study of problems of classification of strategies and their nature. In recent years, much attention has been paid to this problem due to the transformation of economic relations and the need to build a new planning system based on market principles. The innovative strategy is to implement such a development of integrated business models, when new technologies are involved in the production of new products, the principle of maximum satisfaction of consumer needs is implemented, and not only the maximum realization of the capabilities of manufacturers. However, the directions of development of the innovative potential of integrated business models, which are realized through institutional transformations, or which can be attributed to

the stage of institutional transformations of integrated business models [8], remain insufficiently studied.

The innovation strategy of the stages of development of integrated business models may consist of the introduction of such innovations, which are necessarily accompanied by changes in forms of ownership and management methods, and possibly cause such changes. One of the essential signs of institutional change can be considered the implementation of the integration framework for cooperation between companies, associations of various industries, as well as financial and credit institutions. This way of developing innovation potential can be realized, in particular, through the formation of industrial and financial groups, holding companies, other types of enterprises, as well as small and medium enterprises. In the table1 presents the classification of strategies for developing innovation potential for integrated business models.

Table 1

Classification of strategies for the development of innovation potential for integrated business models in general [9; 10]

Sign	Strategy for the development of innovation potential
Strategy implementation time	Long-term, medium-term, short-term.
State of life	Origin, rise, growth, stabilization, reduction of the production process.
Development vector	Active, diversified, integration, globalized.
Competitive market environment	Leadership, trying to become a leader, copying the leader, the strategy of a beginner.
The purpose of existence	Modification, specialization, diversification, restructuring, reduction of production costs, concentration, increase of R&D share in activity.

Particular attention should be paid to the strategy of developing the innovative potential of innovation and production capacity of integrated business models, which connects all resources and has a result for all, without exception, aspects of production and economic activity. Thus, the innovative strategy for the development of innovation and production capacity of integrated business models is created based on obtaining the best innovative results, maximum efficiency from the introduction of

innovations, and a dynamic production system. Such a strategy for the development of innovation potential may be called a strategy for optimal economic and innovative efficiency of the dynamic system of innovation and production capacity of integrated business models. However, it should be noted that strategies for developing the innovation potential of integrated business models also include various vectors of strategic development as a general economic and innovation-organizational (Table 2).

Table 2

Types of strategies for the development of innovation potential of innovation and production facilities [10; 5]

Development strategy focus vector	Strategies for the development of innovation potential of innovation and production facilities
General economic	Increasing the volume of own innovation and production capacities; full load of all innovation and production capacities; maximizing the effect obtained from the process of use and operation of modernization of innovation and production facilities.
Innovative - organizational	Ensuring continuous improvement of innovation and production capacity; ensuring a minimum level of turnover of highly qualified workers in the field of R&D; implementation of the experience of leading stakeholders in the innovation and production process.

Thus, the strategic stage of economic development should correspond to the strategic program for innovation and organizational development. The role of such a program should be the sustainable innovative development of innovation and production facilities, which from the very beginning is vectorized to prevent not only overloaded places, but also underloaded places. It is proportional innovation development as an organizational strategy that best corresponds to the economic strategy of maximum efficiency. In order to minimize (optimize) risk, integrated business models must first identify their priority interests, which will focus maximum efforts to obtain the maximum possible positive effect. This step will be preceded by the formation of practical methods for implementing strategic long-term innovation goals, which cannot be achieved without building a strategy for innovation development.

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