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FORMATION OF INNOVATIVE CAPITAL OF PROCESSING ENTERPRISES

Stanislav Palianytsia

PhD student

ORCID: 0009-0007-5880-4756

West Ukrainian National University,
Ternopil, Lvivska street, 11, 46009

Abstract. The modern economy is at the stage of deep transformation, caused by active digitalization, the growing role of knowledge and information resources and increasing requirements for technological flexibility of enterprises. One of the basic factors ensuring such development is innovative capital as a set of intangible assets that form the potential of an enterprise to create, implement and commercialize innovations. Innovative capital includes not only technologies and know-how, but also the intellectual resources of employees, organizational culture, management tools, as well as the ability to strategic cooperation and adapt to the challenges of the external environment. It is the presence of developed innovative capital that allows processing enterprises to move from an inertial model of functioning to an innovation-oriented growth model capable of ensuring technological renewal and a stable position in the domestic and foreign markets. The article examines the theoretical principles of the formation of innovative capital of processing enterprises as a key factor in their competitiveness and sustainable development in the conditions of digitalization and technological changes. The structural components of innovative capital are analyzed, in particular intellectual resources, technological innovations, organizational and managerial solutions, as well as elements of a corporate culture focused on innovation. The features of the influence of the external environment on the innovative potential of enterprises are determined and the internal mechanisms for increasing innovative capital are identified. The conclusion is made about the need for systematic management of innovative development, modernization of production processes and activation of investments in human capital as priority areas for forming an innovative model of functioning of processing enterprises.

Key words: intellectual capital, intellectual potential, innovations, transformations, digitalization, innovative changes, development of intellectual potential

Introduction. Global transformations in the economic environment, associated with the development of digital technologies, the transition to Industry 4.0, increased competition and changing consumer demands, require industrial enterprises to review traditional models of functioning. This is especially true for the processing industry, which plays a strategic role in ensuring sustainable economic growth, employment and the formation of added value in the national economy. Under modern conditions, the determining resource for development is not so much the material and technical base, but rather innovative capital - a set of knowledge, technologies, experience, management decisions and human potential that ensure the ability of an enterprise to innovate.



The concept of innovative capital, associated with the categories of intellectual, human and organizational capital, has an independent value in the context of industrial modernization. Its formation involves the purposeful accumulation and integration of intangible assets that determine the ability of an enterprise to generate new ideas, implement technological solutions, increase productivity and strengthen market positions. At the same time, due to the complexity of quantitative assessment and the lack of a single measurement methodology, innovative capital still remains insufficiently researched and poorly applied in the practice of enterprise management, in particular in the processing sector [1-6].

This issue becomes particularly relevant in the context of post-crisis economic recovery, the need for energy efficiency, environmental safety and digital transformation of production. The formation of innovative capital in such conditions requires a comprehensive approach that takes into account not only the internal resources of the enterprise, but also the institutional environment, investment climate, state support for innovation activities and the level of integration into scientific and technological networks. Thus, the purpose of the article is to theoretically substantiate the essence of innovative capital, analyze the factors of its formation at processing enterprises. The main methods of the presented study are: the method of analysis, the method of synthesis, the methods of induction and deduction, the method of generalization, the logical method, the tabular method for a visual presentation of the research results.

In the context of globalization, digital transformation and increased competition, innovation potential is becoming a key strategic resource for economic development of both individual enterprises and the national economy as a whole. The ability to create, adapt and commercialize innovations determines not only the level of competitiveness of business entities, but also the efficiency of using available resources, the level of technological maturity and the prospects for integration into global production and innovation chains. At the same time, there is a growing need for adaptive approaches to managing innovation potential that take into account industry specifics, the dynamics of the external environment, the risks of digitalization and the



challenges of sustainable development. This emphasizes the importance of scientific substantiation of the content, structure, determinants and mechanisms for implementing innovation potential at the level of enterprises, regions and industries. That is why the presented issues were reflected in the works of such scientists as R. Augustyn, V. Verba, B. Genkin, V. Glukhov, O. Grishnova, V. Inozemtsev, B. Milner, K. Nilson, I. Novikova, O. Ovechkina, O. Petrov, P. Senj, O. Sobko, T. Stewart, O. Toffler, A. Ukrainets, P. Shiyan, V. Shcherbak and others.

Thus, the study of innovative potential is timely and socially significant, since it forms the scientific basis for building effective development strategies, modernization of production and strengthening the national economy in conditions of rapid technological change.

Main text.

Innovative capital is a component of intellectual capital and is considered as a set of intangible resources that ensure the ability of an enterprise to generate, implement and commercialize innovations. Its formation occurs at the intersection of human capital (knowledge, skills, creativity of personnel), structural capital (organizational processes, IT systems, patents, know-how) and social or relational capital (relationships with partners, customers, institutions).

In the conditions of a transformational economy, innovative capital is a key determinant of competitiveness, since it allows you to adapt to changes, quickly respond to market demands and implement technological solutions that provide long-term value for consumers and stakeholders.

Based on the theoretical basis of the study [1-17], the following definition can be further understood as innovative capital, which represents a specific component of intellectual capital, which is directly related to the ability of an enterprise or organization to create, master, implement and commercialize innovations. Its features are determined by both the economic nature and the dynamic nature of the modern business environment (Table 1).

**Table 1** – Features of innovation capital

| Feature | Characteristic |
|---|--|
| Intangible nature | Innovation capital has no physical form - it is embodied in knowledge, experience, patents, licenses, technologies, digital solutions, databases, management practices, etc. |
| Integrated | It is formed on the basis of the interaction of human, structural and social capital, combining personnel, institutional memory, management systems, organizational culture and external relations |
| High dependence on the human factor | The quality of innovative capital directly depends on the level of qualification of employees, their ability to learn, create and manage knowledge |
| Dynamics and reproducibility | Innovative capital is constantly updated, expanded or depreciated depending on investments in R&D, digitalization, personnel education and management efficiency |
| Multiple effects | The same element of innovative capital can simultaneously affect productivity, quality, speed of service and innovation |
| High level of commercialization | Unlike simple knowledge, innovative capital has applied value and is focused on obtaining economic benefits through new products, processes, markets |
| Sensitivity to the external environment | Its effectiveness is largely determined by the institutional environment, state policy in the field of innovation, scientific and technological infrastructure and the level of competitive pressure |

Systematized by the author based on [1-17]

The formation of innovative capital is a key factor in ensuring the long-term competitiveness and sustainable development of enterprises in the context of global economic transformation, digitalization and increased market competition. The study showed that innovative capital is an integrated intangible resource that combines human, structural and social capital, which together provide the ability to create, implement and commercialize innovations.

Of particular importance is the strategic management of this type of capital, in particular, investing in the development of human potential, supporting internal processes of knowledge generation, developing an organizational culture of innovation and establishing interaction with the external innovation environment. It is such systemic integration that provides the opportunity for the enterprise to adapt to



changes, quickly respond to market challenges and create new value.

The formation of innovative capital should take into account industry specifics, the state of scientific and technical infrastructure, the availability of digital technologies and institutional support.

Innovative capital is formed as a set of intangible assets that provide the enterprise with the ability to innovative development, technological renewal and adaptation to changes in the external environment. Its structure includes several key interrelated components: human capital, structural (organizational) capital; relational (social, external) capital; digital capital.

Thus, innovative capital is a systemic combination of internal resources (knowledge, processes, technologies) and external connections, which together create an environment for the emergence and implementation of new ideas. It is its effective structure and ability to develop that determine the level of innovative activity of the enterprise.

The external environment determines the conditions in which the enterprise operates and to a large extent forms the boundaries and opportunities for the realization of its innovative potential. The key features of such influence include: institutional context; level of scientific and technological development of the country or region; competitive environment; international integration; access to digital and financial resources.

Despite the influence of the external environment, it is internal factors that determine the enterprise's ability to innovative growth. Main mechanisms: knowledge management and personnel training; investment in R&D; digitalization of processes; innovation culture; internal entrepreneurship (intrapreneurship); intellectual property management.

Innovative development of an enterprise is the result of a complex interaction of external and internal factors. The external environment creates a favorable or restrictive background, but it is the internal mechanisms of resource management, knowledge and innovation culture that determine the effectiveness of the formation of innovative capital and its role in achieving strategic goals.



Summary and conclusions. The implementation of an innovative model of processing enterprises requires a systematic approach to managing all aspects of their development. In the context of technological instability, global competition and increasing requirements for resource efficiency, it is critically important not only to implement individual innovations, but also to create a comprehensive innovation management system focused on sustainable development.

One of the key areas of such a model is the modernization of production processes based on digital technologies, automation, flexible production and the use of the principles of Industry 4.0. It allows you to increase productivity, reduce costs, reduce the technogenic load on the environment and ensure a rapid response to market changes.

At the same time, a determining condition for sustainable innovative development is investment support for human capital, which includes improving the skills of employees, developing competencies in the field of digital technologies, knowledge management and innovative thinking. It is human capital that is the source of ideas, the driver of transformations and the guarantor of the effective use of other resources.

Thus, systematic management of innovative development, technological modernization, and increased investment in human capital should become priority strategic directions of the policy of processing enterprises. Their implementation will create the prerequisites for increasing competitiveness, environmental responsibility, and economic sustainability in the long term.

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