

Table 1 shows that proactive and innovative approaches are the most effective, as they ensure not only adaptation but also the development of the enterprise. In contrast, the dominance of reactive strategies indicates a low level of strategic management and limited opportunities for long-term growth.

Additionally, it should be noted that the use of digital technologies and analytical tools significantly enhances the effectiveness of adaptive management. The application of data analytics systems, process automation, and forecasting contributes to improving the accuracy of managerial decisions and reducing the level of uncertainty [3; 4].

Thus, adaptive management systems serve as a key instrument for ensuring enterprise resilience under crisis conditions. Their implementation not only minimizes the negative impact of destructive factors but also creates the prerequisites for building competitive advantages and achieving long-term development.

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**Atmazhova A.I.,**  
 Second-level higher education student  
**Vavdijchyk I.M.,**  
 PhD in Economics, Associate Professor of the  
 Department of Economics and Corporate Finance  
 State University of Trade and Economics

## **STRATEGIC INVESTMENT MANAGEMENT AS A FACTOR FOR ENSURING THE COMPETITIVENESS OF AN ENTERPRIS**

The emergence of competitive strategies is a response to the acceleration of market processes. They constitute a set of strategic guidelines that define the

enterprise's development vector in the long term. The primary goal of such a strategy is to form a viable behavioral model to achieve the most advantageous and stable position in a competitive environment.

An effective investment policy serves as the basis for technological modernization and the development of innovative products. Without proper financial and human resource support, the implementation of breakthrough projects becomes impossible. Consequently, strategic investment in innovation determines the enterprise's viability and its ability to maintain competitive advantages over the long term.

Strategy serves as the foundation for determining the priorities and tools of an enterprise's development. Its implementation involves the selection of specific investment projects that correlate with the company's global goals. The substantiation of such an innovation-investment model requires a clear terminological distinction and analysis of the categories "investment" and "innovation" [1].

The competitiveness of an enterprise depends on many global factors that equally influence its market position; among them, it is worth mentioning economic conditions, technological innovations, changes in consumer preferences, and political factors.

Post-crisis economic recovery requires enterprises to have a high level of adaptability to destructive factors: infrastructure destruction, demand volatility, and the instability of global markets. Global experience shows that the priority vectors for regeneration are the diversification of activities, modernization of capacities, and deep integration into global economic chains. Meanwhile, digital transformation is becoming a key tool for managing competitiveness, ensuring the optimization of operating costs and improving the quality of customer service [2].

The specific nature of domestic investment management lies in the predominant orientation of small and medium-sized businesses toward short-term operational profitability, which limits resources for innovative development. In contrast, international experience demonstrates the opposite trend: the highest capitalization and profits are generated by companies that strategically invest in digitalization, scaling, and high-tech sectors of the economy.

The following proposals can be recommended for consideration to increase the competitiveness of enterprises:

1. Stimulating innovative renewal: Developing and implementing comprehensive strategies based on the technological modernization of the enterprise's assets.
2. Diversification of foreign economic activity: Adapting business models to the volatility of international markets by expanding product lines and entering new geographical segments.

3. Optimization of "government-business" interaction: Developing effective mechanisms for public-private partnerships to improve the investment climate and protect investor rights.

4. Clusterization of the economic space: Supporting industry clusters and implementing regional programs as drivers of intensive economic growth.

In conclusion, it can be noted that strategic investment management is a key tool for ensuring an enterprise's competitiveness, as it allows for the transformation of financial resources into sustainable technological advantages. In the context of post-crisis recovery, the success of business entities depends on moving away from short-term operational goals in favor of long-term investment in digitalization, innovation, and diversification. The synergy of state support, cluster initiatives, and an orientation toward high-tech markets is a necessary condition for forming a viable development model and strengthening the positions of Ukrainian enterprises in the global economic space.

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**Балабаш О.С.,**

кандидат економічних наук, доцент,  
доцент кафедри менеджменту організацій,  
Одеський національний економічний університет

## **УПРАВЛІННЯ СТАЛИМ РОЗВИТКОМ БІЗНЕСУ: ПІДХОДИ ДО ІНТЕГРАЦІЇ СТРАТЕГІЇ ТА БІЗНЕС-МОДЕЛІ**

Сучасні умови господарювання характеризуються зростанням динамічності ринкового середовища, посиленням глобальної конкуренції та актуалізацією принципів сталого розвитку. У таких умовах підприємства потребують нових підходів до управління, що забезпечують узгодження економічних, екологічних і соціальних цілей.

Одним із ключових напрямів є інтеграція стратегії та бізнес-моделі, яка дозволяє поєднати довгострокові орієнтири розвитку з механізмами створення та реалізації цінності. В таких умовах формування інтегрованого підходу до