

2. Chaikovska, Maryna; Shkeda, Oleksandr. *Analysis of digital indicators of the convergence of behavioral and informational trends of society management in the framework of the societal concept of influencer marketing. Marketing and digital technologies*, 2022, Vol. 6(2), Pp. 73-85.

3. Graves, Alex; Wayne, Greg; Danihelka, Ivo. *Neural Turing Machines. Cornell University archive*. 2014. Retrieved from: <https://arxiv.org/abs/1410.5401>.

UDC 005.519.6

Cherepanova V.O.

PhD, Professor

Gliznutsa M.Yu.

PhD, Assistant Professor

Pererva P.G.

Doctor of Economic, Professor,

National Technical University "KhPI"

BUSINESS STRUCTURES IN THE INTERNATIONAL INNOVATION ECONOMY

The seventh technological order is based on an economy based on knowledge, innovation, positive perception of new ideas, readiness to introduce developments of various types and purposes. The leading role is played by information networks, high technologies, intellectual resources, innovative organization of various spheres of activity, a new level of attitude to the transfer and diffusion of knowledge [1-12]. The knowledge economy turns into a powerful impulse of socio-economic development, increase product competitiveness, contributes to the diversification of activities, helps to raise production in the regions and the country as a whole.

It is necessary to distinguish between business and innovative entrepreneurship. Bear may not be innovative. And an indispensable property of entrepreneurship is innovation, which implies constant creativity in the use of limited resources to achieve maximum results. Therefore, a characteristic feature of an innovative business is the use of new approaches, ideas, products to make a profit in order to satisfy the potential needs of the market as much as possible.

As the most important subject of innovation, I can make a significant contribution to the development of production in technically advanced areas and areas. It serves as the main source of innovation, the generator of

new ideas, and creates the prerequisites for the innovative development of the country's economy as a whole. Entrepreneurships innovative in nature, which is facilitated by the following features of business structures:

- flexibility, mobility and adaptability in rapidly changing conditions due to size, as well as management, as a rule, by an innovator manager;
- increased motivation for innovation;
- creative specialization in activity;
- highly qualified personnel;
- orientation to achieve the maximum possible result;
- the ability to take risks;
- high labor productivity and low production costs;
- high return per unit of financial investment in R&D.

Businesses an important factor that ensures the dynamic development of entrepreneurial activity, as well as a necessary condition for the functioning of an innovative economy. Especially in the part of enterprises that are innovatively active. Their activities are aimed at creating an innovative product, their successful commercialization. And innovative enterprises should open new market segments, master and introduce new products and technologies, be the main suppliers of products, thereby increasing the knowledge intensity and competitiveness of production and contributing to the formation of a new technological order.

The priority field of activity of innovative business structures are knowledge-intensive industries. The characteristic features of such industries include: high growth rates and wages of workers; large volumes of exports, and most importantly, high innovative potential. Knowledge-intensive industries are based on high technologies, and this requires that the potential of the industry belong to the technological order of a high level. The Organization for Economic Cooperation and Development is among the knowledge-intensive ones. the following industries were included: aerospace, computer and office equipment, electronic communications and pharmaceuticals. In the service sector, five industries are classified as knowledge-intensive: education, healthcare, modern types of communications, financial and business services. The role of entrepreneurship in innovative development is multifaceted: on the one hand, it activates innovative processes in the economy, improving production and management, on the other hand, by directly participating in the production of high-tech products (services), it forms a demand for new developments and research. Innovations are a key factor in the further economic growth in the economy of modern Ukraine.

References:

1. *Pererva P.G., Kocziszky G., Veres Somosi M. (2019) Compliance program: [tutorial]. Kharkov; Miskolc : NTU "KhPI". 689 p.*
2. *Кобелева Т.О., Перерва П.Г. Формування системи економічної стійкості та комплаєнс захисту машинобудівного підприємства // Економіка: реалії часу. 2018. № 1 (35). С. 98-106.*
3. *Kocziszky György, Pererva P.G., Szakaly D., Somosi Veres M. (2012) Technology transfer. Kharkiv-Miskolc: NTU «KhPI». 668 p.*
4. *Кобелева Т.О., Витвицька О.Д., Перерва П.Г., Ковальчук С.В. Стратегічне управління розвитком підприємства на засадах інтелектуальної власності // Вісник НТУ "ХПІ" (економічні науки) : зб. наук. пр. Харків : НТУ "ХПІ", 2022. № 1. С. 52-57.*
5. *Tkachov M.M., Pererva P.G., Kobieliava T.O., Tkachova, N.P., Diachenko T.A. (2021) Management of relations with enterprise stakeholders based on value approach // Problems and Perspectives in Management. Vol.19, Iss.1. P.24-38.*
6. *Ткачова Н.П., Перерва П.Г., Кобелева Т.О. Формування інноваційної та інвестиційної політики промислового підприємства на засадах збалансованої системи показників // Вісник НТУ "ХПІ": зб. наук. пр. «Технічний прогрес та ефективність виробництва». Харків: НТУ "ХПІ", 2015. № 59 (1168). С. 96-100.*
7. *Tkachova N., Kobieliava T., Pererva P. Formation of competitive advantages of machine-building enterprises on the basis of the benchmarking concept [Electronic resource]. International Marketing and Management of Innovations: Global Sci. E-Journal. Bielsko-Biala, 2021. № 6. 10 p.*
8. *Кобелева Т.О. Комплаєнс-безпека промислового підприємства: теорія та методи: монографія. Харків: ПланетаПринт, 2020. 354 с. URL: <http://repository.kpi.kharkov.ua/handle/KhPI-Press/54748>*
9. *Ілляшенко С.М., Перерва П.Г., Маслак О.І., Кобелева Т.О., Кучинський В.А. Ефективність інформаційних технологій в управлінні інтелектуальною власністю промислового підприємства // Вісник НТУ "ХПІ": зб. наук. пр. Екон.науки. Харків : НТУ "ХПІ", 2021. № 1. С. 53-58.*
10. *Маслак О.І., Перерва П.Г., Кобелева Т.О., Кучинський В.А., Ілляшенко С.М. Аутсорсинг патентних, логістичних та інформаційних послуг як інструмент підвищення ефективності управління інтелектуальною власністю на промисловому підприємстві // Вісник НТУ "ХПІ": зб. наук. пр. Екон.науки. Харків : НТУ "ХПІ", 2021. № 2. С. 21-26.*
11. *Гусаковська Т.О., Кобелева Т.О. Вплив розміру збитків від порушень прав інтелектуальної власності на процес ціноутворення. Вісник НТУ "ХПІ": зб. наук. пр. «Технічний прогрес та ефективність виробництва». Харків: НТУ "ХПІ", 2014. № 64 (1106). С. 52-57.*
12. *Кобелева Т.О. Сутність та визначення комплаєнс-ризиків // Вісник НТУ "ХПІ": зб. наук. пр. Екон.науки. Харків: НТУ "ХПІ", 2020. № 1 (3). С. 116-121.*