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METHODICAL BASIS FOR INNOVATIVE DEVELOPMENT OF THE NATIONAL ECONOMY IN THE CONTEXT OF THE STRATEGY OF UKRAINE'S RECONSTRUCTION

МЕТОДИЧНІ ОСНОВИ ІННОВАЦІЙНОГО РОЗВИТКУ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ В КОНТЕКСТІ СТРАТЕГІЇ РЕКОНСТРУКЦІЇ УКРАЇНИ

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The article explores the theoretical and methodological foundations of innovative development of Ukraine's national economy in the context of post-war reconstruction. It highlights strategic priorities such as digitalization, modern technologies, SME support, and green integration into key sectors. Three recovery models are proposed: ambitious (large-scale investment in high-tech and green industries), pragmatic (integration of innovation into current strategies), and inertial (continuation of existing initiatives). The study stresses the importance of intellectual capital, improved state regulation, investment stimulation, research development, and international partnership. Implementation of these measures will foster sustainable growth and enhance Ukraine's global competitiveness.

Keywords: innovative development, innovation, national economy, sustainable development, strategy, green recovery, digitalization, intellectual capital.

У статті досліджено теоретико-методологічні засади інноваційного розвитку національної економіки в умовах післявоєнної відбудови України. Акцент зроблено на визначенні стратегічних напрямів розвитку на основі впровадження сучасних технологій, цифровізації, підтримки малого та середнього бізнесу, інтеграції зелених технологій у ключові сектори економіки. Обґрунтовано необхідність формування нової моделі економічного зростання, орієнтованої на підвищення продуктивності, технологічну модернізацію та зміцнення економічної безпеки держави, а також на забезпечення інституційної стійкості та адаптивності до глобальних викликів. Обґрунтовано три моделі інноваційного відновлення: амбіційну, прагматичну та інерційну. Амбіційна модель передбачає значні інвестиції в розвиток високотехнологічних виробництв і «зелених» секторів економіки, що забезпечить довгострокове зростання. Прагматична модель фокусується на інтеграції інноваційних інструментів в існуючі економічні стратегії. Інерційна модель зосереджується на підтримці наявних екологічних ініціатив без суттєвих структурних змін. У статті наголошується на необхідності збереження та розвитку інтелектуального капіталу як основи інноваційного розвитку, а також посилення взаємодії науки, бізнесу й держави та розвитку інноваційної інфраструктури. Запропоновано комплекс заходів, що включає оптимізацію державного регулювання, стимулювання інвестицій, розвиток дослідницьких центрів та сприяння міжнародному партнерству. Особливу увагу приділено ролі держави у створенні сприятливого інноваційного середовища, цифровій трансформації управління та підтримці структурних реформ, спрямованих на підвищення конкурентоспроможності України на світовому ринку, розширення експортного потенціалу та зміцнення позицій у глобальних ланцюгах доданої вартості. Таким чином, реалізація запропонованих стратегій сприятиме сталому економічному зростанню та створенню інноваційної економіки в Україні.

Ключові слова: інноваційний розвиток, інновації, національна економіка, сталий розвиток, стратегія, зелене відновлення, цифровізація, інтелектуальний капітал.



Statement of the problem. In the post-war period of economic recovery in Ukraine, it is especially important to develop and implement an effective innovation policy. Innovations can become the basis for sustainable economic growth and modernization of the national economy, but their implementation in the post-war recovery faces numerous challenges. First, it is necessary to identify and take into account the main trends in innovation that may affect the country's economic development, which includes not only technological and scientific innovations, but also changes in the global economic environment that may create both new opportunities and risks for Ukraine. Secondly, it is necessary to identify strategic vectors that will contribute to the effective implementation of innovation policy, which implies the development of clear strategic goals and objectives that will be focused on supporting and developing the country's innovation potential. The inclusion of mechanisms to stimulate investment in research and development projects, support for startups and innovative companies in this policy is critical to ensuring sustainable development. Thirdly, it is important to take into account the specific challenges and opportunities that arise in the post-war recovery, which includes adapting existing innovation strategies to new realities, ensuring the integration of innovation initiatives with infrastructure and economic recovery processes, and ensuring coordination between government agencies, the private sector, and international partners. The development and implementation of an innovation policy that meets the conditions of post-war recovery, takes into account the main trends and strategic vectors of development, and promotes the effective use of innovation potential is important for ensuring sustainable economic growth and recovery of Ukraine, which makes this research topic relevant.

Analysis of recent research and publications. The issue of innovative development of the national economy, in particular in the context of strategizing post-war reconstruction, is reflected in the works of such scholars as Belyalov T.E. [1], Bila I.S. [2], Vovk O.M. [3], Kovalchuk V.M. [7], Pashchuk L.V. [8], Perminova S.O. [9], Khmarska I.A. [10] and others. Thus, T.E. Belyalov devotes his research to the tasks of implementing innovative entrepreneurship, developing research and educational initiatives under martial law (T.E. Belyalov, 2022) [1, p. 113-114]. The restoration of the infrastructure of the Ukrainian

economy after military destruction in the study of Bila I.S. is based on the principles of innovation. At the same time, the scientist conducted analytical studies of the impact of the innovative activity of industrial enterprises and the dynamics of international trade, which correlate with the pace of the country's innovative development (Bila I.S., 2023) [2, p. 12-13]. Regional challenges and needs for innovative stimulation of the Ukrainian economic recovery have been studied by O. Vovk (O. Vovk, 2023) [3], and A. Kovalchuk deepens such research in the macroeconomic space (A. Kovalchuk, 2023) [7]. Researchers V. Zalizniuk, A. Kaya and N. Safonik detail the patterns in the innovative development of the international economic space, which eventually became the scientific basis for the study of international support programmes and the principles of overcoming military threats to innovation (V. Zalizniuk, A. Kaya and N. Safonik, 2021) [3, p. 185-187].

An in-depth research of the conditions for the implementation of innovative activities in the conditions of war is devoted to the publication of S. Perminova, H. Sytnik, M. Chuprina. The scientists reveal the directions of state support and priorities of domestic and international investors, formalisation of mechanisms of innovative investment, substantiate the priorities of the state to preserve domestic science (S. Perminova, H. Sytnik, M. Chuprina, 2024) [9]. No less relevant in wartime are the research works of I. Khmarska, K. Kucheriava, I. Klimova, who analysed the prerequisites and prospects for the post-war economic recovery of Ukraine (I. Khmarska, K. Kucheriava, I. Klimova, 2022) [10].

In the research of EU scientists under the leadership of Kuzior A., innovation priorities in times of crisis and military threats are considered from the perspective of institutional policy formation for regulation, creation of ecosystems for innovation production (Kuzior A., 2022) [13]. Antonucci M. and Fantoni A. study the experience of innovative growth in Italy during the Second World War: the reasons and incentives, examples of implementation of innovative solutions in the most dynamic sectors of the Italian economy are formalised (Antonucci M. and Fantoni A., 2021) [14]. Canadian scientists Irwin, B., Klakurka, J.A.C. studied the impact of energy innovations on the reconstruction of post-war Germany to identify patterns of accelerating the economic recovery of Canadian regions (Irwin, B., Klakurka, J.A.C., 2015) [15].

Highlighting previously unresolved parts of the overall problem. However, the relevance

of this topic is due to the need for an in-depth analysis of existing innovation processes and their ability to adapt to changes caused by the war and global economic trends. Studying strategies for implementing innovation policy will not only identify the strengths of the national economy, but also prioritize its recovery and development, which will also contribute to the formation of new approaches to the integration of scientific potential with business and the state, which is critical for creating a sustainable innovation infrastructure. Further research on this topic will provide a basis for effective solutions that can support economic growth, improve the quality of life of the population, and strengthen Ukraine's position in the international arena.

Formation of the objectives of the article (task statement). The purpose of the study is to formalize the methodological foundations of innovative development of national economic entities in the strategy of military and post-war reconstruction of Ukraine. To adequately guide the research, the following study objectives were defined: to analyse the theoretical basis of the study, in particular, to reveal the scientific foundations of the concepts of 'green economy' and 'sustainable development' in the context of their adaptation to the scientific problems of innovation recovery, as well as to formalise an ambitious, pragmatic and inertial model of strategising innovation in the macroeconomic space; to identify patterns in the implementation of innovation development priorities by the countries leading international innovation clusters and the conditions for the formation of a national strategy for innovation; to study empirical data on the dynamics of innovation development and Ukraine's positioning in international innovation rankings; to assess the impact of the destructive factors of the consequences of the global pandemic and the war in Ukraine on innovation activity and the vectoriality of innovation strategies; to develop policy conclusions on the country's innovation development strategies.

Summary of the main research material. In the process of post-war reconstruction of Ukraine's economy, innovation policy will play a key role in ensuring sustainable development and increasing global competitiveness. The war caused significant challenges for the economy, but opened up new opportunities for technological modernization and structural transformation. In the context of global competition, the strategic vectors of innovation policy are the introduction of modern technologies, development of knowledge-intensive industries, digitalization,

support for small and medium-sized businesses, and stimulation of international partnerships. Focusing on these vectors will allow Ukraine not only to overcome the consequences of the war, but also to lay the foundation for long-term economic growth.

Ukraine is ranked 60th among 133 economies in the Global Innovation Index (GII) 2024, which reflects its current innovation potential in the international arena [12]. Fig. 1 shows the relationship between income (GDP per capita) and innovation (according to the GI).

The trend line reflects the expected level of innovation activity depending on the level of income. Countries above the trend line exceed the expected level of innovation for their level of development, while those below it lags behind [11]. We can see that Ukraine demonstrates higher results of innovation activity than could be expected given its GDP, which may indicate strategic advantages in the implementation of innovative approaches during the post-war economic recovery, which is an important factor for the formation of an effective innovation policy in the new development environment. Accordingly, in the context of the post-war economic recovery of Ukraine, it is important to focus on improving these indicators, in particular by introducing new approaches to innovation policy aimed at the country's recovery and sustainable economic growth.

One of the important concepts of Ukraine's post-war recovery should be a "green" or sustainable recovery based on an integrated approach to the development of society, economy, and state. Ukraine's green recovery as a concept can be realized through three main models that can influence macroeconomic strategies and innovation in the national economy:

1. The ambitious model is focused on achieving large-scale environmental goals, such as climate neutrality and the development of green sectors of the economy. It includes specific goals and tools for their realization, which can be expressed through the Ukrainian "green course". This model involves significant investments in innovation and new technologies that can form the basis for long-term economic growth and development.

2. Pragmatic model – focuses on integrating green growth elements within existing economic strategies. It includes only certain goals and principles that contribute to green development, but are not the main ones.

3. Inertial model – involves supporting existing environmental and climate objectives

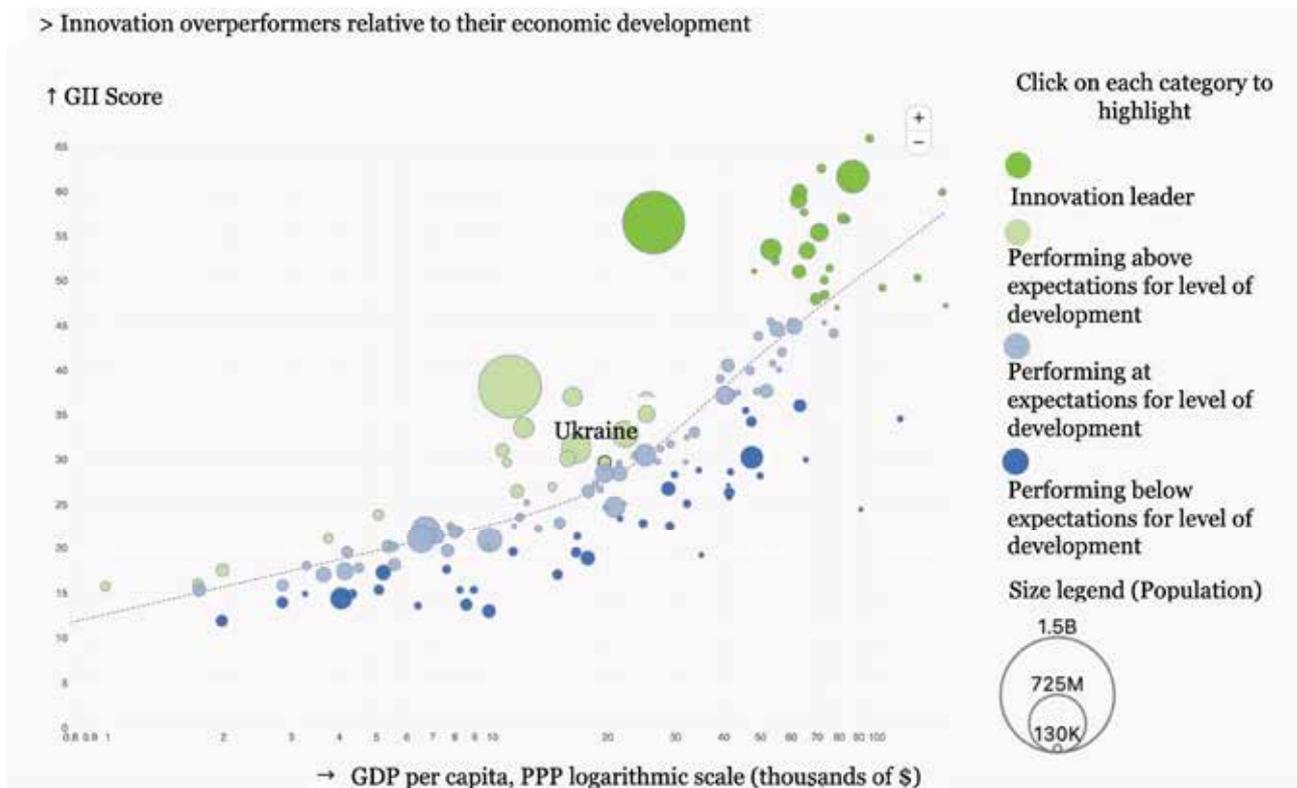


Fig. 1. Ukraine's position in relation to innovative leaders in terms of their economic development

Source: formed on the basis of [11]

without strengthening their requirements. It focuses on meeting current targets but does not try to achieve new or more ambitious results. It reflects the “business as usual” approach, where environmental aspects are integrated into general economic strategies without significant changes or new innovations [5, p. 15-16].

The combination of these models with macroeconomic strategies will allow for the effective integration of innovative approaches into the national economy, prioritization of investments in recovery, and sustainable development. The choice of a specific model will depend on Ukraine's strategic goals in the context of post-war reconstruction and its integration into global economic trends.

By seizing the opportunities offered by postwar reconstruction, Ukraine can lay the foundation for future green growth. This ambitious goal will be achievable if the country's post-war development vision is focused on green growth. In this context, two models of green recovery can be applied: an ambitious one that focuses on achieving a climate-neutral economy, and a pragmatic one where green instruments are used to achieve strategic goals, including energy independence (Figure 2).

Both models are important elements in the formation of trends and strategic vectors of innovation policy, which will contribute to the restoration and development of the Ukrainian economy in the context of post-war reconstruction.

Based on the above, we agree with Kovalchuk V.M. that it is advisable to consider the key aspects of sustainable innovation development of the national economy, analyzing them in stages. First, it is necessary to study the global factors that influence the innovative development of the Ukrainian economy. The next step is to analyze innovation processes in the country, taking into account the industries that are actively implementing the latest technologies, as well as the activities of major business entities. It is also important to assess the human resource potential required for the sustainable development of the innovation economy. Finally, it is necessary to specify the existing problems and prospects by identifying priority areas for further development of the national economy and its structural elements [7].

Today's challenges and threats associated with the migration of a significant number of skilled professionals require urgent measures to

The architecture of the ambitious model of Ukraine’s green recovery					
Ukraine – a part of the global climate-neutral economy	Green Ukraine				Safety
	Future economy	Preservation of natural capital	Improving quality of life	Green investments, finances and jobs	
	Rapid and green reconstruction	Nature restoration	Green funds	Green strategic projects	
Digitalization					
Climate and long-term reforms			Transparency, participation and accountability		

The architecture of the pragmatic model of Ukraine’s green recovery					
Tools for considering climate and long-term factors	General vision				Ambitious sectoral green goals
	Principles and priority areas				
	Programs	Strategic projects	Reforms	Financing	
Macroeconomic stability					
National security					

Fig. 2. Architecture of green recovery models in Ukraine

Source: formed on the basis of [5, p. 4-5]

preserve the intellectual potential of the nation as a key source for innovation and technological breakthroughs.

Priority actions should be aimed at:

- optimization of state regulation in the field of innovation potential development;
- creation of favorable conditions for the development of innovative entrepreneurship;
- effective mechanisms for the protection of intellectual property rights;
- activating the role of the state as a customer and intermediary between research, development and private business;
- formation of a domestic market for innovations and technology exports in an open economy, which will accelerate the implementation of international standards of innovation management and development in national practice;
- monitoring of innovative developments at the macro and micro levels;

- creation of a scientific basis for innovative technologies by improving the level of training of qualified personnel;

- establishing partnerships between the state and the private sector in the process of formulating an innovation development strategy, creating a favorable innovation climate and controlling the activities of enterprises implementing innovative projects [9].

Based on the above, we can see that in the context of Ukraine's post-war reconstruction, innovation policy is gaining strategic importance for recovery. Effective implementation of innovation strategies will help Ukraine not only to rebuild the destroyed infrastructure, but also to ensure the transition to a modern, competitive economy. The strategic vectors that define the directions of innovation policy development are aimed at technological modernization, development of high-tech industries, digitalization, support for small and medium-sized businesses, and

integration of green technologies (Figure 3). Together with institutional reforms and international cooperation, these vectors create the basis for sustainable economic growth and strengthening Ukraine's position in the global economic space.

In the context of the post-war economic recovery of Ukraine, strategic vectors of innovation policy implementation are crucial for achieving sustainable economic development. A rational choice of reform instruments and their prompt adjustment will help stabilize the economy in the short term, although dynamic progress in the initial stages should not be expected. If security risks are reduced, a gradual recovery in production, infrastructure modernization, development of innovative enterprises, and an increase in the knowledge intensity of production are expected.

Strategic priorities should also include rebuilding logistics chains, controlling inflation, ensuring transparency in donor-funded procurement, simplifying the regulatory environment, and increasing foreign investment. Innovation policy should be aimed at creating new jobs, increasing employment, and developing digital tools for controlling the labor market, which will contribute to the realization of economic preconditions for Ukraine's integration into the EU [10].

We also agree with Bila I.S., Posna V.S., and Shevchenko O.O. that building a new economy of Ukraine requires its deep structural modernization through the integration of scientific and innovative potential, restoration of industry and infrastructure using modern technologies and resources.

Particular attention should be paid to the development of an innovative structural policy based on the priority of high-tech industries whose main goal is to produce competitive products. It is important to create favorable conditions for investment in order to attract foreign capital [2, p. 15].

In the process of post-war economic recovery in Ukraine, one of the key success factors will be the implementation of innovation policy. Strategic vectors of development in the post-war recovery process should be aimed at creating a competitive economy capable of adapting to the challenges of global competition. Restoration of production capacities, integration of modern technologies, and attraction of scientific potential will create the basis for sustainable economic growth. Particular attention should be paid to the formation of effective mechanisms for

interaction between science, the state and business, as well as the development of tools to stimulate innovation, which will become an important component of the country's post-war development.

Accordingly, in order for national science to become a key component of the future postwar economy, it is necessary to systematically restructure its interaction with society, government, and business.

This process should include the following steps: the formation of a unified state strategy for the development of science and stimulation of innovation, the creation of legislative mechanisms to support these processes and ensure control over their observance. It is important to integrate the scientific sector into economic recovery in order to use its achievements to shape national development priorities. Reconstruction programs should focus on technological modernization of industry, which will increase demand for scientific and technological products. It is also necessary to introduce European standards in the organization and financing of scientific research, to revive and develop a network of scientific and innovation centers, such as technology parks and innovation clusters. Important tasks include creating financial incentives for researchers and training new personnel for the scientific sector. Particular attention should be paid to popularizing science, raising the prestige of research activities among business and the public [1, p. 67].

Thus, in the context of the post-war economic recovery of Ukraine, the implementation of innovation policy is becoming extremely important to ensure sustainable development and adaptation to new conditions. Innovation policy should become a key element of the state strategy aimed at economic recovery and transformation in the face of global challenges.

Conclusions. Research on the issues of strategising the country's innovative development in the context of actualising the overcoming of the consequences of the pandemic and war in scientific publications is disclosed from the standpoint of maintaining economic stability, sustainable development, preserving intellectual capital and production capacity. In addition, many publications are devoted to the study of factors of the innovation environment: development of intellectual potential, financing of innovation activities by enterprises, dynamics of positioning of countries in international indices of innovation development that determine their competitiveness in international technology markets, etc. Scientists have solved the



Fig. 3. Strategic vectors of innovation policy implementation in the context of post-war economic recovery in Ukraine

Source: formed on the basis of [3; 4; 6; 8]

problems of substantiating innovation strategies and policies of innovation activity in the national economy by formalising scientific concepts of 'sustainable development'. However, the issues of substantiating post-war reconstruction strategies on the basis of innovation remain debatable and relevant, and the scientific task of developing appropriate strategies and national policies to ensure the sustainability

and effectiveness of innovative development remains.

The post-war reconstruction of the country requires innovative solutions at all levels, which will be aimed at restoring infrastructure, increasing competitiveness in the international market and developing scientific and technological potential. Ukraine's participation in global innovation processes to ensure

the preservation of the environment and intellectual capital will help not only to benefit from foreign experience but also to strengthen its position in the international arena. The hypothesis of “green” or “sustainable” recovery could become the basic concept for rebuilding Ukraine's economy. The choice between ambitious, pragmatic, and inertial approaches to implementing innovation strategies to ensure the efficiency and dynamism of the national economy's recovery determines the characteristics, vector and effectiveness of postwar reconstruction projects. The authors propose a system of innovation strategies based on technological modernisation, strengthening the role of high-tech industries in generating national income, digitalisation and intellectualisation, support for small and

medium-sized businesses, integration of green technologies into production and infrastructure projects, institutional support and international integration of innovative solutions.

The implementation of innovation policy in the context of post-war reconstruction should become an important tool for the recovery of Ukraine's economy, aimed at creating a modern, competitive, and sustainable economy capable of rapid adaptation to global changes. Therefore, further research into strategising the post-war reconstruction of the Ukrainian economy on the basis of innovative development may allow us to move on to applied tools for implementing innovation policy, which requires the development of economic and mathematical models for analysing, designing and forecasting the results of its implementation.

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