

innovative development of cluster-united enterprises. The protracted effect of obstacles is mostly complex and is often the result of inability to manage innovation processes, misunderstanding of the nature and nature of obstacles, their causes and possible consequences. The typology of obstacles to innovative development is of great importance in their recognition and overcoming, and therefore in the successful strategic management of innovative development, activities and the formation of an effective innovation strategy.

Conclusions. In my opinion, the priorities for the development of the innovative potential of cluster-united enterprises at the state level for the future should be subject to certain adjustments in accordance with the dynamic changes in the environmental conditions and the peculiarities of the functioning of business entities in it, and in the conditions of organizational crises, revolutionary internal changes may take place that lead it to a new development level.

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DEVELOPMENT OF ENTREPRENEURSHIP IN THE INNOVATIVE ECONOMY

Strategically important tasks of the national economy of modern Ukraine are the development of domestic science-intensive production, development, implementation, assimilation of innovative and informational techniques and technologies aimed at the production of competitive products. The mentioned will allow to satisfy the economic interests of production and broad sections of the population due to the implementation and multiplication of the scientific and technical potential of the country [1; 2]. Under modern business conditions, it becomes obvious that dependence on raw materials does not allow to increase the national security of Ukraine. All-encompassing technical and technological backwardness of business entities, narrowed production cycle, lack of partnership between science and business, raw material dependence on imports create significant threats to the socio-economic security of the state and make its innovative path of development impossible [3–5].

Trends in the development of the national economy testify to the increased influence of innovative activity on the intensity of economic development. In the world market, the products of intellectual labor have a higher value compared to other spheres of economic activity. Market requirements dictate the need to create conditions for broad stimulation of innovations, strengthening of innovative activity. The world experience of innovative development shows that innovations are the optimal way of scientific and technical rearmament, enrichment of the population and gradual diversification of production [4; 5]. Therefore, an "explosion" of innovative activity, which is able to implement effectively functioning entrepreneurship, becomes necessary. It is entrepreneurship that can provide an innovative economy of the future,

based on a sharp increase in labor productivity, increased employment of the population and strengthening of social standards [4].

In order to determine the priorities of the further effective development of entrepreneurship in the innovative economy, one should have an idea of the terminological apparatus that forms this phenomenon. In particular, the theoretical reflection of the object of a higher level of organization and aggregation of entrepreneurship in the innovative economy in relation to its components (innovations, innovative environment, innovative activity, etc.) will provide an opportunity to characterize the studied phenomenon as an externally determined ontological structuring. The above logically reflects the segmentation of entrepreneurship in the innovative economy as a complex whole into relatively independent subject areas, each of which reflects a rather specific aspect of its organizational and economic functioning (from a systemic approach that involves any scientific research) [6; 8].

The definition of the components of entrepreneurship in the innovative economy in scientific sources reflects the multifaceted and specific meaning of this phenomenon. Like other economic categories, its components have a characteristic polysemy and synonymy, which forms a set of scientific views on the study of the methodology of this object. This is explained by the fact that the phenomenon of entrepreneurship, which functions in the innovative economy, includes a wide range of basic concepts that characterize it: innovation, innovation, innovation, innovation, entrepreneurship, innovation, innovative activity, innovative environment, etc. [7; 9].

Undoubtedly, the fundamental terminological component of the phenomenon of entrepreneurship in the innovative economy is the term "innovations", which, among other things, are an integral feature of a progressive modern economy, a "stepping stone" to improving the quality of life and a stable ecologically safe future.

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