DEVELOPMENT OF INNOVATIVE POTENTIAL OF ENTERPRISES IN MODERN ECONOMIC REALITIES

In modern economic realities, many economic and political processes took place that affected the functioning of enterprises and the development of their innovative potential. Thus caused by the global COVID-19 pandemic, the crisis has become a shock for both enterprises and their employees. In such a situation, the role and contribution of business to society has proved to be significant, when business leaders have demonstrated flexibility, resilience and the ability to innovate.

Despite the chaos wreaked on the global economy due to the COVID-19 pandemic, innovators worldwide managed to file 3.3 million patent applications in 2020, a 1.6% increase over 2019. Moreover, a significant number of patent applications were from China and amounted to 96,498 applications more than in 2019. If you do not take into account the comparison with 2019, the total number of patent applications in the world in 2020 still lagged behind its peak in 2018 by about 50,000 pieces. However, despite this analysis, it was found that during the study period 1995-2020. The long-term upward trend in the number of patent applications worldwide continued. Thus, the number of patent applications increased from approximately 1 million in 1995 to 2,000,000 applications in 2010 and reached 3 million applications in 2016 [1]. [1].

As support measures updated almost daily in the early days of the global COVID-19 crisis, a large number of urgent technical questions generated from companies around the world seeking to secure their future and save jobs. Thus, in the early weeks of the crisis in Japan, in March 2020, the Keidanren (Japan Business Federation) took the initiative by publishing a series of recommendations based on the results of urgent discussions with the government regarding urgent anti-crisis measures, in particular:

− employment protection and business continuity;
− digitalization (calls for deregulation and introduction of remote work and telemedicine);
− solutions that contribute to strengthening consumer confidence and protecting the economy;
− improvement of the local economy and specific support for small and medium-sized businesses;
− investments in the long-term post-pandemic development "Society 5.0".

Business leaders in all regions of the world have not only realized the importance of doing the best job possible at the start of the lockdown, but have also recognized the need to be empathic with workers on furlough or telecommuting and consider their personal circumstances. The
The driving force of science and trends in its development

The pandemic has accelerated systemic changes evident even before the crisis. These incidents have been the catalyst for continued scientific and technological progress and innovation.

A World Intellectual Property Organization survey conducted in 2020 at the level of major economic regions of the world market found that two thirds of patent activity worldwide takes place in Asia. Thus, of the top 20 international patent filing offices, nine are located in Asia, six in Europe, two each in North America, Latin America and the Caribbean (LAC), and one in Oceania. South Africa has the highest African representation, ranking 25th. The offices of the World Intellectual Property Organization located in Asia received about 2.2 million applications in 2020, representing 66.6% of the total in the world (Figure 1.1).

![Figure 1.1. Applications for patents by the main economic regions of the world market in the period of 2010-2020](image)

In the course of a comparative analysis of the number of patent applications by the main economic regions of the world market in the period 2010-2020, it turned out that the share of Asian offices in the issuance of patent applications corresponds to all those filed throughout the world increased from 51.5% in 2010 to 66.6% in 2020. North American patent applications accounted for 19.3% of applications in 2020, down 7% from 2010. In 2020, the share of issued patent applications in Europe accounted for 10.9%, which compared to 2010 decreased by 6.3% of applications. The analysis showed that the total share of patent applications issued in Africa, Latin America and Oceania decreased in 2020 by 1.8% compared to 2010 and amounted to 3.2%.
Today, the global COVID-19 pandemic replaced by other problems caused by global financial instability and the emergence of geopolitical conflicts using weapons of mass destruction. Thus, according to the report of the consulting company KPMG in 2023, the global economy forecasted to grow by 1.9% in GDP and inflation at 4.7% against 2.7% in 2022. The main causes of economic and political problems in the world, and especially the countries of Central and Eastern Europe, which have economic interconnections and geographical proximity to Ukraine, are associated with a full-scale war in Ukraine. The result of these processes is an increase in world market volatility and investor anxiety, as well as depreciation of currencies and an increase in the cost of loans. To reinforce the situation, the world's leading central banks have begun aggressively tightening monetary policy as recession looms again in many countries in line with falling consumer confidence [2].

There was no effective innovation strategy in pre-war Ukraine. This strategy did not recognized and supported by all categories of domestic innovators and experts. The situation industry was especially difficult - in this area, all governments of previous years were unable to propose effective changes. The situation in Ukraine because of military aggression by Russia since the beginning of 2022 not only negatively affected the development of innovative activity of Ukrainian enterprises, but also led to the destruction of industrial potential and objects of state and communal property. Most enterprises and companies have lost not only the availability of a "financial cushion" of working capital and lack of attachment to location, but also skilled workers who have gone abroad or evacuated [3]. As practice has shown, enterprises that are "tied" to their location are almost unable to move their business and employees to a safer place, risk losing their positions on the market altogether, or suffer losses.

However, the war in Ukraine creates new opportunities for the development of innovative potential. Developed countries are constantly offering recommendations on the use of effective and rapid tools for the post-war revival of the economy. Currently, such drivers are innovations from public and private structures (Ukrainian Startup Fund, Invention Support Fund of the Ministry of Economy, Startup Grants from the Horizon Europe Program, Grants for innovative projects from the Global Innovation Fund, Grants from the Competitive Program). Working with these funds will contribute to the implementation of an effective adapted budget policy and the use of modern tools for managing innovation in Ukraine within the framework of integration into the European Union.

References: