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‘Imperatives of Economic Growth in Ukraine and in the EU in the Context of
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multidisciplinary problems in the field of sustainable development and economic
growth with account to EU studies.

For scientists, scientists, students, graduate students, representatives of
business and public organizations and higher education institutions and a wide
range of readers.

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INNOVATION MANAGEMENT: GLOBAL AND CORPORATE CHALLENGES

Management acts as a professional activity for managing people in various sectors of the economy.

The principles of the emergence of innovative management: a) spontaneity in the creation of new products; b) the need to develop methods by which you can manage innovations and accelerate the process of their implementation; c) the need to apply innovations and speed up the process of its implementation; d) contradictions between old products and innovations (Karlsson, 2020); e) readiness of economic entities to change the business environment under the influence of new risks and uncertainty; f) the relatively weak “anti-fragility” of many innovations and businesses during the recession.

The principles of modern management orient the management of the organization towards quick decision-making, constant contact with the consumer, granting subordinates autonomy and encouraging their entrepreneurship. The success of an enterprise depends not only on market conditions, but also on the correct and modern development of the company's innovative potential. Innovative potential allows the company to ensure competitiveness and become a leader.

Innovation potential management solves three main tasks (Niilola, 2018):

1. Formation of innovative potential – primary planning and resource mobilization are necessary to achieve innovative goals.

2. Increasing the potential of innovation potential – quantitative and qualitative improvement of indicators of the state of the innovation potential of the enterprise.

3. Realization of innovation potential is the process of transformation of the components of innovation potential into the final product-innovation.

The main problems of innovative management of enterprises:

1. High corruption of the modern economy.

2. Quality problem – there are few people who have experience in managing innovative projects in a market economy[2,9,16,17].

3. Low level of efficiency of the national innovation system.

4. The process of globalization. The world has undergone significant changes. Because of the rapid changes, it is extremely difficult to have time to rebuild and find the right solutions so that the efforts expended and the actions performed are justified.

5. The decline in the quality of human capital. This is due to the lack of demand for highly qualified personnel in most sectors of the economy.

6. Limited number of “breakthrough” technologies and caution in funding[1,4,6,7,8,15].

Companies face major challenges in implementing innovation management. Making mistakes or missing important decisions can cause problems throughout the entire process. Therefore, organizations must pay attention to the success factors in all cases.

1. *Leadership commitment to innovation.* The necessary management support in the implementation of innovations that are now taking place outside of day-to-day operations (where the company makes money) in all areas will ensure that no time is wasted.

2. *Strategic orientation.* If there is no strategic focus for innovation, there is no purpose, path and orientation – this makes it difficult for those responsible for innovation to look for innovative topics and therefore it is difficult to make the right decisions (Sabadash and Marchenko, 2017; Sabadash, 2018).

3. *Clear responsibilities.* It is necessary to clearly define what is expected of employees. First of all, it is also the definition of roles in the innovation process (tasks of sales, production, procurement, etc.) (Sabadash et al., 2020).

4. *Innovation culture.* Innovation requires completely different structures and cultures from operational management and work. Operational business is based on routine and efficiency, and innovation is always something new. This requires different values and attitudes (openness to try new things, willingness to take risks, think across boundaries, accept mistakes, and much more).

Consequently, the company must create a positive innovation culture in which innovation is welcomed and encouraged.

5. *Change management*. Innovation drives the company to constant change, and therefore requires conscious and constant management of these changes. Effective use of “hybrid” work formats in business models as well.

6. *Integration of all employees*. Innovation must be an ongoing initiative supported and actively promoted by all employees.

7. *Cooperation & Competition*. It is important that everyone works together and has a common goal. Otherwise, different requirements lead to fragmentation, lack of cooperation and support, or problems in interfaces, which can ultimately seriously slow down an innovative project or even lead to its failure (Sabadash and Minakova, 2019; Sabadash et al., 2019).

It is very important to pay special attention to innovation management in order to promote success factors and eliminate risks.

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DIGITAL SOLUTIONS TO MANAGE ENVIRONMENTAL IMPACT: AN OVERVIEW

Resource productivity and environmental efficiency are going to be the most important parameters of goods, products, and business in general under the sustainable development context. Assessment and management of the environmental aspects of the innovative product, service, technology when planning their implementation guarantee the high competitiveness, provide the formation of a good image, and are important for the investors (Koblianska, 2015).

This paper aims to give a brief overview of the modern software that can be used to assess the environmental impact of goods, services, and business.

The most known digital tools to assess the environmental impact are listed in the following Table 1.

Table 1 – The possible software to manage environmental impact

Software	Options*								
	WF	LF	CF	MU	EU	LCA	ER	ED	FV
1	2	3	4	5	6	7	8	9	10
GEMIS http://iinas.org	+	+	+	+	+	+			
EarthSmart (ES) www.earthshiftglobal.com				+		+		+	
REGIS http://www.sinum.com						+C	+		+C
Air.e LCA www.solidforest.com	+		+			+	+	+	