

services. The main products in the creative economy are the results of creative and intellectual human activity. Therefore, intelligence becomes a driving force and acquires the characteristics of a means of producing creative products. The signs of intellectualisation of the creative economy are as follows:

- constant saturation with new knowledge and technologies for its application;
- resilience to economic production cycles along with dependence on public opinion formed by communication influences;
- the need to accumulate knowledge and master soft skills;
- openness and accessibility of information and knowledge provoke threats of loss of property rights to them, and therefore require legal protection and mechanisms of cyber copyright protection;
- the dynamism of artificial intelligence development and diffusion of innovations provoke competitive challenges to the exclusivity of creative products, which requires continuous improvement of human competences and modernisation of technologies.

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DETERMINANTS OF INNOVATION ACTIVITY IN THE CONTEXT OF ECONOMIC RECOVERY IN UKRAINE

Before the beginning of the full-scale military intervention, the share of innovatively active enterprises in Ukraine was gradually increasing. But Ukraine's innovation capacity remains insufficient compared to developed EU countries. Military threats also have a negative impact on the activation of innovation potential. To intensify the innovative development of the national economy, it is necessary to create favourable conditions for innovative research, attract investment, develop scientific and technical potential, and ensure access to innovative resources and technology markets. The share of innovatively active enterprises may be unevenly distributed across different sectors and industries. Some sectors that are more dependent on scientific research and technological development may have a higher share of innovatively active enterprises.

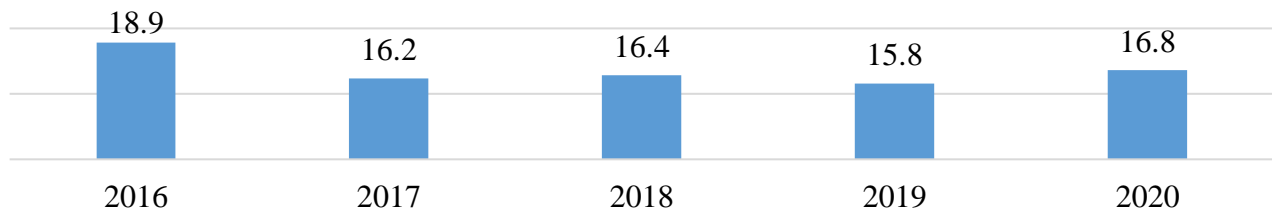


Fig. 3. Share of innovatively active enterprises in the total number of industrial enterprises, %.

The share of innovatively active enterprises may differ depending on regional characteristics and the competitive environment.

The innovation activity of enterprises depends on many macroeconomic determinants: the economic situation of the country, the availability of scientific and technological potential, access to finance and markets, and the level of competition. Positive determinants are: intellectual capital, including the availability of highly qualified scientists, research institutions, universities and innovation laboratories, is an important factor for the development of new ideas and technologies; innovation infrastructure: technology parks, innovation centres, high-speed internet and laboratories; investment: access to financial resources and government support ensure the execution and sustainability of growth; stability of the business environment: based on transparency, effective intellectual property system and protection of property rights; institutional support: favourable regulatory environment; interaction with international partners: access to international markets and technologies, participation in international research programmes and joint projects facilitate the exchange of knowledge and innovation; use of digital solutions and innovative information and communication technologies to optimise business processes, improve management efficiency and promote innovative development; rationalisation of the use of resource potential; implementation of resource-saving, environmental and energy-efficient technologies; application of innovative solutions aimed at reducing the negative impact on the environment and optimising the use of energy resources; increasing the level of intellectualisation, including the development and use of own intellectual resources, attracting highly qualified personnel, and partnerships with research institutions and other innovative partners.

Thus, in order to intensify the innovative development of Ukraine's economy through the transformation of the determinants of macroeconomic regulation, it is necessary to form a systematic approach to overcoming the impact of military invasion and strategically design vectors for economic recovery.

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