

agreed to repay all debt obligations of the port and begin active development and modernization, namely: build a grain elevator for 50 thousand tons , expand the number of entrances and interchanges, modernize warehouses and handling equipment [2] . The company will receive from this its own export capacity for development, since its main activity is the wholesale trade of chemical products and grain.

The created conditions for the attraction of private investments will make it possible to increase the efficiency of the use of available capacities in the sea and river ports of Ukraine, to modernize the infrastructure, and to make the transition to the European " Portland Lord " management model.

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RESEARCH INTO THE IMPACT OF MODERNISATION ON RECOVERING THE COMPETITIVENESS OF THE UKRAINIAN ECONOMY

Modernisation is a fundamental vector of reconstruction and a guarantee of restoring the competitiveness of Ukraine's economy in the face of security challenges. The modernisation of transport enterprises directs resources to the use of innovations, energy efficiency and economic results. This has a direct impact on managing innovation development and increasing the pace of intellectualisation and digitalisation of the economy.

Modern challenges and imbalances, threats not only to the global economic crisis and geopolitical restructuring, but also to individual territories and socio-political systems provoke the search for new technologies, acceleration of adaptive transformations, and a focus of management influence on preserving the integrity, resilience, and potential ability to ensure sustainable development

The innovation and cognitive paradigm, as a modern social postulate for the formation of innovative thinking, is implemented through mechanisms of organisational and economic support for modernisation principles. This forms the tools for the effective application of methods of regulating and modelling cognitive perception and the formation of consumer values. At the current stage of globalised innovation and development processes, the main goals of modernising economic systems are to sustainably increase innovation, efficiency and competitiveness (Fig. 1).

In order to implement the modernisation principles of recovering competitiveness, it is necessary to create conditions in the internal and external environment of enterprises that would ensure the effectiveness of the implementation of the system of innovation strategies.

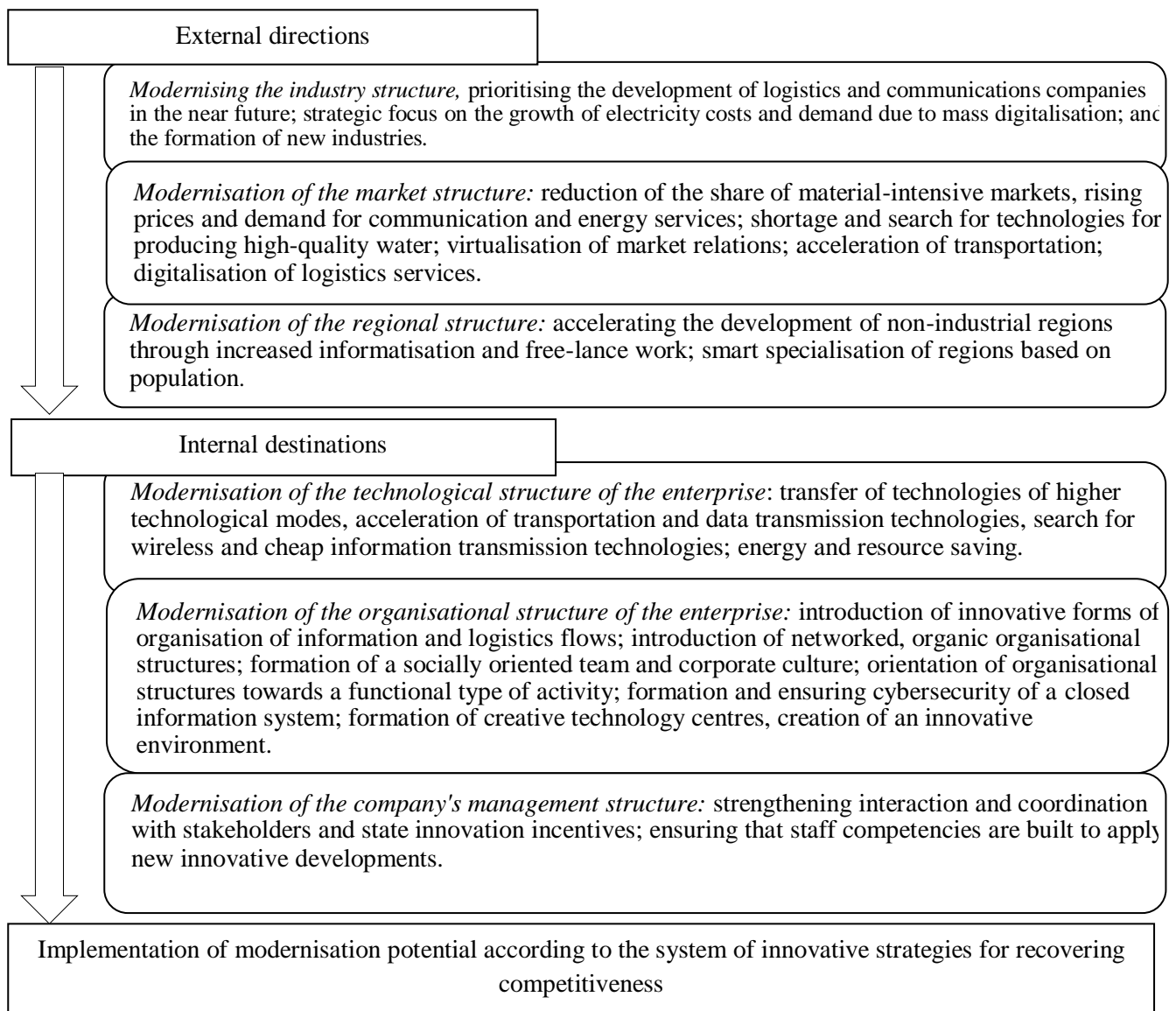


Fig. 1. Implementation of the principles of enterprise modernisation in the formation of strategic guidelines for recovering competitiveness

As we can see, in the current conditions of functioning of enterprises, the recovery of competitiveness depends on the availability and efficiency of the synergistic set of resources and opportunities in terms of availability of innovations, cost and direction of their application.

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