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**MODERN INNOVATIVE CONCEPTS  
OF THE MANAGEMENT OF THE FOREIGN ECONOMIC  
ACTIVITIES OF THE ENTERPRISE**

One of the types of activities of enterprises includes entering international markets to expand their business activities to a new level. Current conditions also emphasize the need for innovation, which is a key factor in the development of enterprises and contributes to increasing their competitiveness. The market economy establishes a different number of indicators that affect the country's foreign trade. One of the tasks of the state is to create favorable conditions for the implementation of foreign economic activity [1].

In the conditions of globalization, those countries, regions, and business entities that successfully adapt to the modern realities of socio-economic interaction based on innovation gain a competitive advantage. In the era of digital transformation, their activities are not possible without the use of information and communication technologies that contribute to cooperation with other participants in the global economic space. They actively introduce innovations in their practical activities and can integrate with other participants in the world market constructively.

According to O. Levchenko and O. Viunyk, improving the toolkit of the mechanism for the activation of foreign economic activity in Ukraine will contribute to the development of the national innovation system and innovation infrastructure, the introduction of innovations not only in the production but also in the social sphere, the development of innovation

ecosystems and the formation of innovation-integrated structures of various types [2].

In the context of management of foreign economic activity, innovative technologies are an important catalyst for increasing the efficiency and competitiveness of enterprises and regions in the international arena. With the help of analytical tools and artificial intelligence, it is possible to analyze the external environment, summarize information, reveal current trends, and identify risks and opportunities, which will contribute to making informed strategic decisions.

M. Bortnikova and Yu. Chyrkova proposes to implement such steps for the optimal use of artificial intelligence in foreign economic activity as:

- to regulate the development and production of artificial intelligence elements in the field of foreign economic activity by developing special legislation in this area;

- to regulate the behaviour of subjects of foreign economic activity as users of artificial intelligence with the use of legislative instruments;

- regulate the behaviour of artificial intelligence by developing technical regulations and standardization of its architecture [3].

According to scientists, the main advantages of integrating artificial intelligence into foreign economic activity are the reduction of expenses for production, sales, and delivery control and the reduction of other items of the organization's expenses. In addition, it is advisable to pay attention to shortening daily processes and reducing the time for their implementation, which contributes to creative development and the manifestation of initiative on the part of the staff [3].

The use of Internet technologies and other innovative means of communication allows enterprises to easily enter international markets, and communicate with partners and consumers from all over the world, using electronic platforms and electronic commerce tools.

Prokopenko, O.V., Voytenko, O.M., Kostyrko, D.R., Kazakov, V.V note that changes in the internal and external environment form the company both a complex of effective priority areas of development and a complex of problems that can lead to the liquidation of the company on the world stage. An important component of the successful long-term development of the company when conducting foreign economic activity

is the correct and balanced choice of the type of innovative strategy in the long term [4].

Modern innovative concepts of management of foreign economic activities of enterprises testify to constant development and adaptation to global challenges, which contribute to ensuring competitiveness and stability in international markets. These include digital technologies, the application of environmental innovations, automation of processes, and active participation in global supply chains.

In general, innovations in external economic activity open up new opportunities for sustainable development and contribute to the efficient use of resources, reducing the negative impact on the environment and ensuring the sustainable growth of both national and global economies. One of the important aspects is the possibility of developing stable supply chains that will contribute to the optimization of processes, reduction of emissions of harmful substances during production and transportation, contributing to the preservation of the environment.

Therefore, we believe that the application of modern innovative concepts contributes to the improvement of the efficiency of management of foreign economic activities, the formation of a more reliable environment for foreign economic operations, the development of international trade and financial relations, and the achievement of sustainable development goals.

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