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DIGITAL ADAPTABILITY AS A FACTOR IN THE DEVELOPMENT OF THE INNOVATIVE POTENTIAL OF ENTERPRISES

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The innovative potential of enterprises is one of the key factors ensuring their competitiveness in conditions of intensified market competition and growing global challenges. Increased turbulence in the external environment accentuates the role of innovative approaches to enterprise functioning, among which the implementation of digital technologies and modern technological solutions acquires special significance [1].

At the same time, traditional approaches to assessing and forming innovative potential are increasingly proving insufficient to ensure a rapid response to dynamic changes in the external environment. This necessitates the search for conceptually new

benchmarks for managing the innovative development of enterprises, particularly by emphasizing the role of digital adaptability.

It is advisable to consider digital adaptability not merely as the ability of an enterprise to implement individual digital solutions or software, but as a complex capability of the organizational structure, business processes, and human capital for rapid reconfiguration under the influence of digital trends [4]. Unlike the fragmented use of individual digital tools, digital adaptability involves the formation of a holistic mechanism for the enterprise's response to dynamic changes in the digital environment.

This approach allows for the identification of the main directions of the influence of digital adaptability on the development of the innovative potential of enterprises, the systematization of which is presented in Fig. 1.

As seen in the figure, the influence of digital adaptability acts as an integrating driver of change and forms the systemic development of innovative potential through data management, organizational flexibility, ecosystem interaction, and the acceleration of processes [2]. Through the interaction of these components, the enterprise gains the opportunity to integrate technological and managerial solutions into real market conditions, increasing its economic resilience and strengthening competitive advantages in a dynamic external environment.

At the same time, the process of forming digital adaptability at an enterprise is accompanied by a number of barriers (tabl.1)

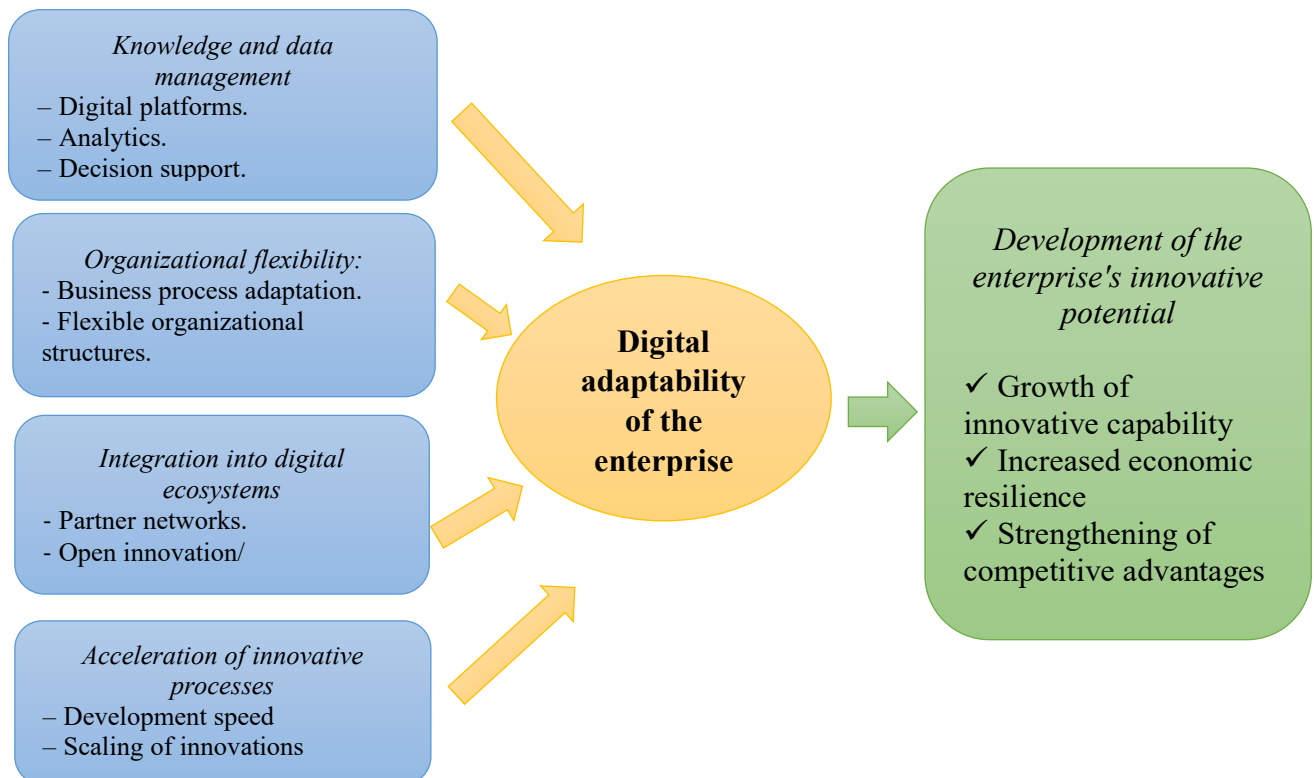


Fig. 1. Directions of the influence of digital adaptability on the development of the enterprise's innovative potential

Table 1. Key barriers to the development of digital adaptability of enterprises in conditions of uncertainty

Group of barriers	Characteristic of manifestation
Financial and economic	Deficit of own financial resources, high costs of digital transformation, uncertainty of the payback period (ROI) for digital projects in conditions of instability.
Organizational and managerial	Resistance to organizational changes, insufficient level of digital literacy, low level of innovation culture, high level of bureaucracy.
Personnel	"Digital gap" in skills, shortage of narrow specialists, low level of digital literacy among employees, limited managerial skills in the field of digital technologies.
Technological	Outdated IT infrastructure, instability of the regulatory environment, risk of cyberattacks and information security breaches, dependence on external technical solutions.

Key challenges for the development of digital adaptability are related not only to the technical plane but also to organizational-managerial, personnel, and financial aspects. Overcoming these obstacles requires a comprehensive approach: investing in personnel training, forming a flexible management culture, and gradually modernizing the technical infrastructure.

Systematic work to overcome these barriers neutralizes their negative impact and becomes an effective instrument for transforming digital adaptability into a key factor in the development and enhancement of innovative potential [3].

Thus, digital adaptability plays a key role in the formation and development of the innovative potential of enterprises in conditions of uncertainty. A systemic approach to digital adaptation ensures the ability of enterprises to respond rapidly to external challenges, transform internal processes, and form sustainable competitive advantages. At the same time, overcoming a number of barriers is required, which necessitates the comprehensive management of digital transformation processes. In this context, digital transformation acts as a strategic factor in the long-term innovative development of enterprises.

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