УДК 330:656

INNOVATION LANDSCAPE AS A BASIS FOR INNOVATION ACTIVITY OF RAILWAY TRANSPORT ENTERPRISES

D. Sc. (Econ.) M.V. Korin, Ye. M. Kuznetsov
Ukrainian State University of Railway Transport (Kharkiv)

Digitalisation is the only strategic direction for the future development o f railway transport enterprises that not only meets global trends in industrial transformation but also ensures high-quality integration of domestic railways into the trans-European transport communications system. Unfortunately, neither the pace of innovation nor the number of digital transformation projects implemented by railway companies meet the requirements of digitalisation. It is clear that the possibility of a full digital transformation of railway companies is limited by the influence of military and political factors that limit the state's ability to invest in such projects. Due to the allocation of a significant part of state financial support to compensate for the operating costs of railway companies and the complete lack of external investment due to the high level of investment risks in the country, digital transformation projects have not yet been implemented [1].

It is worth noting that the effectiveness of partnerships in the implementation of the innovation process depends on the inclusiveness of the innovation space and its focus on resourcefulness and cooperation. Within this environment, innovations should be supported, socialised, created and tested in terms of their value for potential consumers. The quality of the environment for innovation partnerships depends on the favourability of the innovation landscape of railway transport enterprises for the production of innovations based on the consolidation of various groups of stakeholders involved in the process of creating innovations.

- the innovation landscape is expressed in the interaction of partners who support innovation by attracting and connecting participants who want to collaborate and innovate. This means that the key elements of the innovation landscape are the participating partners, the links between them and external stakeholders, physical infrastructure and resources.

- the physical infrastructure is represented by buildings, technological equipment, temporary structures and external devices that will be involved in the processes of generating, evaluating, prototyping, scaling and commercialising innovations. The key resources of the innovation landscape of railway transport enterprises, produced by each of its participants, should be defined as

- knowledge and information available to the participants of the innovation partnership and which can be involved in the process of scaling up innovations at railway transport enterprises;

- competences, expressed in the experience and skills of the partners in the innovation landscape;

- technologies are represented by technical means that can be allocated by participants to produce and scale innovations;

- investments form the financial basis of the innovation process in partnership and can be generated both directly by the participants of the innovation partnership and by attracting external stakeholders;

- human resources - each of the participants of the innovation partnership can involve their own employees in the implementation of the innovation process within the framework of cooperation.

It is worth pointing out that in the current digital environment, the innovative landscape of railway transport enterprises should be based on digital tools and solutions, the capabilities of which will allow not only obtaining information valuable for the innovation process, but also generating innovative ideas and thus staying ahead of the competition. Digital tools and solutions have a significant impact on the ability of companies to analyse data, understand customer sentiment, forecast trends and promote creative thinking to define the innovation environment.

Therefore, in order to accelerate innovative transformations and implement a digital business model, it is necessary to increase the innovative activity of railway transport enterprises, which can be ensured by developing innovative cooperation and creating a favourable landscape for generating and implementing innovations.

[1] Кузнецов Є. М. Розвиток стратегічної міжгалузевої співпраці як основа підвищення інноваційної активності підприємств залізничного транспорту. *Вісник економіки транспорту і промисловості*. 2023. № 81-82. С. 230-238.