* Strategic Management of Innovative Development of Enterprises According to the Experience Economy Model

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*INNOVATIVE DEVELOPMENT

The key aspects of innovative development that require appropriate tools and methods are the following:

* - generating and evaluating ideas;
* - use of integrated and network planning methods;
* - measuring and assessing the economic impact of innovations;
* - control and adjustment of actions related to the innovation process;
* - identifying and assessing the requirements for finding innovative ideas.

The following factors influence the innovative development of modern enterprises:

* - acceleration of scientific and technological progress;
* - budgetary funding of priority research;
* - - establishment and support of scientific and research organisations;
* - state support for the development of innovative activities of enterprises;
* - development of the business environment.

*STRATEGIC MANAGEMENT

Strategic management includes the following key components:

* - developing a strategic vision of the company's activities;
* - setting performance goals;
* - formation and implementation of strategies;
* - introducing corrective measures for deviations, if any.

The peculiarities of strategic management of an enterprise include the following:

* - a set of qualitative characteristics of a firm that relate to its future state but do not provide a detailed description of its current state;
* - is not a simple set of specific rules, procedures and schemes, but rather a philosophy or ideology of business or management;
* - the need to create a special unit to analyse, develop and implement strategies;
* - the impossibility of making mistakes, as their presence can lead to defeat in the competition.

*Table 1

The main stages of strategic management today

No.	Stage.	Brief description
1	Determining the mission, vision, and goals of the enterprise	This stage focuses on defining the essence and goals of the enterprise, its mission and vision for the future
2	Analysis of internal and external environment factors	Conducting an in-depth analysis of the factors that affect the company, including internal and external ones, in the context of the goals set taking into account the features of the experience economy model
3	Defining a strategic set (system of strategies)	Developing a system of strategies that will ensure the innovative development of the enterprise as well as information interaction strategies to ensure the growth of the enterprise's reputation
4	Substantiation of the criteria for selecting strategies	Establish objective criteria for selecting the most effective strategies, taking into account the acquisition of rational and emotional impressions
5	Deciding on the final composition of the strategy set	Selection of the optimal set of strategies to be implemented to achieve the goals
6	Forecasting the trajectories of the enterprise	Development of development scenarios that take into account the adopted strategies and possible scenarios
7	Implementation of organisational and communication foresighting	Prepare an organisational structure and communication strategy for effective interaction with partners and customers to create positive impressions
8	Implementation of adopted strategies in accordance with the strategic plan	Implementation and execution of strategies in accordance with the approved strategic plan

* Table 2

New and improved existing conceptual and methodological approaches to strategic management

No.	Approaches	Characteristics
1	Dynamic competences	A concept that describes an organisation's ability to respond quickly to changing market conditions and use its internal resources to create competitive advantage. This includes the ability to learn, adapt and innovate quickly.
2	Organisational knowledge	The set of knowledge that is accumulated and stored in an organisation and used to achieve strategic goals. Effective management of organisational knowledge allows an enterprise to better understand its processes, markets and competitive landscape.
3	Behavioural management	Management that focuses on the interaction between people in the internal organisational culture. It includes the development of leadership, communication and collaboration, which contributes to improved performance and employee satisfaction
4	Intellectual capital management	The process of managing an organisation's knowledge, information and intellectual resources to create competitive advantage and increase enterprise value.
5	Talent management	A strategic approach to attracting, retaining and developing the best talent within an organisation. This includes the processes of developing career paths, assessing and motivating staff.
6	Managing emotional capital	A management approach that emphasises the importance of emotional intelligence and the psychological climate in an organisation. It is aimed at increasing motivation, emotional well-being and developing emotional competence of employees
7	Managing emotions	These are the strategies and techniques that organisations use to manage the impression they create in the eyes of their stakeholders and employees.

*Table 3

Peculiarities of using the perspectives of experience economy at each stage of modern strategic management

No.	Stage.	The impact of impressions	Implementation tools
1	Determining the mission, vision, and goals of the enterprise	Formulating a mission and vision with a focus on creating an emotional connection with customers and partners through unique experiences	Using brand perception and consumer preference analysis to create meaningful goals
2	Analysis of internal and external environment factors	Assessing the impact of changing market trends and consumer and partners preferences on the enterprise and partners	Analysing the impact of innovative technologies and new market requirements on changing internal processes
3	Defining a strategic set (system of strategies)	Developing strategies to create unique and innovative experiences for customers	Using design thinking to create products and services that impress consumers
4	Justification of the criteria for selecting strategies	Incorporating the emotional effect into the assessment of strategy effectiveness	Developing metrics that take into account partners and customer experience and loyalty as key indicators of strategy success
5	Deciding on the final composition of the strategy set	Selecting strategies to enhance brand and product impressions	Analysing the impact of strategies on brand perception and consumer experience
6	Forecasting the trajectories of the enterprise	Development of development scenarios that take into account the impact of innovative ideas on consumers and partners	Use of social media and data analytics to predict consumer and partners reaction to innovations
7	Implementation of organisational and communication foresighting	Developing communication strategies that reinforce brand impressions	Use of interactive technologies and personalised communication to enhance the customer and partners experience
8	Implementation of adopted strategies in accordance with the strategic plan	Implementing strategies aimed at creating unforgettable customer and partners experiences	Monitor customer and partners feedback and analyse their reaction to innovations to adapt strategies

*CONCLUSIONS

* Strategic management of the innovative development of enterprises based on the experience economy model is a rather dynamic and effective approach in modern business. This model focuses on creating an unforgettable experience for consumers and partners through innovative approaches to management, marketing, service and operational processes. The application of the principles of the experience economy allows businesses not only to respond to current market demands, but also to actively influence perceptions of the brand and improve their satisfaction with the product or service.
* The key elements of successful implementation are a deep understanding of the target audience, innovative use of technology and analytics to adapt strategies, and continuous process optimisation to increase the effectiveness of the brand experience. All of this allows companies to maintain their competitive advantage and achieve sustainable development in today's business environment.


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attention!