

**INNOVATIVE ACTIVITIES IN THE CONTEXT OF GLOBALIZATION:
CHALLENGES, OPPORTUNITIES, AND PROSPECTS**

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In today's world, globalisation is not only an economic or political trend, but also a comprehensive, multi-level process of transformation of social relations. Its influence is increasingly penetrating all spheres of life, creating new conditions for interaction between countries, societies, business and science. In this context, innovation is becoming particularly relevant, as it is a key factor in increasing the competitiveness of national economies, a tool for creating new market opportunities and a means of integration into the global scientific and technical space.

The globalization processes that intensified at the end of the 20th and beginning of the 21st centuries have taken economic relations to a new level. The expansion of the spheres of influence of transnational corporations, the deepening of the international division of labour, and the growing importance of information and communication technologies have led to a radical change in approaches to business and public administration.

At the same time, a new economy is emerging – one that is innovative, knowledge-based and dynamic. In such conditions, national economic entities are faced with the need not only to adapt to new challenges, but also to become more actively involved in global value chains.

Innovative activity in the context of globalisation has a dual significance. On the one hand, it is an internal resource for economic development, ensuring productivity growth, increased production efficiency and the development of new markets. On the other hand, it is a way of participating in global competition, where novelty, technological perfection and the scientific content of products are the main indicators of success (Kotvytska & Skorodid, 2025).

In this context, it is important to emphasise that innovation today is not just about new products or technologies. It is a complex process that encompasses idea generation, research, development, implementation, commercialisation and scaling up of results. That is why innovation is becoming increasingly international in nature, requiring cooperation between research centres, businesses and governments.

Among the main features of the globalisation of innovation, the following can be highlighted:

1. Internationalisation of research and development – leading companies carry out R&D activities not only in their own countries, but also establish branches in innovation-active regions of the world.
2. The spread of international scientific partnerships – joint projects, research consortia, and the exchange of personnel and knowledge are becoming the norm.
3. Global chains for the creation of innovative products – each stage, from idea to implementation, can be carried out in different countries according to their

specialisation.

4. Development of transnational mechanisms for the protection of intellectual property rights – as a response to the growing importance of intangible assets.

5. Unification of market requirements and standards – stimulating the development of products adapted to the global market (Bohashko, 2018).

In the context of globalisation, the national economy is no longer an autonomous system, but part of a single global economy. This means that a country's success increasingly depends on its ability to integrate into global innovation flows, transform its institutional and educational base, and stimulate the creation of an innovative environment.

In particular, state policy should focus on the following aspects: developing human capital as the basis for an innovative economy; stimulating applied and fundamental research; ensuring favourable conditions for technological entrepreneurship; supporting exports of innovative products; attracting foreign investment in knowledge-intensive sectors.

The innovative capacity of countries around the world is a key factor in their economic development, competitiveness and technological progress. The Global Innovation Index (GII) annually assesses national innovation systems based on various indicators, including investment in science, the number of patents, publications and other indicators. The table below provides comparative data on the world's leading innovative countries, as well as Ukraine's position in this ranking for 2024 (World Intellectual Property Organization, 2025).

Table 1

Country rankings according to the Global Innovation Index (GII), 2024

№	Country	GII (0–100)	R&D expenditure (% of GDP)	Patents (per 1 million people)	Scientific publications (per 1 million people)
1	Switzerland	67,6	3,4%	1 200	3 200
2	Sweden	66,2	3,3%	980	2 800
3	USA	65,8	3,5%	1 100	2 600
4	Great Britain	64,4	2,9%	870	2 500
5	Singapore	63,5	2,2%	900	2 300
11	Germany	61,0	3,1%	1 050	2 200
14	China	59,1	2,4%	750	2 100

33	Poland	47,3	1,4%	400	1 000
51	Turkey	41,2	1,1%	210	600
65	Ukraine	29,7	0,6%	50	420

Despite its positive potential, the globalisation of innovation also poses a number of complex challenges:

Unequal access to resources – countries with low levels of innovation infrastructure risk remaining on the periphery of global science.

Brain drain – highly skilled personnel often migrate to more economically developed countries, which exacerbates inequality.

Imbalances in the distribution of benefits – transnational companies are able to concentrate profits, not always contributing to the development of the countries where their production facilities are located.

Dependence on external technologies – countries that do not invest in their own scientific developments risk falling into a ‘technological trap’.

For Ukraine, as a country with scientific potential but limited resources, the globalisation of innovation can be both an opportunity and a threat. The priorities should be: creation of innovative development clusters; formation of an effective technology transfer system; involvement of the diaspora in the formation of global knowledge networks; active participation in international research projects; targeted support for high-tech start-ups.

The success of these strategies will depend on the ability to combine the efforts of the state, business, the scientific community and educational institutions.

Thus, globalisation opens up new horizons for innovation, but at the same time complicates it. In a world where knowledge is becoming the main resource, the country that will be successful is the one that can not only create innovations, but also effectively integrate into global processes. Ukraine, like many other countries, needs to develop its own model of innovative development in the context of globalisation – a model based on a systematic approach, adaptation to change and a proactive international position.

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