

76. Modern features of entrepreneurship in Ukraine

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Introduction. Under contemporary economic conditions, the uninterrupted operation and reproduction of an enterprise's production cycle are largely ensured through the implementation, as well as the continuous integration, of the key achievements of scientific and technological progress and advanced technologies into its activities. Such ongoing incorporation should constitute the foundation of the enterprise's innovation activity. It is precisely through the application of modern scientific and technological advancements that a new development strategy is formed, along with the improvement of the enterprise's existing operations.

Materials and methods. During the study, pertinent academic sources related to information visualization in business operations and the development of corporate image were examined. To identify appropriate scholarly materials, several scientific and bibliometric databases were utilized, including ResearchGate, ScienceDirect, and Google Scholar, among others.

Results. At the same time, business entities in Ukraine face numerous constraints on their activities, arising from excessive regulatory pressure, the unpredictability of legislation, and the challenge of balancing economic freedom with state intervention. This issue has become particularly acute under the conditions of martial law, when the state is compelled to impose restrictions on entrepreneurial activity, thereby bringing to the forefront the question of the limits of such restrictions and their compliance with constitutional principles.

It has also been established that, at present in Ukraine, the freedom of entrepreneurial activity not prohibited by law implies the legislative enshrinement of a general rule guaranteeing the right to engage in business activities, as well as the establishment of legal safeguards for the exercise of this right. However, it should be noted that the legislator, within the framework of the applicable legal regime, differentiates between types of entrepreneurial activity that are prohibited by law, those subject to various forms of restriction based on specific criteria, and those that may be carried out without any limitations.

Conclusions. Thus, the development of entrepreneurship constitutes a fundamental basis for the economic growth of any country, as well as for the expansion of gross domestic product and national income. Entrepreneurship serves as a key driver of economic transformation, and the establishment of a market economy is inconceivable without its active involvement. Accordingly, its development represents one of the most essential and strategic directions in the overall process of national reform.

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