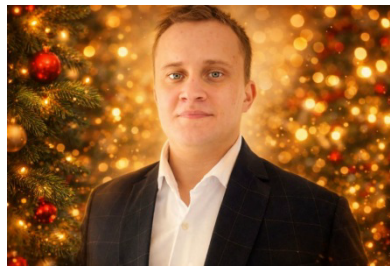


WSHIU University of Applied Sciences

COMPILED BY
PhD in Management
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friendly packaging, optimizing logistics processes and reducing the carbon footprint contribute to improving the state of the environment, which is an important prerequisite for preserving the health of the population. The company's social initiatives aimed at supporting communities and forming a culture of responsible consumption enhance its contribution to the implementation of the principles of sustainable development [3].

Therefore, sustainable development in the field of health care is an important factor in transforming the marketing strategies of food industry enterprises. The example of McDonald's demonstrates that integrating medically oriented, socially responsible, and environmentally sustainable approaches into marketing practices enables companies to align economic objectives with public health priorities. Such an approach creates the foundation for long-term business development and contributes to the achievement of global sustainable development goals.

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FINANCIAL AND ECONOMIC MECHANISMS FOR THE IMPLEMENTATION OF INNOVATIONS IN THE MANAGEMENT OF LAND MANAGEMENT ENTERPRISES

The current stage of development of Ukraine's economy requires land management enterprises to reorient toward innovative management models that ensure higher efficiency of production processes, cost optimization, and the formation of competitive advantages. In this context, the issue of developing and implementing financial and economic mechanisms capable of supporting the realization of innovative measures in the field of land management, cadastral works, and spatial analysis becomes particularly relevant. The effectiveness of innovative processes in land management enterprises directly depends on the quality of financial planning, strategic management of investment resources, sound assessment of the economic efficiency of implemented technologies, and the optimal use of external financial instruments to support innovative activity [1].

One of the key trends determining the development vector of the land management sector is the active implementation of digital technologies – geographic information systems (GIS), 3D modeling, platforms for remote territorial assessment, geospatial data resource databases, and automated cadastral registration systems. Such technologies significantly transform the cost structure of enterprises, as they require investments in software, technical equipment, cloud services, staff training, as well as cybersecurity and data protection measures. Under these conditions, traditional approaches to innovation financing no longer provide the necessary flexibility and economic sustainability. This necessitates a transition to new economic financing models that involve comprehensive management of innovation resources, diversification of funding sources, the use of leasing schemes, grant support, venture capital investment, and public-private partnership mechanisms [2].

One of the key areas for optimizing expenditures on the digital transformation of land management enterprises is the introduction of outsourcing mechanisms. The transfer of certain technological operations, such as satellite imagery processing, development of digital terrain models, or cloud-based hosting of geospatial databases, to specialized companies makes it possible to significantly reduce the costs of maintaining in-house IT departments and to shorten the time required to implement innovative solutions.

In addition, the application of public–private partnership (PPP) models is an important component of innovative development. For land management enterprises, PPPs open opportunities to attract additional investment capital and to implement joint projects with public authorities related to the maintenance of the State Land Cadastre, the development of land monitoring systems, the creation of digital geoportals, and spatial data infrastructure [3]. Within such projects, the costs of implementing innovative solutions can be shared among several participants, which enhances the enterprise’s economic resilience and reduces investment risks.

The application of innovative technologies in the management of land management enterprises has a direct impact on their competitiveness. Enterprises that actively implement digital solutions achieve higher accuracy and speed in cadastral works, improve the quality of spatial data analytics, reduce operating costs, and minimize the risks of erroneous managerial decisions. This ensures not only economic advantages but also contributes to building trust among clients, public authorities, and investors [4].

Thus, financial and economic mechanisms for the implementation of innovations in land management enterprises comprise a set of measures aimed at ensuring effective management of investment resources, optimizing costs related to digital transformation, enhancing economic sustainability, and creating conditions for sustainable development. The developed approach to evaluating innovation efficiency and the proposed financial optimization mechanisms confirm that innovative management is a key factor in increasing competitiveness and ensuring the long-term stability of land management enterprises under modern conditions.

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RISKS TO MEETING CONVERGENCE CRITERIA IN SELECT EU MEMBER STATES IN THE CONTEXT OF CONTEMPORARY GEOPOLITICAL AND ECONOMIC CHALLENGES

The convergence conditions defined by the Maastricht Treaty have long served as the foundation of the European Union’s fiscal and monetary architecture and a key instrument for ensuring sustainable development. Core criteria include requirements regarding the general government deficit, public debt, and long-term interest rates. However, in 2021–2024 compliance with these criteria became significantly more challenging due to a combination of global economic shocks, the energy crisis, inflationary pressures, and, most notably, Russia’s full-scale war against Ukraine. These factors introduce new risks to macroeconomic stability and directly affect the fulfillment of convergence conditions in individual EU countries.

Following the COVID-19 pandemic and during the post-crisis recovery period, most Member States faced a substantial increase in budget deficits and public debt ratios. According to the European Commission [1], France, Belgium, Italy, and Greece demonstrate persistent deviations