

UDC 339.9:94

DOI: 10.37332/2309-1533.2024.1.27

JEL Classification: F02, O31, O33, Z10

Marchenko T.V.,
cand.sc.(econ.), associate professor
at the department of international economics,
Romaniuk A.S.,
master's student
in the specialty 292 International economic relations,
Yuriy Fedkovych Chernivtsi National University

NATIONAL IDENTITY AND INNOVATIVE DEVELOPMENT AS FACTORS OF ECONOMIC SECURITY OF THE COUNTRY

Марченко Т.В.,
канд. екон. наук, доцент кафедри міжнародної економіки,
Романюк А.С.,
здобувач освітнього ступеня “магістр”
за спеціальністю 292 Міжнародні економічні відносини,
Чернівецький національний університет імені Юрія Федьковича

НАЦІОНАЛЬНА ІДЕНТИЧНІСТЬ ТА ІННОВАЦІЙНИЙ РОЗВИТОК ЯК ФАКТОРИ ЕКОНОМІЧНОЇ БЕЗПЕКИ КРАЇНИ

Formulation of the problem. The new conditions of socio-cultural and economic development of countries and regions associated with the process of globalization initiate the search for conceptual models that allow us to understand the problems of the globalized world in the context of the dynamics of national identities. The question arises of the prospects of the socio-cultural dynamics of national economies, which strive both to reproduce and develop their national identity and their own system of values, and to use the opportunities provided by globalization and the spread of new technologies.

Modern technologies initiate more flexible, situational forms of identification that undermine the nation's cultural homogeneity and ethno-cultural unity. In the conditions of global intensification of cross-cultural dialogue, the problem of selection of innovations constantly arises before national economies. But not all, even highly effective and innovative solutions that are in demand in certain areas, can be seamlessly integrated into cultural traditions.

Intellectualization and globalization of the economy, which are accompanied by the rapid spread of innovations in the world economy, are radically changing the socio-economic structure of modern societies and production processes. It becomes obvious that qualitative progressive changes and new approaches are needed to solve economic and economic problems. The need for the growth of innovative activity over time is increasingly determined by the need for structural transformation of the economy, ensuring its global competitiveness and economic security. The study of the main parameters and consequences of innovations from the standpoint of establishing their connections with the characteristics of scientific and technological development and the preservation of national identity is an urgent task in the context of taking these parameters into account in order to establish effective mechanisms for the introduction of an innovative development model, as well as its adaptation to modern trends and challenges of globalization.

Analysis of recent research and publications. The information base of the research is the fundamental works of domestic and foreign scientists on the formation and development of national identity in the system of international economic relations [1–4; 6; 10], as well as the importance of innovative activity in the development of the economy and increasing its competitiveness [5; 7–9; 11]. The necessity of increasing scientific activity in the research of innovations, the innovation process and its components is increasingly being substantiated by domestic and foreign economists-scientists. Some aspects of this issue were considered by such scientists as V. Zakharchenko, B. Danylyshyn, E. Korshun, S. Mochernyi, J. S. Parker, N. Pedchenko, C. K. Pahalad, L. Sokolova, V. Strilets, J. Schumpeter. Problems of national identity in the context of threats to national security are investigated by a wide range of foreign and domestic scientists. Thus, among the representatives of Western scientific thought, we can, first of all, note E. Smith, P. Alter, R. Brubaker, J. Skopflin, K. Nielsen, J. Joseph; Ukrainian – V. Borshevskyi, V. Vasenko, M. Zhulynskyi, O. Lanovenko, V. Lipkan, V. Pyrozhenko, D. Sladkoi, O. Shevchenko and others. Despite a significant number of scientific works investigating economic nationalism, there are actually no studies of the influence of

the national idea on economic development and international economic relations, namely: how the national idea affects consumption, national production, per capita income, the volume of foreign investments, foreign trade under the influence of the mechanism of realization of national interests. This leads to the fragmentation and inconsistency of research on this topic and hinders both the theoretical understanding of the national idea (and identity) and its practical implementation in the economic life of the country.

Setting objectives. The purpose of the article is to study of the impact of national identity and economic innovativeness as factors of the country's national and international security on international economic relations; defining the main foundations of national identity, which should be taken into account when developing state policy and forming a national geostrategy, as well as clarifying the relationship between national interests and economic growth based on innovation.

Presentation of the main research material. The latest geopolitical changes, transition to the information society, innovative development of the economy and the production of new technologies - all these factors cause global world transformations. The trends of Ukraine's further international integration in the conditions of the formation of a new world order, the problems of creating a positive image of the state in the international space based on the preservation of cultural identity and identity, the search for a national idea remain leading for the progressive international development of the state. Acute theoretical discussions testify to the relevance of this topic, especially in the context of geopolitical changes in the international arena. First of all, there is the problem of the impact of these changes on key geopolitical concepts, such as state sovereignty, the geopolitical role of the country, its national strategy and security, the relationship of universal and national interests, etc. Therefore, a detailed analysis of the economic and business landscape, the search for new effective models of economic development and concepts for reforming the structural economic policy of the state, as well as forecasting possible changes in the economic climate and geopolitical order are extremely relevant.

Despite the development of globalization processes, the strengthening of the interdependence of countries due to the exacerbation of global problems, the growing importance of integration associations and their influence on the internal policy of states, national identity continues to play a decisive role in the formation and determination of the state's foreign policy and strategy. Therefore, the preservation and development of national identity, the protection of national interests is the dominant basis for the formation of the national security system, which requires a deep analysis and consideration of the geopolitical factor and determines the geostrategy of the state on this basis.

One of the main components of the process of establishing peace and tranquility in any society is the problem of the formation and existence of national and global identities. After all, the architecture of national and international security largely depends on the population's awareness of the need for certain state and interstate entities and their own place in these entities. For example, the majority of negative, from the point of view of national security, processes in the countries of the European continent occur mainly because of the crisis of national identities, that is, national and global identification projects. Not least because of the impossibility of formulating a universal ideology on the basis of which a pan-European identity would be created, further integration within the European Union is slowing down. First of all, the fear of both old and new European states before the threat of possible loss of their national identity becomes a significant warning of further integration processes [10].

The importance of the issue of national identity for the security of modern states cannot be underestimated. The future of both the state itself and the nature of the development of international relations with other countries of the world largely depends on the nature and content of national identity. The territorial integrity of the country, the state of relations between different groups directly depends on whether the population of a certain country identifies itself, its own and group interests with the state, and whether the state is interpreted as an obstacle to the realization of cultural, ethnic, religious, linguistic, political, economic, etc. interests population (ethnic, political, social, religious, etc.), the degree of consolidation and certainty of society regarding its own future development within a certain state entity, respect and trust in state bodies, symbols, etc.

A significant role in the formation of a national idea, on the basis of which a national identity could be formed, could be played by the state. However, the low level of trust in the state as a set of institutions performing power functions today prevents it from acting as an authoritative initiator of nation-building. Therefore, the way of combining the interests of all population groups is the path of a consensus social contract, which would be able to resolve the main contradictions of modern nation- and state-building and, thus, lay a solid foundation for the further development of the country. It should be realized that the formation of national identity is a process that takes place in every modern state, because it ensures the democratic development of society. Therefore, this process can continue only in the constant interaction of the state, institutions of civil society and the national elite.

The problem of formation and existence of national identity is a serious factor of both international and national security. Controversies erupting around this topic in the world and in Ukraine testify to its urgency and relevance. Delay or lack of attention to it on the part of institutions dealing with issues of national securi-

ty can lead to the development of destructive scenarios both in a separate state, region, and in the world in general.

Given the problems of establishing and establishing a national identity common to all ethnic, cultural, religious, linguistic, etc. population groups and regions of Ukraine, special attention should be paid to strengthening the authority of the state as a tool for realizing the rights and freedoms of citizens. In this context, you should focus on:

- restoration of trust in the state as a set of institutions designed to guarantee the protection of the rights and freedoms of citizens of Ukraine;
- increasing the effectiveness of the fight against manifestations of corruption;
- implementation of the strategic priority (specified in the Decision of the National Security and Defense Council "On the National Security Strategy of Ukraine") regarding the achievement of national unity and consolidation of society by overcoming both objective and artificial socio-cultural, confessional, ethnic, linguistic, interregional and regional contradictions character, programs with a clearly defined set of measures and a circle of performers to promote the consolidation of Ukrainian society;
- changing the emphasis of Ukraine's security policy from the dominance of its political, economic and military components to the systematic consideration of problems in this area;
- creating a strategy for the humanitarian development of the state, which would determine a clear vector of state policy both in the humanitarian sphere in general and in its security sector [6; 10].

Every state is always concerned about the formation of its own positive image, since the purposeful policy of its formation contributes to the protection of national interests, the achievement of foreign policy goals and the creation of an atmosphere of support by the world community for its steps in the international arena. Today, in the era of information transparency, if the state does not ensure communication openness, does not prioritize respect for basic human rights and freedoms, freedom of political elections and freedom of speech of mass media, it is impossible to achieve a positive image of a democratic state in the international community. How a country is perceived by the world community depends on its place and importance in the system of international relations, its capabilities in solving competitive tasks, its investment attractiveness, expansion of opportunities for economic development and partnership, business cooperation, tourism, etc. The success of the country's foreign policy, the development of trade and economic relations with other countries, the attraction of investments in the country's economy and serious economic projects depends on the state's image. The foreign political image also affects domestic political processes [12]. As a result, all this creates a basis for the national and international security of the country.

Ukraine as a sovereign state faces a serious modernization challenge, which is focused on the transformation of Ukrainian national identity in the conditions of globalization. Since the processes of integration and globalization actively affect not only the socio-humanitarian sphere, but also the national economy, there is an urgent need to form a comprehensive policy of economic development of Ukraine and implement the policy of economic nationalism in the conditions of liberalization of international economic relations [4]. If the priority in socio-humanitarian development should be the maximum disclosure of the potential of each person and society as a whole, the creation of favourable conditions for the realization of the intellectual, cultural, and spiritual capabilities of a person and the nation, then in the economic dimension, modern Ukraine must dynamically develop and increase the share of the intellectual product in national production and practically define innovativeness as a dominant model of economic development.

The conducted analysis of global economic development trends shows that the innovative path of development is the most promising both for individual industries and for the economy as a whole. Many countries have become leaders in many fundamentally important areas, solving complex problems in the field of science and technology, creating favourable conditions for innovators and entrepreneurs. The technological process changed the scale and structure of production in developed industrial countries and significantly affected the quality of life and well-being of the population [5; 7–8].

The beginning of the new millennium was marked by the creation of a global information society, the emergence of a new technological method of production, characterized by the transition from a resource-intensive type of economic development to an innovative one. Creative, innovative abilities of people, intellectual capital became the main resource of effectively functioning economic systems [9]. At the same time, the consequences of scientific and technical innovations cannot be localized by the field of application of technologies and affect the dynamics of society in general. The very process of globalization for national economies is a permanent process of integrating innovation into cultural tradition.

The growth of the competitiveness of the economy, the development of global processes in the field of research and development depends on the stimulation of innovative activity and the active implementation of innovation policy. Prospects, safe and sustainable development of the country can ensure its ability to adapt to technological changes in time. Development of the economy on an innovative basis requires a clear strategy for the innovative development of the economy, its main directions and implementation mechanisms; development and implementation of a set of measures to stimulate and support innovative activity by methods of state and market regulation, as well as to form management and organizational infrastructure, which are capable of providing a new impetus for modernization and increasing the efficiency of the economy.

The implementation of a comprehensive policy of innovative economic development is impossible without the formation of a democratic, consolidated society, the achievement of the highest levels of personal freedom, the affirmation of human and national dignity, as well as the full integration of Ukraine into European and global processes, systems of interaction and sustainable development on an equal basis. After all, individualism, as the basis of a free society and competitive business, is the force that can produce innovations. The central link of the economic policy of innovative development should be the expansion of civil society institutions, support of private initiative and stimulation of innovative entrepreneurship [1].

The global change of the world economic order is obvious, fast and dangerous for today's leaders of technological development. Today, weak countries can copy the experience of successful ones – until the moment when the capitalist economy does not introduce the most effective and aggressive protectionist measures. Economic nationalism provides an opportunity to defend economic sovereignty, to spread economic influence through exports, and involves strengthening internal control over the functioning of the economy, labour and capital markets, the introduction of tariffs and other restrictions [2–3]. Trade protectionism, competitive devaluations, monetary expansion, tax incentives are the main tools of the so-called policy of destroying the neighbour and guaranteeing international and national economic security.

For the Ukrainian economy, it is possible to single out the double influence of global economic trends. On the one hand, global trends of increasing protectionism will hinder the promotion of nationally produced goods both on the domestic market and on the foreign market. In addition, acting as a weak economy due to military challenges, Ukraine will not have the opportunity to choose directions and forms of financing, becoming hostage to the ambitions of investors - competing countries will limit the flow of credit resources that are not related to the promotion of their own economic interests. On the other hand, the centuries-tested methods of the economy of realism or economic nationalism can now be applied openly [11]. It is necessary to form priorities, describe the mechanisms of visible stimulating and restrictive measures, as well as hidden instruments, since economic globalization has not eliminated economic nationalism, but only changed the methods used to achieve economic power, technological leadership or the welfare of the nation.

Geopolitical realities, which reflect the growing interdependence of all subjects of international relations, objectively increase the importance of the role of a universal factor in the geopolitical space. This forces states to develop rules of conduct in foreign policy that correspond to the current geopolitical situation. However, this circumstance does not mean neglecting or downplaying the role of the national interest or giving up the struggle for its realization. Without taking into account cultural and historical traditions and national values, the understanding of international relations cannot be complete. Historical experience and real practice convincingly demonstrate that a policy based on national interests contributes most to the country's successful development. In this sense, the realization of national interests is an important task of domestic and foreign policy aimed primarily at ensuring economic growth, prosperity of the state and the welfare of its citizens, as well as an important tool for determining the foreign policy strategy of the country, taking into account its economic and innovative potential, geopolitical position and international economic relations.

Conclusions from the conducted research. Ukraine's aspiration to join the European Union, integration processes, and the development of economic relations with other countries contribute to increasing the competitiveness of the national economy and its greater openness. The main goal of the state policy of economic development is to achieve development standards that are characteristic of developed industrial countries and the countries of the European Union. It is important to develop integrative mechanisms, social standards and models of behaviour, values of tolerance and social consolidation, on the basis of which the transformation of national identity in the context of European integration takes place. This will depend on how much the process of transforming Ukraine into an integral part of the European economic and socio-cultural environment will be accelerated. At the state level, a national ideology must be developed and approved, which will become not just a political concept in the usual sense, but a mass philosophy of citizens that shapes their economic behaviour, political consciousness and national mentality. Only in this way will Ukraine be able to enter the international economic space and take an active part in it.

An important task at the present stage is the research and assessment of the features of the economic strategy, as well as the creative search for prospects for the activation of domestic entrepreneurship under the conditions of preservation of national identity and the successful introduction of innovations into the system of the national economy. Systematic emphasis on national priorities of humanitarian development dynamizes the formation of a modern model of a competitive nation based on accelerated growth of the intellectual and spiritual potential of society and scientific and technological innovations.

The modern foreign policy course of Ukraine, oriented towards European values, testifies to the belonging of Ukrainian culture and worldview to Europe. This determines the orientation of our state to the introduction and observance of European standards of the quality of life of citizens and requires the country's modern foreign policy to make appropriate efforts to find its own path of national development, to establish the modernizing and innovative character of the Ukrainian national idea, to form a European identity alongside the Ukrainian national identity, and, most importantly, the fastest possible determination of Ukraine's place in the new international coordinate system during the global challenges that our country faces today.

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Марченко Т.В., Романюк А.С.

НАЦІОНАЛЬНА ІДЕНТИЧНІСТЬ ТА ІННОВАЦІЙНИЙ РОЗВИТОК ЯК ФАКТОРИ ЕКОНОМІЧНОЇ БЕЗПЕКИ КРАЇНИ

Мета. Дослідження впливу національної ідентичності та економічної інноваційності як чинників національної та міжнародної безпеки країни на міжнародні економічні відносини; визначення основних засад національної ідентичності, які слід враховувати при розробці державної політики і формуванні національної геостратегії, а також з'ясування взаємозв'язку між національними інтересами та економічним зростанням на основі інновацій.

Методика дослідження. Для реалізації визначених цілей і завдань дослідження використано такі методи наукового аналізу: історичний, системний, структурно-функціональний та ціннісно-нормативний. Історичний метод дозволив простежити характер та особливості формування національної ідеї, а також визначити перспективи її розвитку в період глобальних трансформацій. Системний метод дав змогу комплексно розглянути національну ідентичність, виявити її основні елементи та зв'язки. Структурно-функціональний метод допоміг розкрити роль функціональної єдності суспільства, об'єднаного світоглядно-ціннісними концептами національної ідеї, а також охарактеризувати значення інноваційної діяльності та технологічного розвитку промислово-розвинених країн. Ціннісно-нормативний метод допоміг виявити взаємозв'язок між національними цінностями та їхнім впливом на економічну безпеку та перебіг міжнародних економічних відносин.

Результати дослідження. Визначено вплив національної ідентичності та економічної інноваційності на міжнародні економічні відносини, встановлена їхня роль в забезпеченні національної безпеки та формуванні державної політики. Здійснено аналіз впливу глобалізаційних процесів на характер і зміст національних інтересів країни, визначено роль геополітичного фактора в даному контексті. Розглянуто проблему формування сучасної української геостратегії в контексті боротьби за реалізацію національних інтересів і забезпечення національної безпеки країни. Обґрунтовано, що у сучасному світі інновації стають визначальним фактором динамічного розвитку, трансформації та конкурентоспроможності соціально-економічних систем у світовому просторі.

Наукова новизна результатів дослідження. Набуло подальшого розвитку дослідження впливу національної ідентичності та економічної інноваційності як факторів економічної безпеки країни на міжнародні економічні відносини, зокрема на міждисциплінарній основі на перетині таких наукових дисциплін – політології, економіки, історії, культурології та теорії міжнародних відносин; визначено деякі аспекти стратегії економічного розвитку України, де підкреслено важливість міжнародного співробітництва, інтеграційних процесів і національної колективної сили для вирішення майбутніх повоєнних викликів.

Практична значущість результатів дослідження. Теоретичні положення, висновки та рекомендації мають важливе значення для наукового обґрунтування оптимального механізму реалізації національної економічної стратегії з урахуванням національної ідентичності та економічної інноваційності у сучасних суспільно-політичних умовах, а також у можливості прикладного застосування цих результатів у навчальному процесі.

Ключові слова: національна ідентичність, інновації, інноваційна діяльність, національна ідея, геополітика, економічна безпека, економічний націоналізм, міжнародні економічні відносини.

Marchenko T.V., Romaniuk A.S.

NATIONAL IDENTITY AND INNOVATIVE DEVELOPMENT AS FACTORS OF ECONOMIC SECURITY OF THE COUNTRY

Purpose. Study of the impact of national identity and economic innovativeness as factors of the country's national and international security on international economic relations; defining the main foundations of national identity, which should be taken into account when developing state policy and forming a national geostrategy, as well as clarifying the relationship between national interests and economic growth based on innovation.

Methodology of research. The following methods of scientific analysis were used to implement the identified goals and tasks of the research: historical, systemic, structural-functional and value-normative. The historical method made it possible to trace the nature and peculiarities of the formation of the national idea, as well as to determine the prospects for its development in the period of global transformations. The system method made it possible to comprehensively examine the national identity, to identify its main elements and connections. The structural-functional method helped to reveal the role of the functional unity of society united by the worldview and value concepts of the national idea, as well as to characterize the importance of

innovative activity and technological development of industrially developed countries. The value-normative method helped reveal the relationship between national values and their impact on economic security and the course of international economic relations.

Findings. The impact of national identity and economic innovativeness on international economic relations is determined, their role in ensuring national security and the formation of state policy is established. The analysis of the impact of globalization processes on the nature and content of the country's national interests is carried out, the role of the geopolitical factor in this context is determined, and the problem of forming a modern Ukrainian geostrategy in the context of the struggle for the realization of national interests and ensuring the country's national security is considered. It is substantiated that in the modern world, innovations become a determining factor in the dynamic development, transformation and competitiveness of socio-economic systems in the global space.

Originality. The influence of national identity and economic innovativeness as factors of the country's economic security on international economic relations was investigated on an interdisciplinary basis at the intersection of such scientific disciplines as political science, economics, history, cultural studies and the theory of international relations; some aspects of Ukraine's economic development strategy are defined, emphasizing the importance of international cooperation, integration processes, and national collective strength for solving future post-war challenges.

Practical value. Theoretical provisions, conclusions and recommendations are important for the scientific justification of the optimal mechanism for the implementation of the national economic strategy, taking into account the national identity and economic innovativeness in modern social and political conditions, as well as the possibility of applied application of these results in the educational process.

Key words: national identity, innovation, innovative activity, national idea, geopolitics, economic security, economic nationalism, international economic relations.

**Research supported by DUSS UAlberta
Disrupted Ukrainian Scholars and Students Initiative*