

DOI: [https://doi.org/10.30970/fp.2\(60\).2026.135147148](https://doi.org/10.30970/fp.2(60).2026.135147148)

JEL Classification: L25, O33, Q01, D21

STRATEGIC RESILIENCE AS THE FOUNDATION OF COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT FOR BUSINESS ENTITIES IN THE DIGITAL AGE

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Abstract. *This study examines the strategic resilience of a business as its ability to thrive in times of crisis. The relevance of this topic stems from the war, digitalization, and changes in Ukraine's economy. The study establishes resilience as the foundation of business. A cyclical model has been developed in which digital technologies optimize resources and implement ESG principles.*

Keywords: *strategic sustainability; competitiveness; sustainable development; digital transformation; dynamic capabilities; economic security; systems approach; complex adaptive systems; synergetics.*

This article conceptualizes strategic resilience as a key characteristic of an enterprise, defined not only by its ability to withstand instability, but also by its capacity to maintain strategic continuity, strengthen competitive advantages, and ensure long-term sustainability. The relevance of the study is driven by rapid technological change, economic digitalization, the expansion of platform-based business models, and growing geopolitical and regulatory

pressures affecting modern enterprises, particularly in Ukraine. Military threats, logistical disruptions, currency volatility, and structural economic changes increase uncertainty and require new managerial approaches. In such conditions, traditional strategic management models focused mainly on short-term financial stability are insufficient for sustainable development.

The study aims to substantiate strategic resilience as a system-forming attribute of an enterprise and to develop an integrative model showing its relationship with competitiveness, sustainable development, and digital transformation. The methodological framework is based on the systems approach, the theory of complex adaptive systems, synergetics, dynamic capabilities theory, and approaches related to economic security and ESG-oriented management. The research demonstrates that strategic resilience has a dynamic and adaptive nature, arising from an enterprise's ability to flexibly reconfigure resources, processes, and business models in response to environmental changes.

The article proposes an integrative cyclical model revealing the interdependence between strategic resilience, competitiveness, sustainable development, and digital transformation. Digital technologies are shown to improve managerial efficiency, accelerate decision-making, support ESG implementation, optimize resources, and increase operational transparency. The practical value of the study lies in developing a holistic management framework aimed at enhancing adaptability, innovation, and long-term organizational resilience in the digital economy and conditions of growing global uncertainty.

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Дата надходження статті: 25.04.2026

Дата прийняття статті: 09.05.2026

Дата публікації статті: 31.05.2026