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MECHANISMS FOR ATTRACTING JAPANESE INVESTMENTS IN THE DEVELOPMENT OF INNOVATIONS BY FOOD INDUSTRY ENTERPRISES

МЕХАНІЗМИ ЗАЛУЧЕННЯ ЯПОНСЬКИХ ІНВЕСТИЦІЙ У РОЗВИТОК ІННОВАЦІЙ ПІДПРИЄМСТВАМИ ХАРЧОВОЇ ГАЛУЗІ

Summary. The article reveals the methodological foundations of the formation of strategic guidelines and financial and investment mechanisms for attracting Japanese investments to stimulate the innovative development of enterprises of the food industry of Ukraine. The methodological basis of the study is systemic, institutional and strategic approaches, as well as methods of analysis and synthesis, comparative analysis, generalization and structural-functional modeling. The information base is formed on the basis of official statistical materials, regulations and scientific publications on the problems of investment and innovative development. The obtained methodological provisions can be used as a theoretical basis for further applied research in the field of investment and innovation policy. The proposed approach creates the basis for systematization of instruments of international investment cooperation in the food industry.

Keywords: innovative development; foreign investments; Japanese investments; strategic landmarks; financial and investment mechanisms; food industry; institutional environment.

Анотація. Статтю присвячено дослідженню методологічних підходів до формування стратегічних орієнтирів і фінансово-інвестиційних механізмів залучення японських капіталовкладень для стимулювання інноваційного розвитку вітчизняних підприємств харчової промисловості. Актуальність теми зумовлена потребою активізації інноваційних процесів у харчовій галузі України в умовах обмеженості внутрішніх інвестиційних ресурсів та необхідності інтеграції у глобальні виробничі й технологічні ланцюги. Методологічну основу дослідження становлять системний, інституційний та стратегічний підходи, що дозволяють комплексно оцінити взаємозв'язок між інвестиційною політикою, інноваційним розвитком та галузевими особливостями харчової промисловості. У межах дослідження застосовано методи аналізу і синтезу, логічного узагальнення, порівняльного аналізу, а також структурно-функціонального моделювання для обґрунтування можливих фінансово-інвестиційних інструментів і стратегічних орієнтирів співпраці з японськими інвесторами. Особливу увагу приділено методам адаптації міжнародного, зокрема японського, досвіду фінансування інновацій до умов функціонування українських підприємств харчової промисловості з урахуванням інституційного середовища, регуляторних обмежень та пріоритетів національної економічної політики. Інформаційну базу дослідження сформовано на основі офіційних статистичних даних, матеріалів міжнародних організацій, нормативно-правових актів України та наукових публікацій з проблем інвестицій-

ного та інноваційного розвитку. Отримані методологічні положення можуть бути використані як теоретичне підґрунтя для подальших прикладних досліджень у сфері інвестиційно-інноваційної політики. Запропонований підхід створює основу для систематизації інструментів міжнародного інвестиційного співробітництва у харчовій промисловості. Наукова новизна дослідження полягає в обґрунтуванні інтегрованого підходу до поєднання стратегічних орієнтирів розвитку галузі з фінансово-інвестиційними інструментами залучення японського капіталу.

Ключові слова: інноваційний розвиток; іноземні інвестиції; японські капіталовкладення; стратегічні орієнтири; фінансово-інвестиційні механізми; харчова промисловість; інституційне середовище.

Problem statement. In the context of the transformation of the national economy and the growth of the role of innovations as a key factor of competitiveness, the problem of ensuring sustainable innovative development of food industry enterprises of Ukraine is of particular relevance. Limited domestic financial resources, increased investment risks and structural imbalances in the industry necessitate the search for external sources of financing innovation activities that can not only ensure the inflow of capital, but also facilitate the transfer of modern technologies and management practices.

In this context, a promising direction is the attraction of Japanese investments, characterized by a long-term investment orientation, high standards of corporate governance and significant innovation potential. At the same time, the lack of clearly formed strategic guidelines and effective financial and investment mechanisms for the integration of Japanese capital into the innovation processes of domestic food industry enterprises hinders the effectiveness of such cooperation. Insufficient adaptation of international, in particular Japanese, investment experience to the institutional, regulatory and sectoral conditions of functioning of Ukrainian enterprises increases the need for the formation of methodologically grounded approaches to determining priorities, tools and mechanisms for stimulating innovative development on the basis of international investment partnership. This is what determines the relevance of scientific study of the problem of formation of effective strategic guidelines and financial and investment mechanisms for attracting Japanese investments in the food industry of Ukraine.

Analysis of recent research and publications.

The problems of innovative development and attraction of foreign capital in the agri-food sector have been studied by many scientists. In particular, Rymar O.G., Mazurkevych I.O. [3] focus on the risks of food industry enterprises (physical destruction of infrastructure; disruption of supply chains; loss of sales markets; risks for personnel). O. Hryvkivska, Y. Lupenko, M. Horinnyi reveal the importance of the activities of food industry enterprises. Sychevskiy M.P., Yuzefovych A.E., Kovalenko O.V., Kuts O.I., Luzan Yu.Ya. [4] investigate the strategic importance of technological re-equipment of the food industry to ensure food security, as well as the issue of attracting foreign investment in conditions of high risks. An important contribution to the study

of investor behavior during the crisis was made by specialists of the National Institute for Strategic Studies (NISS), who recorded the positive dynamics of innovation activity of domestic enterprises in 2024 [5]. However, the mechanisms for adapting specific Japanese financial instruments (such as the JCM co-lending mechanism or JBIC credit lines) to the needs of Ukrainian medium-sized businesses in the food sector remain insufficiently studied.

Highlighting previously unresolved parts of the overall problem. Despite the presence of a significant number of scientific studies devoted to the issues of innovative development of enterprises and attraction of foreign investments, the scientific literature does not pay enough attention to the comprehensive substantiation of strategic guidelines and financial and investment mechanisms for attracting Japanese investments, taking into account the sectoral specifics of the food industry of Ukraine. Most of the existing approaches focus on general aspects of investment attractiveness or individual instruments for financing innovations, without forming a holistic methodological model for the integration of Japanese capital into the innovation processes of food industry enterprises. The issues of adaptation of Japanese models of long-term investment, corporate governance and financing of innovations to the institutional and regulatory conditions for the functioning of domestic enterprises remain insufficiently studied. Also, the mechanisms for harmonizing the strategic goals of Ukrainian enterprises with the investment priorities of Japanese partners, which limits the possibilities of effective use of foreign capital for innovative renewal of production, are also considered in fragments. In addition, scientific research does not sufficiently systematize financial and investment instruments that can provide synergy between attracting Japanese investments and stimulating the innovative activity of food industry enterprises. This necessitates further methodological elaboration of these aspects in the context of the formation of an integral system of strategic guidelines for the innovative development of the industry.

The purpose of the article. The article is aimed at substantiating methodological approaches to the formation of effective strategic guidelines and models of financial and investment mechanisms for attracting Japanese investments to stimulate the innovative development of domestic enterprises of the food industry of Ukraine. To achieve this goal, the article

provides for the solution of the following tasks: to analyze theoretical approaches to determining the strategic guidelines for the innovative development of enterprises in the context of international investment cooperation; to systematize financial and investment mechanisms for attracting foreign capital, taking into account the peculiarities of Japanese investment models; to substantiate methodological approaches to the adaptation of the Japanese experience in financing innovations to the institutional and sectoral conditions of functioning of food industry enterprises of Ukraine; to determine the methodological principles for coordinating the strategic goals of domestic enterprises with the investment priorities of Japanese partners; to form conceptual provisions on the use of financial and investment instruments as a factor in stimulating the innovative development of the food industry.

Summary of the main research material. In the current conditions of military and macroeconomic instability, the analysis of the structure and directions of foreign investment in the economy of Ukraine, in particular by strategic partners, is of particular relevance. Japan, as one of the leading global investors and bearer of advanced innovation and management practices, plays a potentially important role in the processes of recovery and modernization of domestic industry [6]. At the same time, the limited open industry statistics necessitate a generalized analysis of the volumes and directions of Japanese investments with an emphasis on the food industry as a strategic sector of the economy. In this context, Table 1 reflects the approximate dynamics and sectoral orientation of Japanese capital in Ukraine in 2022–2025, which allows us to outline the existing trends and investment potential of the industry.

The presented data show that in 2022–2025 Japanese investments in Ukraine were mainly directed to

industry and infrastructure, while the participation of the food industry was indirect and was associated with agro-processing, logistics and technological renewal of production. At the same time, from 2024–2025, there is the formation of institutional and financial prerequisites for the intensification of investments in the food industry, which opens up opportunities for the introduction of innovative technologies and the integration of Japanese capital into the strategic development of enterprises [7]. The food industry of Ukraine is one of the key sectors of the economy, which provides the domestic market with food and significant export potential [8]. It is one of the key components of the industrial sector of Ukraine. According to the government, it accounts for almost 20% of all industrial production, which emphasizes its significant role in ensuring food security and economic stability (Table 2). Production volumes changed under the influence of economic conditions and the war: in the first quarter of 2025, the output of food industry products decreased by 12.3% compared to the same period in 2024, reflecting an overall decline in industrial production in the country. The peculiarities of the regional development of the industry are confirmed by the data of the Lviv region, where in 2024 there were 436 enterprises in the production of food, beverages and tobacco products, which is several units more than in 2023, and makes up a significant part of the industrial activity of the region.

However, G. Boikivska, G. Mokhonko, R. Andrushkiv, L. Lytvynova, and O. Guk [1] in their research, they emphasize that the development of innovations in this area is constrained by limited financial resources, outdated technologies and insufficiently formed mechanisms for attracting foreign capital (Table 3). In these conditions, it is especially important to study theoretical approaches to

Table 1 – Approximate distribution of Japanese investments in the economy of Ukraine with an emphasis on the food industry in 2022–2025

Year	Total volume of Japanese investments in the economy of Ukraine, million dollars USA	Main areas of investment	Share/role of the food industry	Characteristics of the participation of Japanese capital
2022	≈140	Industry in general, logistics, mechanical engineering	Low (episodic projects)	It is preferable to maintain presence; New investments are limited due to war risks
2023	≈300	Industry, infrastructure, agro-processing	Temperate (due to agri-food chains)	Indirect participation in the food industry through processing and supply projects
2024	Part of ≈125 (investment guarantees and loans, EUR)	Infrastructure, industrial recovery, agricultural sector	Growing (preparatory investments)	Support for production modernization, technological renewal, food logistics
2025	>246	Economic recovery, industrial innovation	Potentially high (innovative projects)	Creating conditions for long-term investments in the processing and food industry

Source: compiled by authors under [6; 9–10]

Table 2 – Main indicators of the food industry of Ukraine (2022–2025)

Indicator	Period			
	2022	2023	2024	2025 (I Half a year)
Share of the industry in the structure of industrial production, %	—	—	≈20 %	≈20 %*
Changes in the volume of food production	—	—	—	–12,3 %*
Number of enterprises in Lviv region	≈390	425	436	—
Production trend	Fall	Stabilization	growth of local volumes	Decline

Source: compiled by authors under [5–7]

Table 3 – Theoretical approaches to determining strategic guidelines for innovative development of enterprises in the context of international investment cooperation

Approach	Main idea	Adaptation to the food industry	The role of international investment
System	Enterprise Development as an Interaction of Internal Resources and the External Environment	Creation of an integrated system of innovative processes, including production, R&D, logistics	Investments provide technological and financial resources for modernization
Institutional	The Influence of Formal and Informal Institutions on the Development of Enterprise	Taking into account regulatory norms, food quality standards, state support	Investors assess the investment climate, risks and protection of rights
Resource-Oriented	Use of unique resources and competencies to achieve competitive advantages	Involvement of modern processing technologies, management competencies and innovative materials	International investments strengthen the resource base of enterprises
Strategic	Aligning corporate goals with external capabilities	Formation of long-term goals for the development of production, product portfolio and exports	Japanese Investors Ensure Stability of Innovation Financing and Technological Support

Source: formed by the authors according to [2–4; 10]

the formation of strategic guidelines for the innovative development of enterprises focused on effective international investment cooperation, in particular with Japanese investors, who are distinguished by a long-term investment orientation and high standards of corporate governance.

The study of theoretical approaches shows that for food industry enterprises, strategic guidelines for innovative development should be formed taking into account the synergistic effect of internal resources, institutional environment and external investment opportunities. For Kovalenko, O.V. and Kotkova, N.S. [2] particular emphasis should be placed on the integration of foreign investments into the system of innovative processes to modernize production and increase competitiveness in the domestic and foreign markets. This approach creates a methodological basis for the further formation of effective strategic guidelines and financial and investment mechanisms to stimulate the innovative development of the food industry of Ukraine. The integration of Japanese investments into the system of innovative development of food industry enterprises in Ukraine requires a clear understanding of financial and investment mechanisms that ensure the effective use of capital, technology transfer and management

practices (Table 4). In modern scientific literature, there are several groups of instruments for attracting foreign investment, which can be adapted to the peculiarities of Japanese investment models:

The analysis of financial and investment mechanisms demonstrates that the effective attraction of Japanese investments in the food industry of Ukraine requires an integrated approach that combines direct investments, credit and grant instruments, venture programs and technological leasing. These mechanisms should be integrated into the system of strategic guidelines of food industry enterprises, ensuring the coordination of investment priorities of Japanese partners with the internal innovation needs of enterprises. This approach allows not only to attract financial resources, but also to contribute to technological modernization, increasing productivity and competitiveness of the Ukrainian food industry in the international market. Japanese investment practices are traditionally focused on long-term partnerships, technology transfer and high-level corporate governance, which makes them effective for the innovative development of enterprises, in particular in priority sectors. Taking these aspects into account when adapting to Ukrainian realities is not only borrowing mechanisms, but also their

Table 4 – Financial and investment mechanisms for attracting Japanese capital to the food industry of Ukraine

Group of mechanisms	Examples of tools	Features of adaptation to the food industry	Impact on innovative development
Foreign Direct Investment (FDI)	Joint ventures, stock acquisitions, venture capital investments	Long-term partnership, introduction of modern processing technologies, quality control	Provides financing for production modernization and R&D
Loans and loans from Japanese financial institutions	Bank loans, JICA (Japan International Cooperation Agency) credit lines, export financing	Programs to support equipment modernization, technological renewal	Contribute to the introduction of innovations in production and logistics processes
Financial grants and subsidies	JETRO (Japan External Trade Organization) programs, technology grants	Support for the modernization of laboratories, R&D centers and HACCP systems	Stimulate research and development of new food products
Venture and investment funds	Joint venture funds for the food and processing industry	Investing in startups, innovative projects in the early stages	Ensure the rapid commercialization of new technologies
Leasing and rental of equipment	Financial leasing of modern Japanese equipment	Access to high-tech equipment without significant initial capital	Increases technological level of production and productivity

Source: compiled by the authors at [5–9]

synchronization with local institutional conditions. Methodologically, it is advisable to carry out adaptation on the basis of a combination of the following approaches: 1. A systematic approach that considers investments as a component of an open innovation system of an enterprise in the food industry is a source of technology, knowledge and financing. 2. An institutional approach that focuses on the formation of a favorable legal environment, quality standards and protection of investors' rights – important factors in attracting capital from Japan. 3. A strategic approach to aligning the goals of the enterprise and the investment priorities of partners, which ensures the long-term viability of projects and their innovative orientation. Such methodological coordination will contribute not only to the attraction of capital, but also to the integration of the latest technologies into the production processes of the food industry. Coordination of strategic guidelines of Ukrainian enterprises with the investment priorities of Japanese partners should be based on the following interrelated principles: 1) models of bilateral strategic dialogue, which provide for the creation of platforms for determining common development goals, innovation priorities and investment parameters; 2) joint planning

and R&D programs, which allows the formation of investment projects with joint responsibility for risks, distribution of profits and results of innovative activities; 3) risk management frameworks that take into account the specifics of the food industry and potential macroeconomic fallouts, in particular those caused by external economic shocks and war risks. The methodological principles should be formalized in the corporate strategic documents of enterprises, which will allow planning and implementing investment and innovation initiatives consistently and consistently. Accordingly, in Table 5, we will focus and group conceptual provisions on financial and investment instruments.

Modern statistical dynamics of the food industry of Ukraine demonstrates both potential opportunities and systemic challenges in terms of production growth and innovative transformations. The integration of financial and technological resources through Japanese investment models should become one of the key strategic directions of the industry's development. Taking into account the above, we can offer a conceptual model of financial and investment mechanisms for attracting Japanese capital to stimulate the innovative development of food

Table 5 – Main financial and investment mechanisms for attracting foreign capital

Tool	Mechanism	Expected effect
Foreign direct investment (FDI)	Joint ventures, long-term projects	Stimulation of modernization, introduction of technologies
Credit resources of international institutions	Loans, credit lines for innovative projects	Financing of equipment upgrades
Specialized grants	R&D support programs	R&D and standardization support
Venture Capital Funds	Investing in startups	Commercialization of innovations
Technology leasing	Rental of modern equipment	Access to high-tech facilities

Source: grouped by authors by [7–10]

industry enterprises in Ukraine. This model ensures the alignment of strategic goals of enterprises with the investment priorities of Japanese partners, increases the efficiency of capital attraction and stimulates innovative transformation of production. The model is based on three integrated levels that ensure the systematic implementation of foreign investments in innovative development and the structure of financial and investment mechanisms (Fig. 1, Table 6). In particular: 1. Strategic synchronization: key goals of enterprise development are defined: modernization, new products, export potential; are consistent with the investment goals of Japanese partners: long-term investments, technological support, corporate governance. 2. Institutional and methodological adaptation: the legal, organizational and methodological framework for attracting investments is formed; Quality, certification, and corporate governance standards are taken into account, which is important for Japanese investors. 3. Implementation of financial and investment mechanisms: specific instruments are used: direct investments for modernization of production, loans for

technological renewal, grants for R&D, venture funds for commercialization of innovations and equipment leasing; the integration of financial resources into the production and innovation processes of the enterprise is ensured.

The model integrates strategic, institutional, and operational components, reflecting a comprehensive approach to attracting foreign capital. It allows you to align the innovation priorities of Ukrainian enterprises with the investment goals of Japanese companies, which is key for long-term development.

The use of various financial and investment instruments creates a system of stimulating innovative development, which takes into account technological, financial and organizational aspects of the functioning of food enterprises.

Conclusions. Analysis of the state of the food industry of Ukraine in 2022–2025 confirms the preservation of its strategic role in the economy despite military and macroeconomic challenges. Partial stabilization of production, resumption of investment activity and adaptation of business entities indicate the presence of potential for

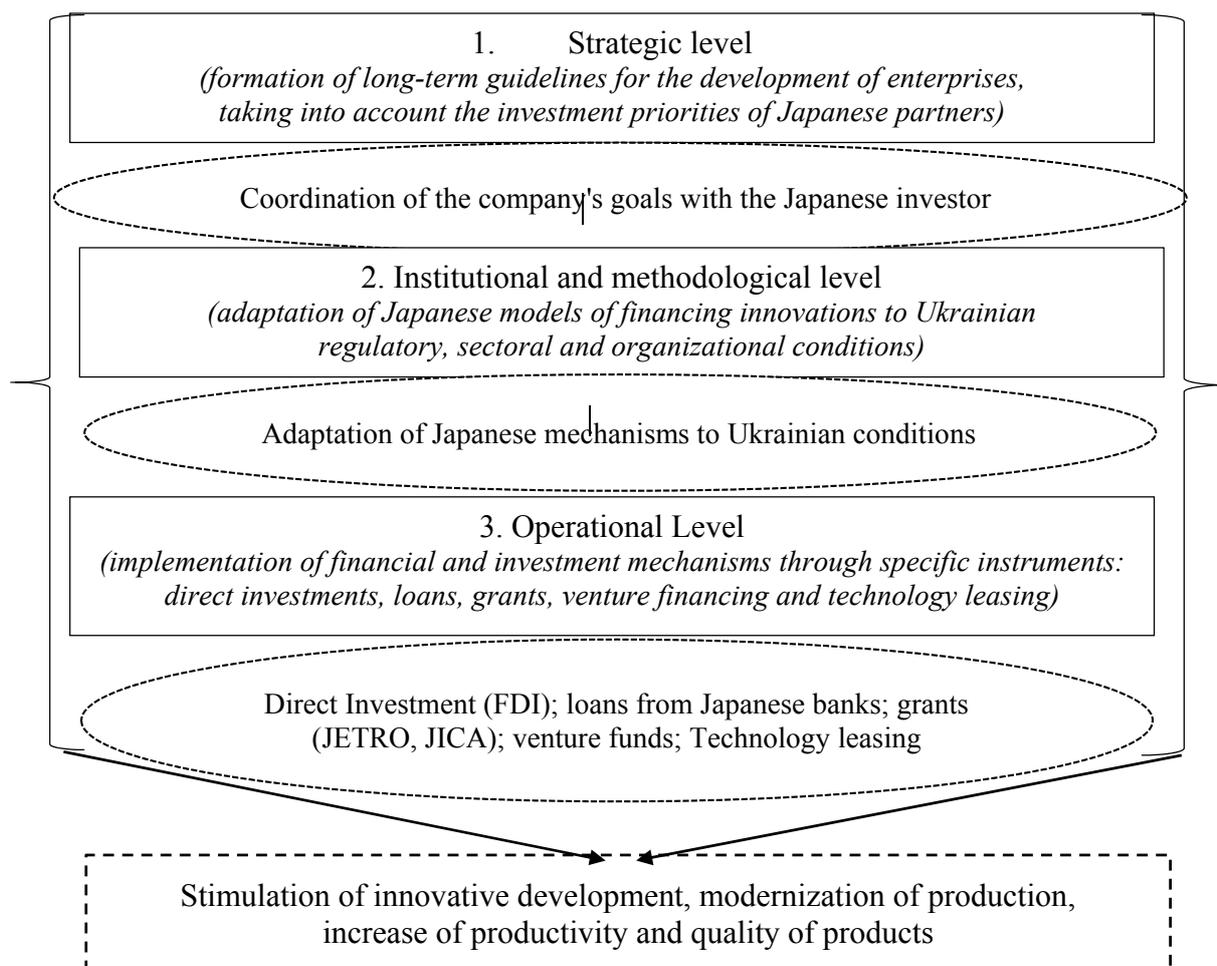


Figure 1 – Conceptual structure of financial and investment mechanisms for attracting Japanese capital to stimulate innovative development of food industry enterprises of Ukraine

Source: generated by the authors

Table 6 – Structure of financial and investment mechanisms of the model

Model level	Mechanism	Tools	Expected effect on innovative development
Strategic	Coordination of the company's goals with the investor	Joint strategic planning, identification of R&D priorities	Ensuring the long-term stability of innovative projects
Institutional and methodological	Adaptation of Japanese financing models	Development of local procedures for attracting investments, compliance with legislation, product certification	Minimizing risks, increasing attractiveness for Japanese investors
Operating	Implementation of investments	– Foreign Direct Investment (FDI) – Japanese Bank Loans – Grants (JETRO, JICA) – Venture Funds – Technology Leasing	Modernization of production, technology transfer, increase of productivity and product quality

Source: grouped by authors

development, which at the same time requires systemic innovative transformations. The effective use of Japanese models of financing innovations involves a combination of systemic, institutional and strategic approaches and their adaptation to the specifics of domestic enterprises. Alignment of long-term goals of Ukrainian companies with the priorities of Japanese investors, the use of risk management tools and the integration of various

financial and investment mechanisms (FDI, loans, grants, venture capital, technology leasing) form the basis for modernizing production and increasing the competitiveness of the industry. Thus, a complex combination of empirical results and financial and investment instruments creates the basis for the formation of a model of innovative development of the food industry of Ukraine, taking into account the potential for attracting Japanese capital.

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