

**MODIFICATION OF GLOBALIZATION-AND-INNOVATION MODEL OF  
WORLD ECONOMY ON THE BASIS OF SUSTAINABLE DEVELOPMENT: NEW  
DIMENSIONS OF COMPETITIVENESS**

The system synergistic interaction of globalization and innovative development makes it possible to determine the current model of the world economy as globalization-and- innovation model and allows us to present it as a «double helix» which components such as globalization and innovation reinforce one another through connections based on an innovative competition. Positive feedback between the elements of globalization-and- innovation model of «double helix» allows entities to implement the integration of the world economy competitive advantages of participation in the system of globalization processes.

However, innovative processes that occur in a globalized economy based on market mechanisms and incentives create real prerequisites violation of the principles of economic, ecological, social security of national economies of the world and society in general. The conclusion about the need to modify the current globalization-and-innovation model of the world economy by transforming the «double helix» in «triple helix» with the inclusion of a third component — the sustainable development and global social responsibility as its integrated tool insured the stability of the model. Implementation of the principles of global social responsibility can neutralize the negative effects of the market mechanism creating innovation and maximize the positive effects of systemic globalization of innovations sphere.

Convert global social responsibility to the attribute of updated globalization-and-innovation model of the world economy requires a strategic approach based on the concept of global sustainable competitiveness. This approach at the micro and macro level can provide the National strategy of business social responsibility.