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**USING THE HACKATHON ECOSYSTEM  
FOR SOCIAL AND PROFESSIONAL INTEGRATION OF YOUTH  
IN THE FRAMEWORKS OF STRUCTURAL AND SOCIAL CHANGE**

*This article tackles a wide range of issues related to social and professional adaptation of youth in the context of structural and social transformations. It is observed that currently, the employment and occupation challenges remain among the most critical objectives to be attained and need to be resolved as soon as possible. It is argued that the objective reality of modern social relations is the constantly changing labor market environment; moreover, the current situation in the employment sector significantly complicates the situation for young people. In particular, it is emphasized that the labor market puts young professionals in the system of fierce competition with professionals who already have work experience. Ultimately, transformations in various fields – social, economic and political system of fierce competition – have caused a decline in the social value of labor for many young people that has resulted in moral degradation and triggered social pessimism – a disbelief that they will be ever able to get an interesting job that is paid fairly which translates into polarization between effort and wages, which in fact often differ. A survey of graduates conducted in the frameworks of the University Hackathon Ecosystem has revealed the quantitative and qualitative characteristics of future professionals and their ability to integrate into the social environment. Processing of research outcomes using the tools of mathematical statistics to obtain values with estimated availability and reliability has demonstrated the validity of the developed favourable organizational and pedagogical environment in the university. In this context, consistent implementation of this organisational and pedagogical paradigm ensures the highest effectiveness of adaptation to professional activities based on education values as well as social integration readiness. The proposed model of promoting professional partnership-based adaptation of students between the university and social institutions and organizations characterizes the pre-working period of educational and professional adaptation. It is assumed that enhancing the students' adaptation to professional career will help would be professionals find confidence in their abilities and become competitive in the labor market, reinforcing new values of professional self-development and professional development, and facilitate further integration into society. It is argued that the use of traditional labor socialization methods is not always sufficient to attain relevant professional maturity which is associated with different character and motivation to professional activity. The findings verify that some young people are engaged in non-professional activities, some work in the profession but do not seek to develop their professional skills, there are also cases of discrimination against young people by the older generation which refer to professional growth opportunities. An experiment based on the University Hackathon Ecosystem provides argument that the professional socialization of individuals assumes a certain time period to enter the professional environment, gain professional experience, master the standards and values of the professional community, as well as the process of accumulation and active implementation of personal professional experience.*

**Keywords:** *Hackathon ecosystem; socio-professional integration of youth; structural and social change; university.*

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**ВИКОРИСТАННЯ ХАКАТОН-ЕКОСИСТЕМИ  
ДЛЯ СОЦІАЛЬНО-ПРОФЕСІЙНОЇ ІНТЕГРАЦІЇ МОЛОДІ  
В УМОВАХ СТРУКТУРНО-СОЦІАЛЬНИХ ЗМІН**

У статті висвітлено низку питань, що пов'язані із соціально-професійною адаптацією молоді в контексті структурно-соціальних трансформацій. Зазначено, що проблеми працевлаштування та зайнятості населення залишаються на сьогодні одним із найважливіших завдань та потребують якнайшвидшого вирішення. Визначено, що об'єктивною реальністю сучасних суспільних відносин є постійно змінюванні умови ринку праці, а наявна ситуація у сфері праці та зайнятості суттєво ускладнює становище молоді. Зокрема, наголошується, що ринок праці ставить молодих спеціалістів у систему жорсткої конкуренції з фахівцями, які вже мають досвід роботи. Крім того, акцентується, що трансформації в різних сферах – суспільній, економічній та політичній – призвели до того, що наслідком падіння соціальної цінності праці для значної частини молодих людей стала не лише моральна деградація, а й соціальний песимізм – зневіра в те, що вони будь-коли зможуть отримати цікаву роботу, що справедливо оплачується, тобто спостерігається поляризація витрачених зусиль та оплати праці, які фактично дуже часто розходяться. Проведене на базі Хакатон-екосистеми університету опитування випускників виявило кількісні та якісні характеристики майбутніх фахівців та їх можливості інтеграції в соціальне середовище суспільства. Оброблення результатів дослідження за допомогою апарату математичної статистики з метою отримання величин, що мають доступність і надійність, показали обґрунтованість розроблених організаційно-педагогічних умов в університеті, при цьому комплексна реалізація організаційно-педагогічних умов забезпечує найбільшу результативність адаптації до професійної діяльності на основі ціннісних орієнтацій освіти, а також готовність до інтеграції в соціумі. Запропонована модель сприяння професійній адаптації студентської молоді в умовах партнерської взаємодії університету із соціальними установами та організаціями характеризує довірочний період навчально-професійної адаптації. Припускається, що підвищення ступеня адаптованості студентської молоді до професійної діяльності допоможе знайти молодим спеціалістам впевненість у своїх силах і стати конкурентоспроможними на ринку праці, утверджуючи нові цінності професійного саморозвитку та професійного вдосконалення, підвищити рівень інтеграції до соціуму. Підкреслюється, що використання традиційних форм трудової соціалізації не завжди є достатнім для досягнення високого рівня професійної зрілості. Це пов'язано з тим, що деяка частина молоді зайнята непрофесійною діяльністю, хтось працює за фахом, але не прагне досягти професійної майстерності, також спостерігаються випадки дискримінації молоді з боку представників старшого покоління щодо можливостей їх професійного зростання. Проведений експеримент на базі Хакатон-екосистеми університету довів, що професійна соціалізація особистості передбачає процес входження індивідів у професійне середовище, засвоєння професійного досвіду, оволодіння стандартами та цінностями професійної спільноти, процес активної реалізації власного професійного досвіду, що накопичується.

**Ключові слова:** Хакатон-екосистема; соціально-професійна інтеграція молоді; структурно-соціальні зміни; університет.

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### ИСПОЛЬЗОВАНИЕ ХАКАТОН-ЭКОСИСТЕМЫ

## ДЛЯ СОЦИАЛЬНО-ПРОФЕССИОНАЛЬНОЙ ИНТЕГРАЦИИ МОЛОДЕЖИ В УСЛОВИЯХ СТРУКТУРНО-СОЦИАЛЬНЫХ ИЗМЕНЕНИЙ

В статье обсуждаются вопросы, связанные с социально-профессиональной адаптацией молодёжи в контексте структурно-социальных трансформаций. Отмечено, что проблемы трудоустройства и занятости населения остаются на сегодняшний день одной из важнейших задач и требуют скорейшего решения. Определено, что объективной реальностью современных общественных отношений являются постоянно изменяющиеся условия рынка труда, а сложившаяся ситуация в сфере труда и занятости существенно усложняет положение молодёжи. В частности, отмечается, что рынок труда ставит молодых специалистов в систему жёсткой конкуренции со специалистами, уже имеющими опыт работы. Кроме того, акцентируется, что трансформации в разных сферах – общественной, экономической и политической – привели к тому, что следствием падения социальной ценности труда для значительной части молодых людей стала не только моральная деградация, но и социальный пессимизм – утрата веры в то, что они когда-либо смогут получить интересную работу, которая справедливо оплачивается, то есть наблюдается поляризация затраченных усилий и оплаты труда, которые фактически очень часто расходятся. Проведённый на базе Хакатон-экосистемы университета опрос выпускников выявил количественные и качественные характеристики будущих специалистов и их возможности интеграции в социальную среду общества. Обработка результатов исследования с помощью аппарата математической статистики с целью получения величин, имеющих доступность и надёжность, показали обоснованность разработанных организационно-педагогических условий в университете, при этом комплексная реализация организационно-педагогических условий обеспечивает наибольшую результативность адаптации к профессиональной деятельности на основе ценностных ориентаций образования, а также готовность к интеграции в социум. Предложенная модель содействия профессиональной адаптации студенческой молодёжи в условиях партнёрского взаимодействия с социальными учреждениями и организациями характеризует допроизводственный период учебно-профессиональной адаптации. Предполагается, что повышение степени адаптированности студенческой молодёжи к профессиональной деятельности поможет обрести молодым специалистам уверенность в своих силах и стать конкурентоспособными на рынке труда, утверждая новые ценности профессионального саморазвития и профессионального усовершенствования, повысит уровень интеграции в социум. Подчёркивается, что использование традиционных форм трудовой социализации не всегда достаточно для достижения высокого уровня профессиональной зрелости. Это связано с тем, что некоторая часть молодёжи занята непрофессиональной деятельностью, кто-то работает по специальности, но не стремится достичь профессионального мастерства, также наблюдаются случаи дискриминации молодёжи со стороны представителей старшего поколения относительно возможностей их профессионального роста. Проведённый эксперимент на базе Хакатон-экосистемы университета доказал, что профессиональная социализация личности предполагает процесс вхождения индивидов в профессиональную среду, усвоение профессионального опыта, овладение стандартами и ценностями профессионального сообщества, процесс активной реализации собственного накапливающегося профессионального опыта.

**Ключевые слова:** Хакатон-экосистема; социально-профессиональная интеграция молодёжи; структурно-социальные изменения; университет.

**Introduction.** Changes in the spheres of public life in Ukraine in the period 2019-2020 had ambiguous consequences [7]. From the point of view of A. Stoltzfus, M. Rosenberg, H. Lapp, in the world on the one hand there was a renewal of public institutions, transformation of value orientations, imperfections in the functioning system were clearly marked, new promising directions of development were revealed [1]. On the other hand, the crisis phenomena associated with the conditions of the pandemic deepened a number of problems in the economy, politics and socio-cultural environment [2]. Young people in this situation were in a vulnerable position [3]. According to many scientists (I. Grishchenko, T. Zhurko) Any changes in the external environment aggravate problems related to the integration of young people in society, as they constitute a threat to both the reproduction of individual personalities and the reproduction of existing social structures [4; 5].

The global increase in volatility of the global financial system 2019–2020 has largely affected Ukraine. This is a time of economic turmoil and change, entailing the same phenomena in the political and social spheres. During this time period, according to W. Taylor, in most countries, long-standing problems, which were often discussed at the highest level, escalated, but no specific actions to resolve them were taken [6].

The years 2019–2020 cannot be called stable both for Ukraine and for the international community. The deterioration of the economic situation in Ukraine began in 2014, worsened with the emergence of the Covid-19 pandemic. All this led to: a significant increase in the cost of imports, reduction of exports to most countries, a large percentage of the inflation rate, a drop in the GDP indicator and overall economic growth, an increase in the proportion of poor and low-income citizens [8]. According to the monitoring of the socio-economic situation and the well-being of the population in 2021 50% of the citizens of Ukraine noted a decrease in the standard of living. Significant increases in the cost of consumer goods, utility bills, as well as treatment and recreation (including overseas), led to a decrease in the quality of life, making the situation of the weakest social groups most difficult [9].

One of them is young people, an age group that is a receiver of accumulated experience and a potential bearer of the image of the future society. The transition from one age position to another entails changes both physical and spiritual-psychological [10]. During this period a person begins to integrate and fit into the existing social structure. Entering the society, according to many scientists: V. Scherbak, S. Arabuli, N. Krakhmalova, I. Goncharenko, L. Hanushchak-Yefimenko, forces young people to sympathize with dynamic social movements, this does not always have a positive effect on both young people and society as a whole [11–14]. This group is motivationally disconnected from the political process, they do not yet have fixed interests and views of economic, values available to established adults, they can be easily changed by influencing from the outside.

Social integration is the act of embedding a person in the social environment with the subsequent unification, binding and harmonization of structural components. It is at the heart of the creation and development of society, in the absence of this process, the transfer of social experience of society will be stopped and lead to chaos [13]. Youth is a kind of reserve, the activation of which directly depends on successful integration into society, because the hidden forces of a nation can be mobilized only if they are united. This is a group experiencing a period of social maturity, whose position is determined by the socio-economic state of society [14]. In the process of social integration, which comes at a time of crisis phenomena in the economic sphere of the country, young people face a number of problems.

In the period from 2019 to 2021 the main direction of the state policy was the stabilizing influence on the economic sphere, other, not less important components, including the youth policy of Ukraine, received comparatively less attention. A tendency of blurring and further loss of the national idea took shape. Youth problems merged with the general difficulties of each individual

and the problems of the state as a whole [15]. The difficult situation has put the new generation in a deadlock, the list of priority specialties for young people has changed, employment opportunities have decreased. For example, in the field of IT, previously recognized as very promising, there is a serious oversaturation; certified doctors, economists and lawyers, it is also difficult to find a job. At the same time there is a shortage of engineers, production workers, technologists, real consumer opportunities have decreased, and inaccessibility of some services, including educational ones, has strengthened.

The purpose of this article is to propose a model for using the Hackathon ecosystem to assess the level of socio-professional integration of young people under conditions of structural and social change. The collection and processing of data for use in this model was carried out on the basis of the Kyiv National University of Technologies and Design (KNUTD) in 2021.

**Materials and methods.** The model of using the Hackathon ecosystem to assess the level of socio-professional integration of young people in conditions of structural and social change is based on the use of economic and statistical methods of processing collected at the Kyiv National University of Technologies and Design in 2021.

**Results and discussion.** In the course of the process, the integration of a person into society becomes more difficult. Changes in any system are a factor affecting the social integration of this age group. Changes in the economy have not only affected the state of the national economy, but have also tangibly complicated the role systems that accompany the integration of youth into society. These changes have become more ramified and extensive, requiring different and often contradictory roles. Often leading to social insufficiency among youth. Social insufficiency refers to the impairment of the ability to perform so-called "social roles. Access to developmental resources is limited, leading to a contradictory situation in which the desire for self-actualization conflicts with available opportunities. This process impedes the growth of status in all spheres, most of all in education and the system of labor relations.

Education is a mechanism that promotes the development of young people. It helps them move up the social ladder and integrate into society. However, economic turmoil has affected education in Ukraine as well, bringing significant difficulties to the implementation of the learning process. The reduction in funding of educational institutions, low salaries of the sphere workers, leads to the gradual destruction of the system of public education, and the introduction of commercial relations, in a situation of sharp impoverishment of the population significantly limited the social advancement of a number of groups of the young generation [14].

According to the latest data, the level of officially registered unemployment among the economically active population has increased by 0.1% to 1.4%, while in 2019 it was 1.3%. This trend also affects the youth unemployment rate [12; 15]. The crisis in the financial market, the bankruptcy of many enterprises, the destruction of many industries and the general decline in its volume (as a result of the cessation of financing a number of industries, predominantly occupied by young people), the increased requirements for the hired employee led to a natural increase in the number of unemployed, including among young people.

Low wages, the presence on the labor market of more qualified representatives of other age groups, inadequate requirements of employers concerning seniority, qualifications, and skills – reduce employment opportunities and have a negative impact on the professional orientation of young citizens who have not yet worked. As a result, it leads to the regression of labor opportunities, changing the direction of the integration movement towards the criminal sphere. It should be noted that the student environment is criminalized faster than any other youth groups.

It is also noteworthy that in Ukraine in 2020 the number of young citizens who are not looking for their main job, but for additional work, has increased. The reason is dissatisfaction with salaries among the employed. Of course, part-time work gives the opportunity to get more financial

means, but it negatively affects the rhythm of life, health. The need to spend most of the time on part-time work affects the quality of education of young people studying at a university or other institution. This can be seen in the steady increase year by year in expulsions for failing grades.

In 2019–2020, opportunities to improve qualifications have also decreased among young people, which means that the chances of getting a higher salary and career advancement in the future have decreased. Because of dissatisfaction with the lack of prospects, decreased opportunities to get a job in their specialty, due to the imperfections of the vocational education system, and large-scale job cuts, personnel are being redistributed from manufacturing to distribution and sales.

Even more limited are the opportunities for young people in the field of entrepreneurship. After all, in order to start a business and succeed in it, you need start-up capital, which for many reasons young people do not have. Loans are not an option, since many young people do not meet the criteria for an agreement with a credit organization, while others find the bank's conditions unprofitable. Entrepreneurial activity is considered the most preferable occupation, but many do not have the opportunity to do business. Things are also difficult for many young people who have managed to open a business. The burgeoning business activity of Ukrainian youth faces the hardships of taxation, corruption, and other problems, which are the main obstacles to legal entrepreneurship.

The processes of social integration introduce young people into modern society, but the correspondence of expectations and realities of attainable status positions in transitional moments are sharply opposite and contrasting. The need to consolidate the status role position and the reduction of the possibility of its implementation, is one of the problems most clearly manifested in moments of instability [15].

Undervalued labor, lack of decent wages, weak social guarantees contribute to the outflow of young professionals abroad, reduce interest in education, lead to the development of shadow business. The consequence is the aggravation of the criminal situation in the country: the number of economic and other types of crimes is growing, alcoholism and drug addiction are spreading, life expectancy is decreasing, mortality is increasing - this contributes to the degeneration of the nation.

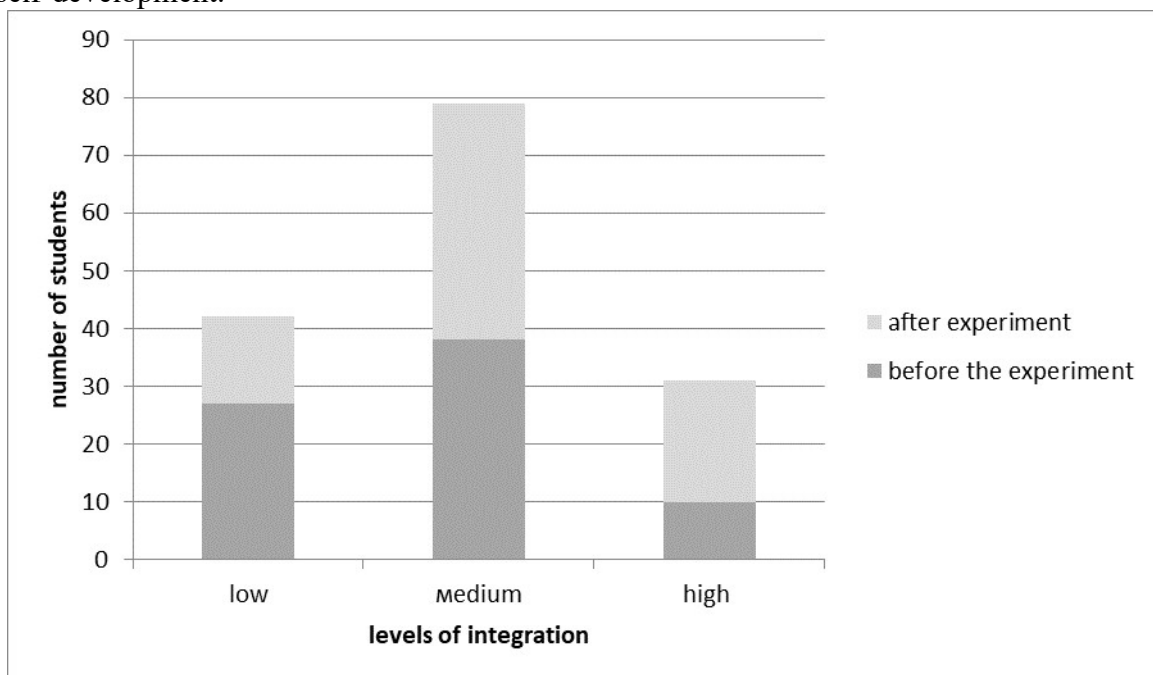
The housing problem of young people is particularly important and directly affects many social indicators. Most young families face the problem of purchasing housing, but in the period 2019–2020 there was a significant aggravation of it. This is caused by a reduction in the volume of construction, the abandonment of the practice of providing free housing by the state and its inaccessibility due to the high cost in the free market. The dependence of the demographic situation on the housing conditions of young families is obvious. As the social integration of young people in socio-economic conditions has a noticeable impact on the demographic situation and the planning of marriage and family relations. The lack of demand for young people, material problems, force to postpone for the future the issues concerning the family and future children [11]. This leads to a decline in the birth rate. There is not just a decrease in the reproduction of the population, but a movement to negative indicators of the demographic balance.

In 2019–2020 young people have become the most vulnerable category of the population. After all, the "starting" conditions of entry into society are significantly worsening. Obviously, in the absence of stability and inability to realize their own potential, the biological beginning of man begins to actively manifest itself. According to sociological research, the transformation of spiritual condition leads young people to egoistic activism and such a form as "ethicism" (in this case moral values are perceived pragmatically), as well as "praxism" (human existence is subordinated to the world of things). At the core of egoistic activism is a destructive attitude: "the end justifies the means," implying the rejection of any principles, norms, social laws for the sake of approaching and subsequent achievement of the set task. This paradigm allows us to assert the destructive effect of egoistic activism. And after all, young people exposed to this condition, in the future, being in the

managerial ranks, will lead to destructive phenomena up to destruction in any organization, society, and, respectively, in the state. Such states can be overcome only on a personal level, and meaningful, independently formed active life position can serve as a solution to the problem.

Conducted on the basis of KNUTD hackathon ecosystem, the survey of graduates revealed the quantitative and qualitative characteristics of future specialists and their opportunities for integration into the social environment of society. Processing with the help of mathematical statistics apparatus in order to obtain values with accessibility and reliability showed the validity of developed organizational and pedagogical conditions in the university both separately and in complex, at that complex implementation of organizational and pedagogical conditions provides the greatest effectiveness of adaptation to professional activity based on value oriented education, readiness for integration in the society (Fig. 1).

As evidenced by the data of the experiment conducted on the basis of hackathon ecosystem KNUTD today youth problems arise and intensify, which is fraught with further strengthening of the social, political and economic crisis of society. Financing of educational institutions is reduced, support of noneducational organizations stops. All this aggravates the overdue crisis of models of educational and leisure activities. Young people are losing skills of self-organization, self-education and self-development.



**Fig. 1. Readiness to integrate students into society before and after the experiment on the basis of the Hackathon ecosystem KNUTD**

Society is interested in the effective use of young people's pastime. Because leisure is a vast area of their life activity, in which creative, spiritual, creative, working and intellectual potential of young people is realized. Unfortunately, most of the time young people spend on the Internet, watching TV, losing skills of direct social communication and exposed to the media, with its cultivated consumer attitude to reality. The culture of physically active leisure time is being lost.

The desire for self-improvement, cultural, moral enrichment, deep versatile self-development, at the stage of crisis moments in the country, cannot be called a trend among modern Ukrainian youth. Environmental influences, often suspend the movement of young people in this direction, and the opportunities of the media, Internet resources actively used by destructive structures and contribute to the inhibition of the general spiritual and intellectual development.

The young generation, finding themselves in difficult life situations, is sensitive to all the disturbances and often make radical decisions. In recent years the number of suicides among young people has increased. Many are characterized by low self-esteem and have a feeling of being unwanted. There is a direct correlation between suicide and loss of social status, in the period of crises 2019–2020 some young people faced with this process. According to the World Health Organization, in the first nine months of 2020 the suicide rate was 17.7 per 100 thousand people. A sense of tension, risk, and volatility due to the political and economic situation in the state accompanies young people. Awareness of their own helplessness and unfulfillment causes a feeling of despair and indifference to life. As a result, young people seek to escape from reality through alcohol and drugs, various forms of deviation and protest behavior are spread, and the youth environment is criminalized. Dissatisfaction with the state of affairs in the country and general social tensions are also a breeding ground for the spread of extremist and terrorist ideology. Fear and tension arising from the assumption of possible economic and social disasters reduce the adaptive powers of young people, reducing the level of mental and physical health. Young people squander their own potential in an attempt to distract themselves from what is happening around them, and the country loses future specialists capable of developing it and maintaining internal order.

It is necessary to monitor the state of social integration of young people, defining it as the most important element and one of the conditions of social reproduction. A high level of integration is necessary for its successful implementation. The state should closely monitor this process, promoting positive changes, identifying social problems of citizens as the main ones and carefully working out their solution [13]. Young people's incompletely formed attitudes, interests, and priorities are severely influenced by their environment, especially in times of crisis. Deformation, destruction and lack of interest in some, often necessary, internal components of a worthy member of society (the value of the development of moral and ethical qualities, general self-development and self-improvement) can lead the country to further decline. Being the successors of modern leaders, innovators, scientists, without support and assistance from outside, today, will not be able to form a developed, promising, social state in the future.

**Conclusion.** The state of instability in many spheres of social life underscores the need to create effective measures aimed at finding and implementing a mechanism to stabilize systems and development of the country not only in the economic direction. It is important to understand the main problem: failures in the Ukrainian economy at the moment are evidence of insufficient development of human capital. All possibilities for resolving the situation that has arisen will be realized, subject to the support and interest of the state in developing the potential of today's youth. The model of assistance of professional adaptation of student youth in the conditions of partnership interaction of university with social institutions and organizations characterizes the pre-production period of educational-professional adaptation. Improving the degree of adaptability of student youth to professional activities will help young professionals to gain confidence in their abilities and become competitive in the labor market, asserting new values of professional self-development and professional improvement.

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