

45.

3. Diatlova V., Diatlova Yu., Petryk I., Hutareva Yu., Zubro T., Tyshchenko O. Innovative development: model and evaluation method in the context of integration processes. *Management theory and studies for rural business and infrastructure development*. 2021. Vol. 43, no. 1. P. 161-171.

УДК 330

Hnatenko Iryna

Doctor of Science in Economics, Professor

Kyiv National University of Technologies and Design,

Kuksa Ihor

Doctor of Science in Economics, Professor

Simon Kuznets Kharkiv National University of Economics, Kharkiv

## **STABILITY OF THE ECONOMY AND INDUSTRIAL POTENTIAL OF UKRAINE IN THE CONDITIONS OF WAR**

Ukraine continues to regroup under constant criminal strikes, adjusting to life and defense in conditions of war. The mass bombings of the civilian population have once again confirmed that the motivation and ultimate goal of the aggressor is not mythical security, but the destruction of the lives of people who dared to be free and independent. Deliberately causing a humanitarian catastrophe in a European country with a population of 40 million. There are no options in Ukraine except for victory. Therefore, the confrontation will be long. Foreign partners are projected not to want to fight for Ukraine. However, their contribution is also invaluable: in providing weapons, in caring for refugees, in providing humanitarian aid. Powerful financial programs are expected to open. This should give the country the strength to endure.

At present, the key issues are the sustainability of the military economy. The first reaction of the country, as well as the reaction of any organism to a sudden death threat, is based on available reserves. However, the long struggle of the occupiers, especially the victory, requires quality functioning of the whole country. External aid is coming and will be more and more powerful, but it cannot and should not solve all the problems [1-2; 4].

Economic stability is not just about the physical protection of territories. These are high-quality logistics of supply and sales, finances, staffing, effective management in the new conditions, ensuring the continuity of export supplies (if the goods are not important for defense or humanitarian needs). It is very important to promptly identify risks to such stability, to maintain its reserves. Business, communities and the population are united in counteracting aggression. The government's critical task is to provide appropriate support and assistance to the organization. We need to strengthen the food sector. In more peaceful regions of the country, the burden on the food system is growing at times [3; 4].

The most difficult is ahead, when the possibility of evacuating the population from the cities of the East and South of the country will be opened. Businesses and citizens provide support to displaced persons and territorial defense on a volunteer basis. However, this should not destroy their stability, sustainability of commodity supplies, opportunities for processing stocks of agricultural products. The ability of agricultural firms and farmers to start the sowing campaign on time is especially important. It is time to mention the restoration and expansion of the capacity of local agricultural enterprises – bakeries, dairy and meat processing plants, canneries, etc., as well as the capacity for primary processing and storage of agricultural products. By the way, the supply of such equipment is one of the possible areas of support for our country from abroad. It is advisable to pay attention to retail chains. When system markets support work, small shops become less steel. Not always ready to work with payment cards. Information about cases of overpricing is also frequent. The situation

with private pharmacies in Kyiv, which have stopped working en masse, is the first sign. To realize the industrial potential of Ukraine, the Ministry of Economic Development has developed a document of the same name, the main areas of which are four blocks: energy efficiency, technology advancement - Industry 4.0, economic decentralization and smart regulation of industry. The Ministry of Economic Development has identified three priorities in the implementation of the new industrial policy. First, the modernization and growth of industrial production. To this end, the government has already repealed more than 450 obsolete regulations [4; 5].

The Ministry of Economic Development is actively working to increase Ukraine's investment attractiveness at the legislative level and is working on agreements on conformity assessment and acceptability of industrial products with the EU (ACAA agreement). Secondly, regional industrial development and smart specialization, i.e. support of cluster initiatives, development of regional infrastructure, support of business projects and innovations, simplification of access to raw materials. Third, increase the resource efficiency of industry. We are talking about stimulating innovation, facilitating access to investment, introducing waste management practices and creating the foundations of a circular economy [4; 6].

### References

1. Данилишин Б. М. Актуальні завдання монетарної політики для забезпечення відновлення та стійкого зростання економіки України / Б. М. Данилишин, І. В. Богдан // Український журнал прикладної економіки. – 2020. – Т. 5, № 2. – С. 56-69.
2. Кукса І. М. Креативна економіка як елемент інноваційної та стійкої стратегії розвитку України / І. М. Кукса, Т. О. Петухова. // Ефективна економіка. – 2017. – № 12. – Режим доступу: [http://nbuv.gov.ua/UJRN/efek\\_2017\\_12\\_19](http://nbuv.gov.ua/UJRN/efek_2017_12_19).
3. Пузирьова П. В. Актуальні аспекти забезпечення технологічної конкурентоспроможності підприємств в сучасних умовах [Електронний ресурс]

/ П. В. Пузирьова // Ефективна економіка. – 2014. – № 9. – Режим доступу: <http://www.economy.nayka.com.ua/?op=1&z=3365>

4. Смарт-економіка дивиться в майбутнє – Урядовий Кур'єр – газета центральних органів влади України онлайн ([ukurier.gov.ua](http://ukurier.gov.ua))

5. Халіляєва О. В. Сутність та значення економічного потенціалу, його місце в економіці країни: сучасний аспект в умовах сталого розвитку / О. В. Халіляєва, П. В. Пузирьова // Формування ринкових відносин в Україні. – 2021. – № 12 (247). – С. 33-40.

6. Як забезпечити стійкість економіки в умовах війни. <https://niss.gov.ua/news/komentari-ekspertiv/yak-zabezpechyty-stiykist-ekonomiky-v-umovakh-viyny>

UDC 330.341:334.72:338.242

Sova Olena, PhD in Economics, Assistant Professor,  
Senior Research Fellow,  
Ptoukha Institute for Demography and Social Studies  
of the National Academy of Sciences of Ukraine

## **INNOVATIVE VECTORS OF SOCIAL ENTREPRENEURSHIP**

Social entrepreneurship is becoming widespread in the world and in Ukraine. This phenomenon allows us to build a society without a division between business and the public sector, where entrepreneurship creates measurable social value. Social entrepreneurs contribute to a social problem and achieve impact on the society by empowering people, groups and communities. Social entrepreneurship provides an opportunity to simultaneously generate income and solve social problems, creating the conditions for human capacity development.