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## **A SOCIAL SCIENCES**

AA	PHILOSOPHY AND RELIGION
AB	HISTORY
AC	ARCHAEOLOGY, ANTHROPOLOGY, ETHNOLOGY
AD	POLITICAL SCIENCES
AE	MANAGEMENT, ADMINISTRATION AND CLERICAL WORK
AF	DOCUMENTATION, LIBRARIANSHIP, WORK WITH INFORMATION
AG	LEGAL SCIENCES
AH	ECONOMICS
AI	LINGUISTICS
AJ	LITERATURE, MASS MEDIA, AUDIO-VISUAL ACTIVITIES
AK	SPORT AND LEISURE TIME ACTIVITIES
AL	ART, ARCHITECTURE, CULTURAL HERITAGE
AM	PEDAGOGY AND EDUCATION
AN	PSYCHOLOGY
AO	SOCIOLOGY, DEMOGRAPHY
AP	MUNICIPAL, REGIONAL AND TRANSPORTATION PLANNING
AQ	SAFETY AND HEALTH PROTECTION, SAFETY IN OPERATING MACHINERY

## LEGAL GROUNDS FOR LIMITATION OF HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS UNDER THE CONDITIONS OF MARITAL STATE

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**Abstract:** The article examines the legal institution of the restriction of human rights as a necessary and unconditional tool for the functioning of a democratic society. The article deals with the issue of the restriction of human rights under martial law. It was found that the restrictions on rights and freedoms during martial law, as a rule, do not apply to the basic rights of citizens; are limited in scope and time of effect, are applied only on the basis of relevant normative legal acts. It has been studied that martial law means the possibility of legal restriction of the rights and freedoms of citizens and a temporary deviation from the provisions of the Convention on Human Rights and Fundamental Freedoms and the Constitution of Ukraine

**Keywords:** restriction of human rights, rights and freedoms, martial law, freedom, principles, grounds for restricting rights.

### 1 Introduction

The rights and freedoms of a person and a citizen are a fundamental asset of humanity, an important element in the process of formation and socialization of each individual, because they allow him to satisfy his needs and realize his potential in various spheres of social life. The degree of their guarantee determines the degree of democratic development of any society.

A special place in the system of rights and freedoms of a person and a citizen is occupied by constitutional rights and freedoms, which, together with the corresponding obligations, are established mainly laws of each state.

Most of the constitutions of the countries of the world contain norms that establish the legal status of a person and a citizen, the system-forming core of which is the rights and freedoms of both of these subjects. The need to protect natural, inalienable human rights and freedoms, including by the state, is emphasized not only in national constitutions and international legal acts, but also in program documents of various political parties, public movements, and human rights organizations. The state, assuming the duty to protect the rights and freedoms of a person and citizen enshrined in the constitution, at the same time, on the basis of the law and international law, in the interests of national security and protection of public order, resorts to their restriction and even alienation.

Generally recognized and most important civil (personal), political, economic, social, cultural and other rights and freedoms are concentrated in constitutions. In this way, the constitution-giver determines the legal status of a person and a citizen and regulates the activities of all legal entities. Ukrainian legislation at the constitutional level enshrines a set of rights, freedoms and responsibilities of a person and a citizen, the implementation of which ensures the functioning of the state on democratic, social and legal bases. Although constitutional rights and freedoms are endowed with the highest legal force, most of them are not absolute, because their implementation may be limited by law. Such a restriction is allowed in the interests of protecting the health and morals of the population, national security, the territorial integrity of the state, the rights and

freedoms of citizens, as well as to protect public order, prevent crime, and find out the truth during the investigation of a criminal case, if information can be obtained by other means impossible, prevention of disclosure of information obtained confidentially, or to maintain the authority and impartiality of justice.

The relevance of the topic of restriction of the rights and freedoms of a person and a citizen is emphasized by a large number of scientific works of lawyers of the theoretical field of activity. In particular, this problem was studied by O. Osynska, L. Letnyanchyn, I. Savenkova, M. Savchyn, B. Sydorets, O. Skrypnyuk, V. Sorokun, T. Slinko, E. Tkachenko, S. Shevchuk and many other scientists who made a great contribution to the development and solution of this topic.

The majority of these studies concerned only the theoretical aspect of the restriction of human rights. The theoretical and practical analysis of this topic was carried out only in relation to the basic rights of a person and a citizen, which does not allow to take into account the criteria of limiting human rights and freedoms in the conditions of martial law.

### 2 The initial presuppositions

Russia's armed aggression has negatively affected most aspects of the peaceful life of Ukrainians until February 24. Now there are urgent issues of research on the relationship between the interests of the individual and the state, which was considered in many scientific-legal and philosophical-methodological studies. However, the legal nature of special issues regarding the restriction of the rights and freedoms of a person and a citizen in the conditions of martial law remained unexamined, or was not sufficiently researched. Today, the issue of the restriction of human rights and freedoms by the institutions of state power has gained special significance in the context of the idea and practice of legal statehood.

### 3 Methods

The methodology of the chosen problem is a systematic approach, as well as dialectical, formal-logical and structural-functional methods and other general scientific research methods, as well as special legal methods: comparative law and formal law. The methodological basis of the study is theory cognition, its general method of materialist dialectics. The following were used as general scientific research methods: formal-logical and systematic methods.

### 4 Results and discussion

The real and effective implementation of basic human rights and freedoms seems impossible without a clear and optimal (under specific historical conditions) setting the limits of their implementation. As Academician P. M. Rabinovych rightly observes, "the modern, recent history of humanity is the history of the struggle precisely for the limits of human rights (and more specifically, for the legal consolidation and legal interpretation of such limits)" Rabinovych P. M. (1996).

Under the restriction of human rights and freedoms M.V. Savchyn understands the intervention of public authorities in the sphere of private autonomy of an individual solely on the basis of the law, which introduces certain measures aimed at ensuring the balance of private and public interests in order to protect national security, public order, the life and health of other people, and the authority of justice Savchyn M. V (2018).

Thus, M. Savchyna, the following are the main criteria that restrictions on constitutional rights and freedoms must meet:

1. Restrictions based on law. Limitation of fundamental rights is allowed only on the basis of the law, since the people delegate such authority exclusively to the parliament as the highest representative authority. Delegation by the legislator of powers to the government regarding the limitation of fundamental human rights in an unspecified form, without specifying its addressee, terms and means of control is illegal.

2. Compliance with a legitimate purpose. The legal basis for the restriction of human rights is the general recognition of its social necessity, the existence of an urgent need to define the limits of the exercise of subjective rights, taking into account the interests of other persons Savchyn M.V (2019).

Understands the restriction of human rights as the activity of powerful subjects, primarily competent state bodies, to establish limits (restrictions) on the exercise of human rights Rymarenko Yu. (2020).

Taking into account the above, it is worth agreeing with O.V. Skrypnyuk, that the restriction of human rights and freedoms is a regime of temporary general or specific individual suspension or narrowing of the rights and freedoms defined and guaranteed by the Basic Law in the interests of ensuring the rights of other people, as well as ensuring the national security and defense of Ukraine, provided for by the Constitution and laws of Ukraine Skrypnyuk O. V (2011).

Representatives of the constitutional and legal science, researching in detail the issue of limitation of rights, propose to classify them according to various criteria. In particular, by volume they are divided into:

- 1) general, which may apply to all rights and freedoms (for example, from Article 23 of the Constitution of Ukraine such a general restriction follows, such as the requirement not to violate the rights and freedoms of other people);
- 2) special, that is, those that are used in relation to some rights and freedoms (restrictions that are established in conditions of war or emergency, as well as in the interests of national security, and some others);
- 3) separate, in relation to certain rights and freedoms (for example, the presence of a criminal record can be considered a limitation of the right to be elected a people's deputy) Rabinovych P. M. And Havronyuk M. I. (2004).

The armed aggression of the Russian Federation and its full-scale invasion of the territory of Ukraine forced the entire state apparatus and society as a whole to switch to operational functioning under the legal regime of martial law Iasechko S., Ivanovska A., Gudz T., et al (2021).

In general, martial law is a special legal regime that is introduced in Ukraine or in some of its localities in the event of armed aggression, as well as in other cases provided for by law, and provides for the granting of the relevant authorities the powers necessary to repel armed aggression and ensure national security. In this regard, it is also possible to temporarily limit the constitutional rights and freedoms of a person and a citizen due to a threat, with an indication of the period of validity of these restrictions Iasechko S., Kuryliuk Y., Nikiforenko V., et al (2021).

The legal regulation of the protection of human and citizen rights during martial law is regulated by the following normative acts:

1. The Constitution of Ukraine dated June 28, 1996.
2. Decree of the President of Ukraine No. 64/2022 "On the introduction of martial law in Ukraine" dated February 24, 2022 (hereinafter - Decree No. 64/2022).
3. Law of Ukraine "On the Legal Regime of Martial Law" dated May 12, 2015 No. 389-VIII (hereinafter - Law of Ukraine No. 389-VIII).
4. Decree of the Cabinet of Ministers of Ukraine No. 753 "On

approval of the procedure for the involvement of able-bodied persons in socially useful works under martial law" dated July 13, 2011 (hereinafter - Decree No. 753).

5. Law of Ukraine "On Transfer, Compulsory Alienation or Expropriation of Property under the Legal Regime of Martial Law or State of Emergency" dated 05/17/2012 No. 4765-VI.

Protection of legal rights and freedoms of citizens is one of the key duties of the state. However, there are situations when their limitation is unavoidable and is carried out exclusively in the manner and by the means provided by the current legislation.

Article 64 of the Constitution of Ukraine establishes exceptions under which individual restrictions on human rights and freedoms may be established. The introduction of martial law directly acts as such a reason. At the same time, some articles relating to certain rights contain conditions limiting their exercise. For example, Part 3 of Art. 34 (the right to freedom of thought and speech, to the free expression of one's views and beliefs, the right to freely collect, store, use and disseminate information) provides that the exercise of these rights may be limited by law in the interests of national security, territorial integrity or public order, so that to prevent riots or crimes, to protect public health, to protect the reputation or rights of others, to prevent the disclosure of information obtained in confidence, or to maintain the authority and impartiality of justice. In Part 2 of Art. 35 (the right to freedom of worldview and religion) it is determined that the exercise of this right can be limited by law only in the interests of protecting public order, health and morals of the population or protecting the rights and freedoms of other people. Part 2 of Art. 39 (the right to assemble peacefully, without arms and to hold meetings, rallies, marches and demonstrations), which states that restrictions on the exercise of this right may be imposed by the court in accordance with the law and only in the interests of national security and public order, to prevent riots or crimes, to protect public health or protect the rights and freedoms of other people. It seems that the wording of the mentioned restrictions as restrictions on the exercise (or realization) of rights is more accurate in terms of content, since even in the conditions of war or state of emergency, citizens are not temporarily deprived of certain rights, but their full use is temporarily impossible.

As stated in Clause 5, Part 1, Art. 5 of the Law of Ukraine "On the Legal Regime of Martial Law", in the decree of the President of Ukraine on the introduction of martial law, an exhaustive list of the constitutional rights and freedoms of a person and a citizen, which are temporarily limited in connection with the introduction of martial law, with an indication of the period of validity of these restrictions, must be specified, and as well as temporary restrictions on the rights and legal interests of legal entities with an indication of the period of validity of these restrictions. Thus, referring to the Decree of the President of Ukraine No. 64/2022 dated 24.02.2022 "On the introduction of martial law in Ukraine" allows you to determine that "the constitutional rights and freedoms of a person and a citizen, provided for in Articles 30 - 34, 38, 39, 41 - 44, 53 of the Constitution of Ukraine, as well as to introduce temporary restrictions on the rights and legal interests of legal entities within the limits and to the extent necessary to ensure the possibility of introducing and implementing measures of the legal regime of martial law...".

There are the following criteria for classifying the rights and freedoms of a person and a citizen: by subject, by origin, by time of origin, by nature of formation, by type of subject, etc.

However, most of the listed criteria have theoretical significance. Instead, the following classifications of human rights acquire theoretical and practical significance: according to their content and the possibility of their limitation. In particular, according to the possibility of restricting rights and freedoms, absolute rights of a person and citizen are distinguished (those that cannot be restricted in any way under any circumstances) and relative (those that are subject to lawful restriction, as this is allowed by



a democratic society and is necessary in it).

Restriction of human rights and freedoms is a legal institution that consists of a large number of interrelated, mutually agreed norms of constitutional, criminal, civil, administrative, environmental and other branches of law, which establish the order, grounds, conditions, legality, mechanisms for narrowing the content and scope of human rights. In addition, all these legal norms are supplemented by the judicial practice of national courts, as well as the practice of the European Court of Human Rights, which corresponds to the Euro-Atlantic direction of Ukraine's development and part 1 of Article 17 of the Law of Ukraine "On the Implementation of Decisions and Application of the Practice of the European Court of Human Rights", which states that courts must apply the Convention and the Court's practice as a source of law when considering cases.

In the conditions of martial law, some constitutional rights of citizens may be limited in order to more effectively mobilize state resources to counter military aggression. However, the basic constitutional rights of citizens, which are provided for in Art. 24, 25, 27, 28, 29, 40, 47, 61, 52, 55, 56, 57, 58, 59, 60, 61, 62, 63 cannot be limited under any circumstances.

The decision to limit the rights and freedoms of the population is taken by the military command together with other authorities.

Thus, during the legal regime of martial law, the rights provided for by Articles 30-34, 38, 39, 41-44, 53 of the Constitution of Ukraine may be limited or partially limited. The military command may establish restrictions and prohibitions related to the free movement and stay of citizens in a certain area, introduce mandatory verification of documents and inspection of personal belongings, vehicles, cargo, residential and non-residential premises. During martial law, a curfew may be introduced, which restricts citizens from being on the streets at certain times of the day. Citizens who are on military registration may be prohibited from changing their place of residence or stay without the permission of the military commissar or the head of the relevant body of the Security Service of Ukraine or the Foreign Intelligence Service. In the conditions of martial law, property necessary for the needs of the state may be forcibly expropriated from citizens, such as vehicles, agricultural machinery, hunting weapons, etc. The value of alienated property is compensated on the basis of a document containing a conclusion on the value of the property. Compensation can be made immediately or after the end of the legal regime of martial law. Also, in the territory where martial law has been introduced, labor obligation may be introduced, which consists in the performance of work related to the organization of defense and liquidation of the consequences of emergency situations. It is forbidden to involve minors and children aged 14-15 years old, women who have children under 3 years of age, as well as pregnant women, in the event that the performance of such work may negatively affect their health.

In no case can citizens be deprived or restricted from:

- the right to have constitutional rights and freedom equal to others and to be equal before the law;
- the right of a citizen of Ukraine not to be deprived of citizenship and the right to change citizenship, the right not to be expelled from the borders of Ukraine, the right to care and protection from the state during a stay abroad;
- the right to life and the right to protect one's life and health, the life and health of other people from illegal encroachments (necessary defense), the right of every person to appeal to the state to protect their life and health;
- the right of everyone to respect for his dignity and the right not to be subjected to torture, cruel, inhuman or degrading treatment or punishment, the right not to be subjected to medical, scientific or other experiments without his consent;
- the right to freedom and personal integrity, the right not to be arrested or detained other than by reasoned court

decision and only on the grounds and in the manner established by law;

- the right of every arrested or detained person to immediately know the reasons for the arrest or detention, to have the right to defense and to use the legal assistance of a defender from the moment of detention;
- the right to demand immediate notification of relatives about arrest or detention;
- rights of appeal;
- the right to housing and the right not to be forcibly deprived of housing other than on the basis of the law by a court decision;
- the rights to marriage, the rights of minor children to be supported by their parents, the rights of disabled parents to be cared for by their children, the protection of the rights of the family, childhood, motherhood and parentage by the state;
- special rights of children;
- the right to judicial protection of human rights and freedoms, the right to apply for the protection of one's rights to the Human Rights Commissioner of the Verkhovna Rada of Ukraine and, in accordance with the procedure established by law, to relevant international organizations, the right to protect one's rights and freedoms in the event of violations and illegal encroachments in other ways not prohibited by law;
- the right to compensation at the expense of the state or local self-government bodies for material and moral damage caused by illegal decisions, actions or inaction of state authorities, local self-government bodies, their officials and employees in the exercise of their powers;
- the right to know one's rights and obligations;
- the right not to be held responsible for acts which, at the time of their commission, were not recognized by law as an offense;
- the right to legal assistance and the right to be free to choose a defender of one's rights, the right to defense against prosecution with the help of a lawyer;
- the right not to comply with clearly criminal instructions or orders;
- the right not to be held twice liable for the same kind of legal responsibility for the same offense;
- the right of a person to be considered innocent of committing a crime and not to be subject to criminal punishment until his guilt is proven in a legal manner and established by a court verdict; the right not to prove one's innocence in committing a crime; the right to the fact that the prosecution will not be based on evidence obtained illegally, as well as on assumptions and that all doubts about the proven guilt of a person will be interpreted in his favor;
- the right not to testify or explain about oneself, family members or close relatives, whose circle is defined by law, and not to bear responsibility for this, the right of a suspect, accused or defendant to defense, the right of a convicted person to enjoy all the rights of a person and a citizen, with the exception of restrictions that are defined by law and established by a court verdict.

Speaking about the restriction of human rights and freedoms, first of all, it should be noted that it is not the right itself that is subject to restriction, but its implementation. This is also indicated in the Convention on the Protection of Human Rights and Fundamental Freedoms, which in Articles 8, 10, 11 enshrines provisions according to which the exercise of individual rights is not subject to any restrictions, except those provided by law and necessary in a democratic society in the interests of national security and public peace, in order to prevent crimes, protect health and morals, or protect the rights and freedoms of other persons. Legality, legitimate purpose and necessity in a democratic society as conditions for the legality of restrictions on the exercise of human rights and freedoms.

## 5 Conclusion

The key issue in the theory and practice of ensuring fundamental rights is not so much the question of what rights are guaranteed to a person or citizen, but what are the permissible limitations of these fundamental rights. The issue of restrictions on the rights and freedoms of a person and a citizen and the limits of such restrictions is undoubtedly one of the complex and debatable issues of legal science and the legal system.

Therefore, the relevance of the mentioned scientific question is revealed in the dynamic development of states at the current stage of functioning: their states, regimes, that is, certain structural changes and modifications, as well as the prospective constitutional design of the reform of the main principles and types of legal regimes, which arouses increased interest in the context of the analysis of state-legal reality. Yes, it is necessary to emphasize that today for Ukraine, taking into account the armed conflict on its territory, it is necessary to consider the specifics of the territorial organization of society. This gives rise to significant interest in the legally correct definition of the concept and types of legal regimes as a complex phenomenon and features of the interaction of higher state authorities at the central and local levels in the specified conditions.

The above requires the implementation of further comparative studies based on such features that characterize the legal basis and practice of implementing restrictions on the constitutional rights and freedoms of a person and a citizen under martial law.

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**Primary Paper Section: A**

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## AN INNOVATIVE MECHANISM FOR MANAGING THE DEVELOPMENT OF ADVERTISING CONTENT ON EDUCATIONAL PLATFORMS

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**Abstract.** The current situation with the quarantine regime and measures aimed at combating COVID-19 has led to the intensification of the development of educational platforms by the private and public sectors, as well as scientific and public ones. The purpose of the academic paper lies in studying the features of the innovative management mechanism for developing advertising content on educational platforms. Methodology. The present research uses content analysis and statistical analysis to investigate the market of educational platforms and the services they offer. The research was conducted based on the content analysis of educational platforms. The authors studied the content structure, basic channels, methods, and tools for promoting educational platforms. Results. Digital technologies are a decisive factor in the success and promotion of advertising content of educational platforms, which, under the condition of their optimal combination, provides significant competitive advantages. Digital marketing of educational platforms is a comprehensive approach to promoting services, its products in the digital environment and it also covers offline consumers. Digital marketing makes it possible to integrate numerous technologies for content promotion (social, mobile, web, CRM systems, etc.) with sales and customer service, ensuring constant high-quality communication between the advertiser and the end users of educational services. Digital marketing is based on analyzing data about users, their behavior, penetrating traditional types of communications and ensuring the achievement of the target audience. Digital marketing involves personalization, which strengthens the impact of marketing tools on the target audience – users of educational services.

**Keywords:** educational platforms, the content of educational platforms, digital marketing, content advertising, educational services.

### 1 Introduction

The current situation with the quarantine regime and the consequences of measures aimed at combating COVID-19 have activated the development of educational platforms by the private and public sectors, and scientific and public ones. The distance education market began to grow significantly internationally and in Ukraine, in particular, causing a change in general trends and development factors. As a result, the volume and structure of the online education market in Ukraine, and the market of educational services have been transformed. The above-mentioned has also led to the emergence of innovations in the field of advertising content management: the management of educational platforms combines various tools, methods, and technologies of publishing information to attract the target audience and popularize the offered services of educational platforms. Open educational platforms provide a unique opportunity for a person with any level of wealth, social status, or nationality to getting access to educational resources for free or for a nominal price, as well as to improve one's qualifications and expand the range of activities.

The subject matter set forth above actualizes the problems of investigating an innovative mechanism for managing advertising content development on educational platforms. The purpose of the academic paper lies in studying the features of the creative management mechanism for developing advertising content on educational platforms.

### 2 Literature Review

Educational platforms in the research are considered a set of technologies that are used as a basis for providing educational services, and interaction of participants in the educational process. Advertising in the research is defined as information about educational platforms and their educational services and opportunities. It is disseminated in any form and by any means and intended to create or support the awareness of their consumers and their interest in educational services. At the same time, content management is a set of processes and technologies that support collecting, managing and publishing information in any form or medium. Thus, advertising content management can be defined as a set of processes and technologies for placing advertisements (in fact, information, data) about educational platforms and their services, and processes. It is used for studying ways and methods of placing advertisements, managing advertisements, planning the placing of advertisements (information) to promote awareness of interested parties, and attracting, and promotion of sales of educational services. Considering the fact that educational platforms are presented on the Internet, the present research will consider digital marketing as an innovative mechanism for managing advertising content, which includes the selection of digital channels, the choice and optimization of the content structure of advertising methods, and advertising campaign tools.

From among the basic types of content for advertising an educational platform, promotion on the Internet and attracting an audience, the following ones should be highlighted, namely: publication of interviews, lists, information resources, social content, polls/voting, updates, reviews, comparisons, news, case studies, public opinion, stories, predictions, expert opinions, emotional posts, contests, ratings, blogging, etc. (Wymbs, 2011; Fierro, Cardona Arbelaez, & Gavilanez, 2017; Mujica, Villanueva & Lodeiros-Zubiria, 2021).

Another classification of content divides it into as follows: blog posts, articles, publications, research, e-books, sales page copy, e-newsletters, social media campaigns, and SEO (Crittenden & Crittenden, 2015; Kusumawati, 2019; Sierra, 2020).

Presentation of an educational platform on the global Internet is the most popular way of promoting educational services. The electronic means of communication of the educational platform include at least four marketing directions (Singh, 2017), namely: creation and maintenance of the website; placement of advertising on the Internet; publication of information about educational services on thematic services; blogging educational platform. Thus, advertising is a type of promotion of an educational platform and a direction of marketing, which is a system of distribution of educational services and a system designed to generate interest in an educational platform among a particular circle of people. Advertising can be textual, television, external, etc. However, such promotion is usually standard and contains information about the educational platform's portfolio of services.

Since the most popular way of promoting educational services is a presentation on the Internet, digital marketing has become an innovative mechanism for managing advertising content. Currently, the influence of traditional advertising tools is decreasing; marketing is becoming more interactive and visually oriented, and the use of chat applications is increasing (Ionita & Asan, 2016). Modern media involves the participation of the consumer and the viral distribution of information. Marketing approaches are changing, and new marketing tools are being used (Zahay, Altounian, Pollitte & James, 2019). Natural selection is forcing marketing to change forasmuch as consumers prefer those companies that are faster at mastering digital channels of customer engagement.

Digital marketing is a general term for marketing educational services on platforms using digital channels to attract and retain customers. This concept is often equated with Internet marketing (Basha, 2019); however, digital marketing includes internet marketing but is not limited to the internet. Internet marketing includes SEO promotion of the website and educational platform, context, webinars, etc., that is, all channels available to the user only on the Internet (Bessette & Burton, 2014). Digital marketing includes all of the above, including advertising and promotion on any digital media outside the network. In other words, it involves digital communication both online and offline.

Currently, digital marketing uses five digital channels (Oré Calixto, 2021), namely: 1) the Internet and devices providing access to it (computers, laptops, tablets, smartphones, etc.); 2) mobile devices; 3) local networks (Extranet, Intranet); 4) digital television; 5) interactive screens, POS terminals.

The main methods of digital marketing are as follows (Sawlandi & Susilo, 2020): contextual advertising Google Adwords, Yandex Direct; Big Data technology – data arrays of large volumes; retargeting; mobile marketing; email marketing – e-mail; viral marketing; RTB (real-time bidding); SMM (social media marketing); SMO (social media optimization) – optimization for social networks; SEO (search engines optimization) – optimization of the website in search engines; SEM (search engine marketing) is search marketing.

Only a few companies can afford all the tools simultaneously; as a rule, it is inefficient. Companies can contact digital agencies, ensuring the presence and promotion of the brand in the digital environment. The team may include a marketer, an SEO specialist, an analyst, a project manager, a designer, a typewriter, a programmer, a content manager, and a copywriter. Alternatively, agencies may hire freelancers such as videographers or photographers for occasional activities.

From among the trends of the critical tools of educational platforms' advertising campaigns, the following should be noted (Biloš & Galić, 2016; Kumar, D., Rajyalakshmi & Asadi, 2017; Langan, Cowley & Nguyen, 2019):

- 1) Online video – its consumption is growing intensively; it is ahead of cable television among teenagers and young people;
- 2) native advertising – it replaces pop-up advertising; it is organically embedded in the content; it has a greater chance of being read by the user forasmuch as it seems more natural to him;
- 3) personalized content – the content should be more personalized to make an impact. Accordingly, calls to action are more effective when they take into account the individual approach;
- 4) smart advertising with big data allows advertisers to more accurately define their audience, and spend less money on advertising aimed at those users who will not respond to it. It provides an opportunity to perform analysis with more accurate tracking of the conversion rate and other factors;
- 5) community development – Internet users are creating more content than ever, and their words, photos, videos and other content can significantly impact to a company's brand and sales growth. People can create content without encouragement; however, support will help build a team of influencers. Another strategy lies in paying bloggers, vloggers, and other opinion leaders to discuss a product or service.

Digital marketing has numerous tools that can be divided into three main groups (Dhote et al., 2015; Shaltoni, 2016; Li, & Peng, 2021), namely:

- 1) paid resources: companies should pay for using them;
- 2) own resources: sites, and pages in social networks, which the business entities own and can dispose of;
- 3) earned resources: so-called word of mouth or earned media – free or purchased communication channels.

In a generalized form, digital marketing includes three components:

- content (blog posts, articles, publications, research, e-books, sales page copy, e-newsletters, social media campaigns, SEO);
- design (inclusion of photos and images for content, infographics, charts, photos, and videos);
- statistics (analytics, key performance indicators, goals and objectives, conversion channels, client LTV).

Thus, the mechanism for managing the advertising content of educational platforms includes an optimal combination of digital channels, methods and tools of digital marketing for placing advertisements (information) about educational platforms and their services for familiarization, attracting incentives to purchase end-user services.

### 3 Methodology

The present research uses content analysis and statistical analysis to investigate the market of educational platforms and the services they offer. The study was conducted based on content analysis of such platforms as EdEra, Prometheus, Coursera, TED (Technology, Entertainment, Design), Khan Academy, EdX, Udacity, Canvas Network, and Udemy. The authors studied the content structure, main channels, methods, and tools for promoting educational platforms. The platforms for content analysis were chosen based on their popularity in terms of the number of users and visitors.

### 4 Results

#### 4.1 The market of educational services and platforms

The online education market can be divided into the following types: distance learning, online courses, programs and courses for self-study (books and manuals). Depending on the type of online education, its goals and objectives, the functionality of the educational platform and the content that best matches the target audience of the relevant market segment are developed.

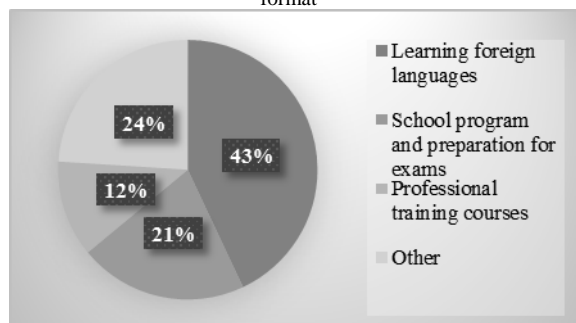
Online education is an innovative form of production of educational services, which is carried out using the resources and technologies of the global Internet network. It is a way of learning in which learners receive information over the Internet and can get access to it via digital platforms such as computers, laptops or smartphones. It can be aimed at professional and retraining; advanced training; training in individual subjects; in-depth study of topics, sections of the disciplines of the curriculum; additional education according to interests. Accordingly, the direction of online education also determines the goals, and tasks of educational platforms and their content.

Online education is a relatively young industry, the rapid growth of which began in 2011-2012. Despite the slow start, online education instantly became popular, and the e-learning market attracted a lot of investors. The active development of the market and a significant increase in demand for online education began several years ago. Currently, the audience of such courses includes tens of millions of users. The share of online education in the market's total volume is about 3%. It is estimated at 165 billion US dollars, and it increases every year. The world driver in the market is the USA. The online education market has been growing rapidly, and the attraction of investments facilitates its active development. In 2019, the investment in Edtech (the results of technological solutions for education) reached 18,66 billion US dollars, which is 14,2% more compared to 2018. The largest share falls on the USA (42,9%) and China (21,4%). Investors prefer to invest in learning tools based on AI (artificial intelligence) – this category in the structure of investments has taken 19,7%, while e-learning – 1,7%, and mobile learning – 15,9%, respectively. According to studies, in 2022, the global market of EdTech (educational business projects built using information technologies) and online learning will grow by 5,08%, and the total value will be 243 billion US dollars. The

education industry has been experiencing radical changes in the provision of educational services; therefore, the growth of the share of online education is a naturally-determined process. Such platforms as Coursera, Udemy, EdX, and The Open University have opened access to educational programs from the best universities, companies and experts worldwide.

In Ukraine, even though the online format has been used for a long time, in general, the online education market is still at the stage of formation. Online foreign language courses became one of the first forms of such education. Such services could have been found on the Internet 10 years ago. The remaining types began to develop with the introduction of such platforms as Prometheus, EdEra, Coursmos, VUMonline, Wisecow, etc., where those wishing can take online courses and, in some cases, even receive a certificate. With the development of Internet technologies and the emergence of more modern devices, training is moving into a format using mobile applications. In Ukraine, investment in Edtech takes place mainly creating a start-up and charitable fundraising for it or attracting investments from international venture funds.

Figure 1: The structure of the demand for online education by format



Source: Proconsulting (2021).

In 2019, the learning content provider segment accounted for about 60% of the eLearning market, providing content on various topics and collaborating with domain experts to help them develop content. SweetRush, Kineo, Infopro Learning and AllenComm can be identified among the main content providers on the global market.

The main product of educational platforms is content. There are several possible ways to produce it: 1) displaying the finished content; such aggregators do this as Uchinovoe, UniverTV and others; 2) adaptation of someone else's content; for instance, Lendwings translates popular courses from the American Udemy websites; 3) the use of user-generated content, such as recordings of Zillion webinars; 4) own production: Eduson, Universarium, Web.University and several others.

Own content production involves:

I. Creation of a new paid course, which includes the stages as follows:

- 1) Studying the target audience
- 2) Market positioning analysis
- 3) Development of the educational design of the course
- 4) Creating a graphic design for the course
- 5) Shooting and editing of video lectures
- 6) Development of a system of educational tasks
- 7) Content introduction to the platform and its testing
- 8) Access to the course through the web and Android/iOS mobile applications
- 9) Course promotion: informing 1 500 000 Prometheus course participants, advertising campaign beyond its borders
- 10) Providing certificates of successful completion of the course
- 11) Detailed statistics of sales and interaction of students with the course

II. Placement of a pre-created course that involves the stages as follows:

- 1) Content introduction to the platform and its testing
- 2) Access to the course via web and Android/iOS mobile applications
- 3) Informing 1 500 000 Prometheus course participants about the course
- 4) Providing certificates of successful completion of the course
- 5) Detailed statistics of students' interaction with the course

III. Creation of a free course that involves the stages as follows:

- 1) Development of the educational design of the course
- 2) Creation of the graphic design for the course
- 3) Shooting and editing of video lectures
- 4) Development of a system of educational tasks
- 5) Content introduction to the platform and its testing
- 6) Access to the course through the web and Android/iOS mobile applications
- 7) Informing 1 500 000 Prometheus course participants about the course
- 8) Detailed statistics of students' interaction with the course.

An analysis of the order for online educational courses and training programs in 2021 has revealed that the highest demand is for the easiest content to monetize: business and technology (almost 40% of all online education seekers studied in these directions).

While investigating the requirement for e-learning according to the structure of consumers, it should be noted that it is possible to distinguish three main sectors of online education seekers, namely:

- 1) the academic sector, which includes preschool and school education of children, higher education and vocational training. In this group of consumers, the funding and the initiative to obtain certain competencies come from the acquirers themselves or their parents.
- 2) the corporate sector uses e-learning services to train their employees. At the same time, the demand for online educational courses from small and medium-sized companies is significantly different from the requests of large enterprises. For instance, the first ones use already developed online courses to train their staff. Large enterprises, possessing significant financial resources and investments, can order the development of certain courses or programs for the training of their personnel in several areas or processes.
- 3) the public sector includes organizations, associations and institutions belonging to government structures where e-learning technologies are used to train or improve the skills of civil servants.

The most popular providers of online education in the world are the American platforms Coursera, edX and Udacity, as well as the British FutureLearn. The leading Ukrainian educational online platforms are Prometheus, EdEra and VUM online.

In Ukraine, the following models of educational activity are mainly used:

- provision of paid access to content posted on the Internet (video lectures, online webinars, etc.);
- creation of platforms for the interaction of sellers (service providers) and buyers (consumers) of educational services and receiving a commission from concluded contracts;
- distance education provided by subjects of educational activity with the issuance of a corresponding document on education;
- provision of free access to part of the courses to attract customers to paid services provided by the resource or platform.

The online education market is characterized by developers and owners of educational content obtain “passive income”, that is, earnings that a person receives from his product without direct involvement in the production process. Having spent money on creating an online course and its promotion in a certain period, the owner of the content receives income for a long period. Great attention is paid to the author’s authority of the educational course or the educational platform, its relevance, diversity and understandable content; these factors define the demand and the process of consuming online educational services.

#### 4.2 Educational platforms: content features

The following educational platforms deserve a more detailed review: EdEra, Prometheus, Coursera, TED (Technology, Entertainment, Design), Khan Academy, EdX, Udacity, Canvas Network, Udemu.

EdEra (<https://www.ed-era.com/>) is a Ukrainian project that offers established online courses, special projects, interactive textbooks and educational blogs. The vast majority of content is relevant for teachers and schoolchildren, as there are courses on the Ukrainian language, literature, history, physics, computer science, English, biology and much more. Everyone can find exciting courses according to one’s demands; here are a few examples: an online course on media reliability; human rights in the educational space; critical skills of the 21st century; academic integrity; web developer basics; DNA of leaders; transparent energy; pre-medical assistance, etc. Partners of EdEra are Ministry of Education and Science of Ukraine, Osvitoria, ImpactHub Odessa, VoxUkraine, Intel, RaccoonGang, KSE, Studway, Pro.Svi, edcampUkraine.

Prometheus (<https://prometheus.org.ua/>) is a massive open online course platform based on OpenEdx, developed by the Massachusetts Institute of Technology and Harvard University and had an open source. This project aims to provide free access to the best courses from leading teachers, higher education institutions and organizations worldwide. This online platform proposes a variety of techniques, namely: massive open online courses, online education, innovations in education, education for everyone, and blended courses. The following course cycles are available on this platform: “English language”, “Data analysis”, “Public education”, “Improving the qualifications of teachers”, “Preparation for independent external assessment”, “Entrepreneurship”, “You can do everything! The possibilities are endless!”

Coursera (<https://www.coursera.org/>) is an online platform launched in 2012. US educational institutions cooperate with it, including Stanford, Princeton, California, and Columbia universities; universities of Tennessee, New York, and Nebraska; leading cultural organizations, for example, the US Museum of Natural History. This year, Zhytomyr Ivan Franko State University has joined the cooperation. Students can choose from more than 450 courses in various disciplines (biology, mathematics, economics and finance, mechanical engineering, medicine, law, art, computer science, etc. Studying is mainly conducted in English. Registered users have free access to all online courses. After successful completion of the course, the student receives a personal certificate.

Khan Academy (<https://www.khanacademy.org/>) is an open online platform that does not require direct registration; a Google or Facebook account is enough to start classes. The website presents short video lessons from various disciplines: mathematics, computer science, biology, physics, economics, astronomy, etc. The courses are also divided by roles (for teachers, parents, and students). After listening to the material, there is an opportunity to take tests to consolidate the acquired knowledge. The content is presented in English; however, it is supplemented with subtitles in many languages. This resource will be useful for secondary general and higher education students, or teachers seeking to implement the idea of interactive learning in their own group, which is quite relevant nowadays. Statistical documents are created that contain such

data as study time, topics covered, and number of correct answers, which provides additional advantages for group mentors to assess the work of group members.

EdX (<http://www.edx.org/>) is a joint project of Harvard University and MIT, which offers online training in the following courses: computer technology, chemistry, mathematics, ethics, music, statistics, literature, etc. Some of them are good courses at Harvard, Cornell University, Polytechnic Federal Lausanne, Hong Kong, Kyoto, and Peking University. This platform has free and paid courses. Online tutorials, and the opportunity to discuss materials and assignments on the forum are provided at each course. There is a system of financial assistance (up to 90% of the cost) for those who want to study on the platform and do not have the financial ability.

Udacity (<https://www.udacity.com/>) is a platform focused on learning IT-related materials. This platform is a private development of a group of scientists led by Sebastian Thrun. Materials on mathematics, business, design, physics, and biology are allocated in separate sections. Courses are divided by levels of difficulty: beginner, experienced, and professional. The video series consists of slides, diagrams, and formulas. The language of instruction is English; some courses have subtitles in other languages. The acquired knowledge is verified by passing quizzes and tests. The certificate is a confirmation of completed course.

Canvas Network (<https://www.canvas.net/>) is an open educational platform; its courses do not have a single approach to teaching and may have an age limit. They are created by people with different levels of training and field of activity, which characterizes a significant various courses. The materials are presented as short video lectures with the possibility of discussion on the forum with the teacher and other students. There are courses with certificates of completion.

Udemu (<https://www.udemy.com/>) is an educational project divided into 16 categories (for instance, computer and humanitarian disciplines, hobbies and crafts, art and photography, etc.). Instructors teach courses with practical experience in business, management, finance, and technology. Consequently, all materials on the site are paid (from 10 USD to 500 USD).

TED (<https://www.ted.com/>) is a non-profit organization dedicated to spreading ideas, usually through short, powerful talks (18 minutes or less). TED was launched in 1984 as a conference that brought together technology, entertainment and design. It covers almost every topic – from science to business to global issues – in more than 100 languages. Meanwhile, self-hosted TEDx events help share ideas in communities around the world. Since 2009, the TEDxKyiv conference has been held. More than 50% of the videos have already been translated into Ukrainian.

## 5 Discussion

An analysis of the most popular educational platforms makes it possible to highlight their main advantages, namely:

- a vast variety of programs and courses: online education offers a huge selection of online courses on any topic, from agriculture to medicine;
- the ability to acquire knowledge anywhere, anytime from any device; loyal education costs: online programs are a more affordable option for education because the payment is either significantly lower or absent at all. There is no need to visit educational institutions; education is available thanks to the online time regime;
- comfortable learning conditions, flexibility: all necessary materials are provided to the student in electronic form, tasks can be completed at a pace and time convenient for the student;



- use of various educational content in courses (text, audio, video and graphic information), as well as forums and blogs;
- closer interaction with teachers, communication in open discussions on the website and ample opportunities to concentrate: education seekers claim that it is easier to focus when studying the massive open online course because you do not have to be distracted by other listeners. Another positive point is the manifestation of cooperation, i.e., listeners participate in discussions, and exchange ideas, thereby starting to share their knowledge and experience;
- supplementary education: course participants can work and study at the same time thanks to massive open online courses, increasing their knowledge, which further affects career growth;
- professional development: ample opportunities to improve the qualifications of an already existing profession or to obtain additional, more in-depth knowledge without leaving work;
- absence of any restrictions: age, educational, professional, territorial, etc.;
- expansion of education opportunities for people with special needs.

At the same time, several shortcomings can be identified, namely:

- the system excludes an individual approach to the course participant, as a result of which the education seekers learn independently;
- problems with motivation: there are no penalties for incomplete training. A considerable number of students drop out because of a lack of motivation;
- excess and chaotic nature of educational information;
- the problem of plagiarism, academic integrity, and identification of the education seeker;
- the quality of the assessment system: online learning excludes practical and laboratory classes, which are often necessary to consolidate theoretical material. There are gaps in computer-based assessment, resulting in the problem of assessing scientific and creative works. There is no control over the acquired knowledge; course participants, when answering test tasks or solving creative questions, often use additional materials, thereby excluding the self-expression of their thoughts and oral answers;
- development of mass open online courses requires material costs and qualified human resources;
- the problem of recognition of a certificate of successful completion of an online course by universities and employers.

## 6 Conclusions

Digital technologies are a decisive factor in the success and promotion of advertising content of educational platforms, which, under the condition of their optimal combination, provides significant competitive advantages. Digital marketing of educational platforms is a comprehensive approach to promoting services, its products in the digital environment and it also covers offline consumers. Digital marketing makes it possible to integrate a large number of technologies for content promotion (social, mobile, web, CRM systems, etc.) with sales and customer service, ensuring constant high-quality communication between the advertiser and the end users of educational services. Digital marketing is based on the analysis of data about users, and their behavior; it penetrates traditional types of communications, ensuring the achievement of the target audience. Digital marketing involves personalization, which strengthens the impact of marketing tools on the target audience - users of educational services.

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## MARRIAGE CONTRACT AS A REGULATOR OF NON-PROPERTY RELATIONS COMPARATIVE CHARACTERISTICS OF UKRAINIAN AND EUROPEAN LEGISLATION

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**Abstract:** The article highlights the peculiarities of concluding marriage contracts with intangible objects. The problems of legal regulation of marriage contracts in international family law have been considered. The approaches of domestic and foreign scholars on the essential characteristics of marriage contracts have been studied. The paper acquaints with the requirements for the procedure for concluding a marriage contract abroad, which include the written form of the contract and the presence of both parties (spouses, brides). The paper traces the principles on which marriage contracts are based in different countries (for example, in Austria, Germany, France, Switzerland, the Netherlands, Italy, the United States, England, and Sweden). An important place is occupied by the study of non-property rights and obligations that may be spelled out in the marriage contract. An analysis of the procedure for concluding a marriage and marriage contract between citizens of Ukraine and Austria, Ukraine and France, Ukraine and Germany has been carried out. The peculiarities of marriage agreements (contracts) with foreign citizens in case of signing on the territory of Ukraine and the legal consequences of violating the requirements for marriage agreements (contracts) have been revealed. On the basis of the conducted research practical recommendations on the procedure of concluding and the content of marriage contracts have been suggested.

**Keywords:** transaction, marriage contract, non-property benefits, information.

### 1 Introduction

The dynamism of public life and the changes taking place in the economy, politics, social sphere, morality cannot but affect the law. It does not stay aside, but reacts to such changes, and in a very peculiar way.

Today, many countries around the world recognize the marriage contract as an important transaction that strengthens the marital relationship. In developed countries, it is believed that a marriage contract can prevent the possibility of conflict between ex-spouses and saves money that would have been spent in the event of litigation. Also, the main purpose of the marriage contract is to give the spouses the right to establish the legal regime of property and to determine the nature of property relations in marriage. There is an opinion among Ukrainians that the marriage contract is based on mercantile interest, which is not related to the feelings of love and respect on which the marriage should be based, that brides and spouses are already thinking about divorce. It should be noted that the legislation of other countries, which regulates the institution of marriage contract, has a number of features that differ from domestic legislation on the regulation of this institution. Therefore, we consider it appropriate to disclose some important aspects of this contract through the prism of a comparative analysis of the institution of a marriage contract under the laws of Ukraine and other European countries.

Problematic issues of the institute of marriage contract under the laws of Ukraine and other legal systems have been the subject of research in many scientific papers. In particular, the main problems of legal regulation of the marriage contract in family law of Ukraine were studied by V.S. Hopanchuk, Yu.V. Hofman, O.V. Danilchenko, I.V. Zhylinkova, O.M. Kalitenko, O.S. Oliynyk, A.V. Romanyshyn, Z.V. Romovska, L.O. Samilyk, O.O. Ulyanenko, Ye.I. Fursa,

S.Ya. Fursa, O.A. Yavor. Some aspects of the marriage contract in foreign law were covered in the scientific works by A.S. Dovgert, K.A. Kazaryan, V.Ya. Kalakur, V.I. Kysil, S.O. Korod, L.V. Lypets, O.M. Nizamieva, L.I. Radchenko, L.M. Sousse, H.S. Fedinyak.

However, despite the large amount of scientific research, there are still many questions about the legal regulation of marital relations through a marriage contract, resulting in the need for additional consideration of certain issues concerning such transactions with intangible rights, its features, including the legislation of different legal systems. It should be noted that among legal scholars there is no consensus on what can be the object of marriage contracts.

### 2 The initial presuppositions

Carrying out a comparative legal analysis of family law of foreign countries and Ukraine allows us to identify problematic issues, gaps and conflicts in domestic law, to establish unified rules. Legal relations arising in connection with non-property objects began to be actively studied. As a result, a certain perception, opinion about their nature, content, characteristics was strengthened. During the life of a number of generations, neither in the legal literature nor in the legal consciousness of people there was almost no doubt or disagreement that non-property rights cannot be considered as objects of civil circulation, as a commodity, and with which no transactions can be made. Scientific analysis of the specifics of transactions with non-property assets, outlining the theoretical foundations and methodologies of their study, determining the features and system of such transactions are important. Because, today, there is a certain group of transactions that generates the emergence, change and termination of rights and obligations not only property but also non-property rights or in the non-property sphere. Therefore, examining the marriage contract, we will find out whether it can regulate non-property relationships.

### 3 Methods

The following research methods were used in the work: theoretical (analysis of regulatory documents and scientific literature on the problem under study, comparison, generalization, modeling), empirical (diagnostics of the level of formation of managerial competencies of students of the system, questioning, observation, peer review, comparative qualitative and quantitative analysis of diagnostic results the level of formation of managerial competencies).

### 4 Results and discussion

The concept of marriage contract was introduced into the national legislation of Ukraine on June 23, 1992, and at that time it was called a "marriage agreement". According to the Law of Ukraine №2488 12 of June 23, 1992, the Marriage and Family Code of Ukraine amended Art. 271, according to which persons who marry have the right to enter into an agreement to resolve issues of family life (marriage contract), which provides for property rights and responsibilities of the spouses.

Later, with the introduction of the Family Code of Ukraine of January 10, 2002 №2947 III, the concept of "marriage contract" appeared in the legislation of Ukraine. The procedure for its conclusion, content, beginning and term of validity, change of conditions, as well as grounds for termination and invalidation have been comprehensively regulated. Prior to the adoption of the Family Code, the norms of the Marriage and Family Code of Ukraine rather concisely defined the right to conclude a marriage contract, other conditions remained outside the legal regulation of family law, and if necessary, refer to the general rules of civil law. Therefore, it can be assumed that the marriage contract has

undergone significant “modernization” compared to the marriage contract.

The Family Code of Ukraine is clearer and broader describes the category of persons who have decided to register a marriage. If earlier Part 1 of Art. 27-1 of the Marriage and Family Code of Ukraine stated: “Persons marrying”, the Family Code of Ukraine enshrined this formula more specifically: “Persons who have applied for registration of marriage”.

In case of concluding a marriage contract, the bride and groom must provide the notary with proof that they have submitted an application for registration of marriage to the registry office, as required by Art. 28 of the Family Code of Ukraine. And if the marriage contract is decided to be concluded by persons who are already married (spouses), they are obliged to provide the notary with a certificate of registration of marriage.

It should also be noted that the list of persons entitled to enter into a marriage contract does not include persons who are in a civil marriage, i.e. in actual marital relations Doroshenko L.M., Bystra A.O (2013).

However, Para 3 of Part 1 of Art. 3 The Civil Code of Ukraine provides for the principle of freedom of contract [3], according to which persons who are in a de facto marital relationship may draw up an agreement with each other to establish a regime of separate or partial ownership of property, as well as enter into any other transactions not prohibited by law. However, such transactions will not be considered a marriage contract in the literal sense of the word. After all, such persons, firstly, are not included in the circle of persons who can conclude a marriage contract, and secondly, then even the very name of the contract “marriage” loses its meaning. Such an agreement must comply with the general rules of civil law Doroshenko L.M., Bystra A.O (2013).

Therefore, for almost 30 years, the law provides for such a way of regulating the property relations of the spouses as a marriage contract. Despite this, many Ukrainians are still wary of concluding it, fearing that it will destroy trust between spouses and even destroy feelings. Women are especially afraid of concluding a marriage contract, as they believe that such a contract may limit their property rights and deprive them of ownership of property, both their own and what may be acquired in the future. Such fears have no legal basis and are in no way consistent with the provisions of family law. It is worth recalling that in Europe the marriage contract is quite common and widely used, and in Ukraine it has not acquired such a status yet, which is in vain, because in addition to the subjective disadvantages invented by our society, such a document contains many more advantages.

First of all, it can be argued that the marriage contract is a kind of insurance against the risk of property loss in the event of divorce, a reliable way to protect the property rights of spouses. By concluding such a contract, it is possible to fully and in as much detail as possible regulate the property relations of the spouses. Therefore, whether it is worth evaluating a marriage contract as a way of settling property relations or as an instrument of psychological influence on the other spouse, we will consider it on the basis of current norms of the Family Code of Ukraine.

Courts of all instances emphasize in this aspect that the contract, including marriage, is primarily a category of civil law, and in accordance with Art. 8 of the FC of Ukraine, in cases of contractual regulation of family relations, the general rules of Art. 3, 6 of the Civil Code of Ukraine on the freedom of contract, as well as Chapters 52, 53 of the Civil Code of Ukraine on the concept and terms of the contract, its conclusion, amendment and termination must be implemented.

Thus, the Supreme Court recognized the legitimacy and validity of the plaintiff’s claims in this case, which once again confirms

the possibility, using the right to freedom of contract, to conclude a marriage contract on the most favorable terms.

In the theory of civil law there is a widespread view that personal non-property rights are so closely linked to their holder that the latter owns them for life, cannot give them up or be deprived, that the personal nature of personal non-property rights is characterized by the impossibility of concluding any agreements on their non-property objects Romovska, Z.V. (1986). Therefore, all administrative agreements with them are invalid Pushkin A.A, Samoilenko V.M., Shyshka R.B. (1996). Based on these prerequisites, a conclusion is made about the impossibility of participation in civil turnover of absolutely all personal non-property rights Slipchenko, S.O. (2008)

But nowadays, in connection with the establishment of civil law regulation of personal non-property rights in Ukraine and the acquisition of these rights of important social importance, there are many problematic issues regarding their implementation and protection in practice. Therefore, scholars and practitioners today question the categorical theory of contractual regulation of exclusively property rights Iasechko S., Ivanovska A., Gudz T., et al (2021).

For example, regulating the dissemination of information about personal life in a marriage contract. With the digitalization of life, almost everyone has their own page on some social network. When concluding a marriage contract, the spouses can regulate the posting of information about personal life on social networks Iasechko S., Kuryliuk Y., Nikiforenko V., et al (2021).

According to Art. 302 of the Civil Code of Ukraine, the right to information is a personal non-property right. And in accordance with Art. 269 of the Civil Code of Ukraine, personal non-property rights are inalienable, belong to individuals for life, and have no economic meaning. This characterization of the right to information called into question the possibility of concluding information contracts. The need, as stated by S.N. Berveno, referring to the works of G. Dernburg and K.F. Chillarge, arises also because many scholars justify only the property nature of legal relations arising from the contract, as the latter formalize the process of trade and therefore must relate to the means of regulating property relations Berveno, S.M (2006).

Therefore, we can see that information is a really complex object. Thus, some scholars and practitioners question the categorical theory of contractual regulation of property relations only. It has become common practice in contractual practice to include in traditional contracts (sales, contracts, etc.) the conditions of confidentiality or secrecy of certain information that is transmitted, arises or is created in accordance with such contracts. So, L.V. Fedyuk does not rule out the relationship between personal non-property rights and contractual obligations. She notes that individuals may enter into contracts that are not regulated by law, if they do not contradict it, so there may be a situation where the contract will be related to personal non-property rights.

As noted by O.M. Dotsenko, if we consider personal life as a social being as an “object of information”, we can conclude that the semantic value of information about the personal life of an individual is information about facts that are irreversible from the past to the present in the future occur and (or) occurred with a single person. The transference of the received information about an individual’s personal life into a symbolic form allows us to say that they cease to be only a subjective reality and become an objective reality, i.e. such an object as information about personal life appears Dotsenko O.M (2014). Information about the personal life of an individual, as well as every phenomenon or object of reality, becoming an object of rights, acquires a certain legal form, legal characteristics as an object of rights. The value of the object may be, respectively, property or non-property nature, depending on whether the object serves as a means of satisfying property or non-property rights. The property value of the object is manifested in its economic value. The object in this case becomes in economic terms a commodity,

and property interest is provided with the opportunity to obtain from it the exchange value Dotsenko O.M (2014).

Therefore, the categorical opinion that information, as a personal non-property asset, cannot be the subject of a marriage contract, loses its essence. Such transactions may be made, contain as a subject information and change or terminate the rights to it. The conclusions drawn are important not only for law enforcement and law enforcement practice, but also for the theory of civil law.

Grishin I.P. and Myskin A.V. believe that it is quite an acceptable situation in which personal non-property relations turn into the property ones, as in these cases. However, they consider the opposite situation unacceptable, stating that in this case the regulation of property relations turns into the regulation of personal non-property relations. For example, if the marriage contract states that if the husband inherits the house, the wife is obliged to live in this house.

It should be noted that the legislation of other countries, which regulates the institution of marriage contract, has a number of features that differ from domestic legislation on the settlement of this institution. Therefore, we consider it appropriate to disclose some important aspects of this agreement through the prism of a comparative analysis of the institution of the marriage contract under the laws of Ukraine and other countries.

It is a mistake to think that the right of priority in the invention of a marriage contract belongs to modern Europe or America. In ancient Greece and Rome, before starting a family, a man and a woman drew up an agreement describing their property relations, immediately discussing the issue of inheritance of jointly acquired property in the future. Such arrangements were not considered shameful, and such "insurance" was very common until the advent of Christianity. In later times, the "sacred union" was concluded and regulated exclusively by the church. Restoration of the institution of marriage contract began again only in the late XVIII - early XIX centuries in France, England, Germany, and Austria. The contract takes legal effect from the moment when the church is replaced by the so-called secular marriage.

Yet, in fact the content of the marriage contract is often a transaction under civil law and a conditional transaction in which the emergence or termination of a relationship is dependent on the occurrence of a certain event in respect of which at the time of marriage is still unknown whether it will occur. Most often, these events are personal and non-property, but they are closely related to the property consequences for spouses who have entered into a marriage contract. For example, if one of the spouses abuses alcohol, some property is transferred owned by another person. If the third child is born, then a part of the husband's property becomes the property of the wife. Regarding the birth of a child in general and the status of "child-free", prohibition of work, etc., adultery, a certain part of the property also becomes the property of the deceived husband. Here personal non-property relations pass into property or are an integral part of the whole aggregate mass of both property and personal non-property relationships. Variants of such agreements can be very diverse, and foreign law enforcement practice has long been successful in this regard. For example, the marriage contract of J. Kennedy and A. Onassis, which provided for compensation of \$10 million in favor of the wife if the husband left her and \$18.7 million if he was abandoned, but provided that the marriage lasted not less than 5 years. Let us note the relative accuracy of the latter amount. This shows how in detail, such marital and commercial relations are calculated in developed countries.

Analyzing the French civil law, the following points should be noted. According to Art. 212 of the French Civil Code (Napoleon's Code), spouses must respect each other, remain faithful, help and support each other. Spouses also do not have the right to dispose of the rights to family housing without mutual consent, not so to the family items available in it. This

provision applies despite the property regime established by the spouses. However, in accordance with Art. 220 of the French Code, each spouse has the right to enter into contracts relating to the management of the household or the upbringing of children: any debt obligation assumed by one of the spouses is imposed on the other jointly and severally.

The French Civil Code enshrines the right of spouses to engage freely in their professional activities, to receive income and wages, and to dispose of them after payment of family expenses. Each spouse independently manages their personal property, creates obligations regarding it and alienates it.

It should be noted that the French Civil Code provides for the possibility of concluding a cohabitation agreement. According to Art. 515-1 of the Code, a cohabitation agreement is an agreement concluded between two adult individuals of different or the same gender for the purpose of living together. In this case, the partners who have concluded cohabitation agreement, make a commitment to each other to live together, provide each other with material assistance and mutual support (Articles 515-4).

In addition, the partners in the marriage contract may choose the regime of joint ownership of the property. However, as per the provisions of Art. 515-5-2 of the Code, the exclusive property of each partner is funds received by each of them, on any basis, after the conclusion of the contract and not used to purchase property; manufactured property and its accessories; personal property; property, or parts thereof, acquired at the expense of funds belonging to the partner before the registration of the initial or subsequent agreement, in accordance with which this regime was chosen; property or its part acquired at the expense of funds received under gift agreements or inheritance; part of the indivisible property acquired at public auction at the sale of all or part of the property owned by, among others, one of the partners by inheritance or gift.

Also, unless otherwise provided by the agreement, each of the partners retains the right to manage, use, and freely dispose of their personal property; bears individual responsibility for their personal obligations that arose before or during the contract (except for obligations related to the needs of everyday life).

Thus, the French civil law includes the following items to the objects of marital relations: material goods such as property, maintenance rights; non-property benefits in the form of respect for each other, loyalty, the right to freely engage in professional activities; the right to conclude a cohabitation agreement.

The main provisions governing marital and family relations are contained in the General Civil Code of Austria of 01.06.1811. According to §44, family relations are established by means of a marriage contract, according to which two different persons, in accordance with the law, declare their will to live in an inseparable community, to have children, to raise and promote them.

The spouses are obliged in relation to each other to a comprehensive married life, especially to cohabitation, as well as to fidelity, proper conversion, and assistance.

The obligation of the spouses to live together is enshrined in §92 of the Austrian Code, according to which, if one of the spouses requires a change of residence for good reasons, the other spouse must comply with this requirement, unless they have good reasons not to change it (residence). However, the law allows temporary residence of a husband separately, as long as cohabitation with another man, especially due to physical threat, is unacceptable or justified by significant personal reasons.

Let us note that the Austrian Code gives one spouse the right to claim against the other spouse in the following cases:

- if one person is engaged in running a general household;

- if one person has the right to dispose of housing that meets the urgent needs of another person in housing, the other person has the right to demand that their spouse take all measures and prevent actions that will result in the loss of a housing by a person who needs it;
- if one person assists another person in carrying out their professional activity, they are entitled to a proportional reward for their assistance.

The legal regime of property relations of spouses is regulated by Section 28 of the General Civil Code of Austria. The provisions of this section stipulate the conclusion of a marriage contract, the subject of which is the right of joint ownership and inheritance agreement. Marriage is not a ground for establishing a regime of joint property between spouses. According to §1237, if the spouses have not reached a special agreement on the use of their property, then each spouse retains their former ownership, and the spouse is not entitled to claim what was acquired by each of them during the marriage, regardless of how it passed to them, during the continuation of the marriage.

Austrian law also provides for the conclusion of an inheritance agreement between the spouses, by virtue of which an obligation is given in respect of the future inheritance or part thereof, and this obligation is accepted (§1249).

Thus, Austrian law classifies material goods as property as objects of marital relations; the right to claim maintenance; the right to proportional remuneration for assistance in the performance of another person's professional activity; non-property benefits as responsibilities of cohabitation; non-property benefits such as loyalty, proper treatment, and assistance.

Both the family legislation of Ukraine and the legislation of continental Europe enshrine in sufficient detail the legal regime of property as an object of marital relations. For example, the laws of all countries establish the property regime of the spouses, regulate the division of property, provide for the obligation to maintain the spouses.

However, in the regulation of non-property assets as objects of marital relations, these states take different positions.

Thus, German legislation provides for only non-property benefits such as the right to live together, mutual responsibility; French law provides for non-property benefits such as respect for each other, loyalty, the right to freely engage in professional activities; Austrian law provides for non-property benefits as the joint residence of spouses; non-property benefits such as loyalty, proper treatment, and assistance.

## 5 Conclusion

The study of the possibility of concluding marriage contracts with non-property benefits arose from the presence of contradictions between the realm of the proper, the existing and the knowledge of the proper and the existing. Regulation of information rights in the marriage contract can be provided or transferred only on the basis of transactions. The transfer of information rights means the denial of rights to the acquirer for further usage, subject to restrictions set in accordance with the law and the terms of the contract. The categorical opinion that information, as a personal non-property good, cannot be the subject of a marriage contract in Ukraine, loses its essence. Such transactions may be made, contain information as their subject and change or terminate the rights to it. The conclusions drawn are important not only for law enforcement practice but also for the theory of civil law.

Our research allows us to draw the following conclusions. The establishment of the institution of a marriage contract in our country continues. Given the dynamic development of the private law sphere, the complexity of the nature of property relations between spouses, issues related to the possibility of brides or spouses through a marriage contract to determine the

legal regulation of certain non-property rights are updated. The institution of a marriage contract generally embodies the experience of the institutions of progressive democracies in Europe, but there are also differences related to the restriction of freedom of marriage contract.

The lack of research, despite the coverage by some scholars of some aspects of concluding marriage contracts with personal non-property rights, leads to uncertainty of the theoretical and methodological basis, contradictory law enforcement practice regarding such transactions. From the aforementioned points it can be stated that in the realm of existing, the transactions with personal non-property rights are committed, such personal non-property good is not alienated, and the owner only gives the right to use it both during life and after death.

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## Primary Paper Section: A

## Secondary Paper Section: AG



## UKRAINIAN IN THE UNIVERSITY OF THE POLAND XVIII–XIX CENTURY (AT THE MATETIAL OG YAGELLONSKY UNIVERSITY)

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**Abstract:** The article presents a historical and cultural approach to highlighting the activities of Ukrainians and their studies in leading European universities, in particular, in Poland during a long historical period: XVI–XIX centuries. The defining role of representatives of the Little Russian nobility in the processes of national cultural revival, preservation of the traditions of Ukrainian culture, as well as the integration of Ukraine and Ukrainianness into the European space of that time is characterized. It is emphasized that it is culture and education that reflected the inherent way of life of Ukrainians, thinking, worldview, aesthetic preferences, moral and legal norms, political aspirations and cultural and educational orientations. Ukrainian youth, being in European universities, adopted the latest knowledge, technologies, cultural and educational trends that were spread in Ukraine and Europe at that time. There has been a significant expansion of boundaries for intellectual influences and cultural forms of cooperation in the field of science, culture and education. This is connected with the desire for cultural and educational reforms in Ukraine, the initiators and authors of which were representatives of the new generation of the "leading layer" of Ukraine in the 18th–19th centuries. All these facts testify that the direction in the development of education in Ukraine has acquired a nationwide character.

**Keywords:** historical and cultural approach, Ukrainian culture, worldview, moral and legal norms, European universities, cultural and educational direction.

### 1 Introduction

An important aspect of the study of Ukrainian-Polish relations during the 16th–19th centuries, is a coverage of the activities of higher educational institutions in Poland, where representatives of Ukrainians of various social statuses and strata studied and obtained scientific degrees. The Krakow (Jagiellonian) University was from the beginning of its foundation a center of intellectual culture in Central Europe, therefore it belonged to prominent scientific and cultural centers, closely connected with the higher educational institutions of Europe at that time and was the closest to Western Ukraine. In general, a characteristic feature of this era was the education of Ukrainian youth in European universities, which ensured the entry of Ukraine of that time into the European cultural, educational and intellectual space.

Important historiographic data about the study and stay of Ukrainians in Polish universities are recorded in the so-called landlord historiography. The famous historian O. Lazarevsky called the following "initiators and contributors to the scientific study of Little Russian antiquity" in Ukraine: H. Poletika, A. Chepa, F. Tumanskyi, Ya. Markovych, M. Antonovskiy, V. Poletika, O. Martos, V. Lomykovskiy, D. Bantysh-Kamensky, M. Berlinsky, O. M. Markovich, M. O. Markevich. These materials (memoirs, diaries, travel notes, letters) were periodically published in the journal "Kievskaya starina" (1882–1889). As emphasized by D. I. Bagaliy, in the second half of the 18th century, in Ukraine there was a "noble school of Ukrainian historiography with its patrons, such as Bezborodko, hetman K. Rozumovsky, O. Rummyantsev." Among the prominent representatives of noble Ukrainian historiography of the second half of the 18th century, D. I. Bagaliy also names the brothers Y. M. Markovych and O. M. Markovych, O. I. Martos, and others. The scientific study of cultural and educational processes in

Ukraine and Europe, as well as the education of Ukrainians in European universities, was partially carried out by Ukrainian historians: D. Bagaliy, O. Bodyanskiy, I. Borshchak, M. Kostomarov, V. Antonovych, M. Hrushevskiy, M. Petrov, M. Petrovskiy, I. Krypyakevich, D. Yavornytskyi, and others. In the works of these scientists, valuable information and facts about the scientific achievements of Ukrainian students, the defense of master's theses and the initiation of new scientific directions have been preserved. In the historiographic aspect, the works of O. Lazarevskiy, O. Yefimenko, D. Doroshenko, N. Polonska-Vasilenko, E. Malaniuk, I. Krypyakevich, P. Kudryavtsev, I. Lysiak-Rudnytskyi, H. Grabovich, O. Apanovych, O. Putro, V. Kryvoshei, V. Nichyk, P. Tolochko, V. Tomazova, I. Shapiro, V. Shevchuk, Yu. Shemshuchenko and many others, who involved little-known documentary sources and Polish literature. The works of V. Mykytas "Ancient Ukrainian students and professors" deserve special attention Gorenko L.I. (2009) and G. Nudgy "First bachelors and doctors" Nudga G.A. (1990), where for the first time information was summarized and new facts about the stay of Ukrainians in Western European universities, in particular, Polish ones, were presented. In addition, the above-mentioned works contain lists (registers) of Ukrainians among students and professors of the Jagiellonian University. In the well-known monograph of S. Siropolk "History of Education in Ukraine" Gorenko L.I. (2009) unknown and little-known surnames and names of Ukrainians and their active activities in the structures of the Jagiellonian University are mentioned. Important facts about scientific work and professorial teaching activities are preserved in the author's articles of the encyclopedic dictionary "Kyiv-Mohyla Academy in names, XVII–XVIII centuries", "Short biographical dictionary of scientists" by I. Pavlovskiy (2009), as well as the well-known historical and documentary monument "Archive of South-Western Russia". Polish historians of education H. Barych, K. Moravskiy, Ya. Tazbir partially mention the facts of education and Ukrainians in their works Gorenko L.I. (2009). At the same time, a separate historical and cultural research on the objective coverage of the role of Ukrainianness in the formation of the latest scientific and educational directions in Ukraine and Europe does not exist to this day.

### 2 The initial presuppositions

In this context, the purpose of the article is to highlight the cultural and educational activities of Ukrainians in Polish universities, using the example of the Jagiellonian University, where there were centers of Ukrainian culture, scientific schools were formed from representatives of Ukrainians. Among the main tasks: to characterize the historical conditions and cyclical migration of Ukrainian youth to educational institutions in Poland; determine the contribution of Ukrainians to the development of the system of educational institutions and cultural and educational processes in the territory of the Polish-Lithuanian Commonwealth; outline the professional achievements of Ukrainian youth and their role in the formation of the scientific and intellectual potential of Ukraine and Europe at that time.

The scientific novelty of the research is: a cultural approach to highlighting the activities of Ukrainians in the system of educational institutions in Poland during the long historical period of the 16th–19th centuries, primarily at the Jagiellonian University.

### 3 Methods

The theoretical and methodological basis of this research is the principles of historicism, systematicity, objectivity, comprehensiveness, continuity, dialectical understanding of the historical process in the system of the unity of its components. At the same time, methods of historical, historiographical and source analysis, synthesis and generalization are involved at the

same time as problematic, logical, comparative, retrospective, biographical, descriptive, historical-chronological methods, as well as methods of typology, classification and periodization, which will allow to optimally solve the tasks of the above topic and this article.

#### 4 Results and discussion

First of all, Ukrainian youth enriched Polish and Ukrainian science with new inventions and theories. Knowing Latin and other languages perfectly, many of them wrote original works, became the founders of humanistic literature and the culture of Poland and Ukraine in general. Among the "originators of Russian-Ukrainian humanistic culture", the figure of the professor of the University of Bologna, the poet and humanist Pavlo Rusyn from Krosno in the Lemkiv region (1470–1517), who created the Kraków School of Neo-Latin poets, which included students and professors, stands out. Representatives of this school were: the writer S. Orikhovskiy-Roksolan and master Lukash from Novy Myst Morawski K. (1900). In Lviv and other cities of Galician Rus in the second half of the 16th century, a West-Russian humanist current, closely related to the Polish one, arose.

From the beginning of its establishment (1364), the University of Krakow had a democratic character, admission was not restricted by faith or origin. The institution accepted young people aged 16 and over, and sometimes from 14 Morawski K. (1900). At the beginning, the university had only three faculties: seven liberal arts, law and physics and mathematics, later a medical faculty was created. The Pope did not immediately allow the theological faculty to be opened, because such a department was in the Sorbonne and in Prague. Krakow University immediately attracted the attention of young people from all over Europe, including Ukraine. Mathematics and astronomy reach their greatest flowering here. During the Renaissance, 13 professors from the "Rusyn lands" taught at the University of Krakow. Among them, A. Bursiy became famous for his great learning, wrote several philosophical works. The professor was the "excellent mathematician" Ya. Lyatosh, who after disagreements with the rector moved from Kraków to Ostrog Nudga G.A (1990). The teaching staff of the University of Krakow was divided into candidates of the first and second degrees, bachelors, licentiates and masters of arts, who later received a doctorate. Candidates, bachelors and licentiates conducted (read) four lectures per week. Masters and doctors, in addition, gave public lectures free of charge. The dean of the faculty changed every semester; professors were chosen for vacant positions based on seniority, talent, and merit in one or another science. After being elected, upon taking office, the professor had to submit the printed text of the treatise to the academic council and defend it at a general public meeting of all colleagues, as well as arrange a small banquet for them Barycz H. (1935). Nicholas Copernicus studied at the University of Krakow in 1491–1494. The university has long had a rich library, archives, equipped anatomical offices, an astronomical observatory, a botanical garden, a zoological museum, etc. The educational base provided thorough training of students and professors. Education was conducted in Latin, students spoke their native language only during separately permitted hours of the day.

Among the students of Krakow University was the scientist-encyclopedist Yuriy Drohobych (Georgiy, son of Mykhailo Donat from Rus; Yuriy from Lviv; Yuriy from Drohobych; Yuriy Kotermak; c. 1450–1494) - one of the first founders of humanistic culture in Ukraine. According to researchers, his real surname is Kotermak Isaevich Y.D. (1969). Yuriy's written biography begins in 1469, when the young man's name appeared in the lists of students at the University of Krakow. Later, he earned a Bachelor of Arts degree (1470) and a Master of Arts degree (1473) at the University of Kraków. After that, he studied at the University of Bologna, where he defended his doctor of philosophy thesis, and then a doctor of medicine. In 1478–1482, as a professor at this university, he taught astronomy, and in 1481–1482 he was rector of the Faculty of Medicine and Liberal Sciences in Bologna, writing in Latin the work "Prognostic

assessment of the current year 1483 by Master Yuri Drohobych of Russia, Doctor of Arts and Medicine of Bologna university" and probably he was one of the teachers of M. Copernicus Nikitas V.L. (1994). Researchers wrote about Yu. Drohobych in Italian, German, Polish, Russian, Ukrainian and other languages. His image found its embodiment in fiction, fine and plastic arts Yuriy Drohobych (1983).

In the lists of the Jagiellonian University, the names of Ukrainians have been registered since the institution was founded. About two thousand Ukrainian students studied and lived in bursas at that time, among them: "Mykola Petrovych from Bussko" ("Nicolaus Petri de Bussko", 1400), "Ivan from Rava" (apparently from Rava-Ruska, 1401), "Matviy (Martyn) from Tukhli" (1403), "Ivan Dorogostoi from Podillia" (1410), "Simon from Drohobych" (1419), from which only two money was taken as an entrance fee. In 1421, the first students from Sambor appear: "Mykola son of Mykhailo from Sambor", and in 1424 students are mentioned: "Ivan Grigorovich from Kolomyia" (1424), "Olexii Matviyovych from Lviv" (1432), "Ivan Ivanovich from Halych" (1434), "Ivan Ivanovich of Kamianets (1434), "Dmytro Stepanivych of Kyiv" ("Demetrius Stephani de Kiev", 1466), "Yakov Ivanovich of the Kamianets Diocese" (1491), "Ivan Groshka of Lutsk" (beginning of the 16th century), "Grokhovsky from Volhynia" (1566), "Kapusta from Halych" (1573). In the student register of the Krakow (Jagiellonian) University for the year 1503, the following was recorded: "The following names were entered for the rector, highly respected master Jacobi de Gostinin, professor of theology, canon of the college of St. Florian in Kleparów: Stanislaus Petri de Vilna - 4 gr.), Valentin Mykhailovych from Lviv (Valentinus Michaelis de Leopoli - 4 gr.), Alexius Petri de Mogila (4 gr.)" Nudga G.A (1990).

During the XV-XVII centuries, the lists contain the surnames, first names, and patronymics of students from Left Bank Ukraine: "Ivan Petrovych from Glukhov, no family." The following are listed in the lists of students, bachelors and masters: Martyn Andriyovych Tychna, Petro Kyivskiy, Simon Matviyovych Ozerskyi, Ivan Severynovich Kropyvnytskyi, Mykola Ivanovich Meleshko, Andriy Andriyovych Skyba from Kyiv, Ivan Stepanovich Dederkalo, Oleksandr Hristoforovych Tretyak from Kyiv, Ivan Theodorovych Yushchenko from Kyiv, Hryhoriy Artemovich Ogryzko, Kostyantyn Romanovych Mormyl from Kyiv and many others. Whole groups also enrolled in this institution, such as young people from Podillia: the Grogozii brothers, "Yakiv from Podillia", "Ivan Ivanovich from Kamianets", as well as from Volyn: "Klim from Sarniv", "Mykola Ivanovich from Zhuravnyk", "Matviy Hironimovych from Drohobych of the Lutsk Principality" and many others. The European fame of the "king of medicine" was acquired by Martyn (surname not preserved; born in Nevid. - 1460), originally from the village of Zhiravtsi near Przemyśl. After obtaining a master's degree at the University of Krakow, he extended his studies in Bologna, where he soon received the degree of doctor of medicine and remained a professor there. Martyn was one of the most educated people in Europe at that time, was a master of five European departments, wrote several works on astronomy and mathematics, which brought him European fame. As a doctor, he successfully treated various diseases.

Among outstanding social, political and church figures, a special place is occupied by Ipatii Potiy (real name Adam Lvovych Potiy, 1541–1613), the Union Metropolitan of Kyiv (1599), whom I. Ya. Franko called "the creator of a great cultural work, a combination Russia with Rome" Franko I. (1983). I. Ya. Franko in the article "Life and activity of Hypatius Potius" (published in 1914) noted that the effort to proclaim the union raised I. Potius to the highest level of the Uniate hierarchy and made him a church writer. "This matter," wrote I. Franko, "is the main and almost exclusive content of his writings." His writing activity belongs to Polish as well as to Russian literature, and in that respect he was the prototype of a whole series of writers who, from then until the present day, do not stop manifesting in themselves the intersection of the civilizational influences of

Russia and Poland. As for the spirit of his writings, he stands entirely on Western soil, he is a student of the Krakow Academy, therefore, he is a new type in Russian literature. It is not without reason that we can call him the first Russian preacher in a grand style" Czarnowski St. (1956). The polemicist I. Potiy actively supported the idea of translating the Holy Scriptures and the writings of the Holy Fathers into the "Russian" (that is, the literary Ukrainian of the time) language. He also advocated the creative assimilation of the best examples of Western European culture, he treated the Latin language with great respect, but not as a language of worship, which should replace "Russian", but as a language of European education, without mastery of which it is impossible to join the cultural achievements of the European West of that time Dmitriev M. (1993).

An important contribution to the development of Ukrainian culture was made by Lukash from New Town near Sambor, who, after graduating from Krakow University, obtained a master's degree and published the first textbook on epistolography (1522). Mykola Shadursky, the author of the foreword to the Lviv reprint of the well-known book "Philosophy of Moral and Ethical Education" is also distinguished among the students of the University of Krakow, where, as I. Franko noted, the "extremely valuable" description of all the churches and parishes of the Lviv episcopate for the years 1762-1768 is presented. Ukrainian students of the University of Krakow, who were sometimes called "scholars" (from the Latin scholarus) and "zhaks" ("thanks"), founded a whole Ukrainian-Belarusian-Lithuanian ("Russian") community there, which acquired the importance of a national cultural center and influenced on the Polish literary process thanks to perfect knowledge of the Polish and Latin languages. Among the Ukrainian humanist figures of the Renaissance, who studied and then taught at the Krakow-Jagiellonian University or were in public service, wrote their works in Latin and Polish and left a noticeable mark on the spiritual life of Ukraine and Poland, were Hryhorii Chui-Rusyn, George Tychynsky-Rutenets, Ivan Turobinsky-Rutenets, Sevastyan-Fabian Klenovich, who are still considered Polish writers, although they called themselves Ruthenians, Ruthenians and wrote with love about their native "Roksolania" Gorenko L.I. (2009).

The outstanding Ukrainian writer and polemicist Ivan Mykolayovych Vyshynsky ("Johannes Nicolai Vissinski"), the future rector of the Kyiv Fraternal School Kasiyan Sakovich, received higher education in Krakow. Varlaam Yasynskyi, rector of the Kyiv College, who attended lectures at universities in Poland and the Czech Republic (Krakow, Olomouc, Elblong), received the degree of Doctor of Philosophy. The well-known first printer, cultural and public figure Georgy Skoryna and the writer Yakub Gavatovych were also educated at the Jagiellonian University. The latter received a bachelor's degree, was the author of many Polish-language sermons and poetic works: "Saying", "School of Patience", "Mirror of Spiritual Love", as well as the author of the first Ukrainian interludes. His works are imbued with a unique Ukrainian mentality and filled with a bright national color Gorenko L.I. (2009).

In the lists of students of the Jagiellonian University, in its archives for different years, the surnames Tychyny or Tychynski are often mentioned: Tomas and Venceslav Tychyny, Stepan Pavlovich Tychyna, Mykhailo Tychyna (Ruten, Mykola Tychyna (Ruten), "George of Tychyna, Rusyn" ("Georgius de Tyczyn, Ruthenus") – the master and rector of the Krakow school in the suburb of Klepari (ruthen); Martyn Tychyna, Ivan Tychyna. Next to Tychyna (Tychynsky) are recorded Ivan from Buchach and Stanislav Korytko from Zvenigorod Nudga G.A. (1990). To Ukrainian enlighteners include Pyotr Dmytrovych Lodia (1764–1829), the first teacher of philosophy opened for Ukrainians at the Studium Ruthenum at the Lviv University in 1787. He was a professor of logic, metaphysics and moral philosophy at the Lviv University (1787–1802), later a professor at the University of Kraków (1802–1803), as well as the St. Petersburg Pedagogical Institute (1804–1819) and the University

(1819–1829). His translation into Ukrainian of Hr. Baumeister's work "Moral Philosophy" is known.

Many of the representatives of the Levytsky family, a Ukrainian Cossack elder, studied in Poland. One of them, Hryhorii Levytskyi-Nis (1697–1769), is the greatest Ukrainian master of engraving of the Baroque period in Ukraine. He is known as the founder of the school, which had a huge impact on the engraving art of Ukraine in the second half of the 18th and early 19th centuries. as the most artistically and technically perfect. After graduating from the Kyiv Academy, he mastered drawing and engraving techniques and worked in the city of Breslau (1720–1730s; now Wrocław, Poland) in the workshop of the famous Polish artist Bartholomew Strahovski. Subsequently, he studied and worked in Germany, in the city of Danzig (now the city of Gdansk, Poland). H. Levytskyi-Nis created a series of engravings for the Lviv gift edition of "Aristotle's Philosophy" in honor of Oleksiy Razumovsky (1745), one copy of which was in the library of K. Rozumovskyi. The son of Hryhorii Levytsky - Dmytro Levytsky (1735–1822) - an outstanding Ukrainian portrait painter, academician Sandaluk O.M. (2001). He is also a pupil of the Kyiv Academy, which A.N. Benoit called the "Russian Sorbonne". During the XIX century. the Kraków Academy of Fine Arts was especially famous, where Leopold Lewytsky also studied.

The scientific library of the Jagiellonian University was especially famous. Among its rarities to this day is a handwritten copy of "The Laws by which the People of Little Russia are Judged", which belonged to the library of Kyril Lyashchevetskyi (Lyashchevetskyi; born in Nevid. - 1770) - an outstanding Ukrainian church figure, bishop of Voronezh and Yevetskyi, Chernihiv and Novgorod-Novgorod-Severskyi In general, K. Lyashchevetskyi had a large library - about 400 copies of books in Latin, German, Polish, partly Church Slavonic and Russian. Theological and philosophical literature prevailed, individual works of German pietists: J.F. Budde, A. Michaelis, philosophers H. Wolff, H. Baumeister, Latin editions of Publius Ovid, Quintus Horace, John Locke and others. There were also Russian translations of Michel Montaigne, Samuel Puffendorf, A. Bushing, D. Locke, various dictionaries, grammars. In the library of K. Liashchevetsky was a handwritten copy of "History of the Cossacks", a translation from the Polish edition of the Statute of the Grand Duchy of Lithuania.

After completing their studies in foreign universities, almost all young scientists returned to their homeland. But there were also those who remained where they received their education, as professors, deans, research scientists and participated in the pan-European process of development of science, art, and culture in general. Their contribution to the world cultural and educational process is quite significant, their names are included in the pantheon of figures who affirmed the ideas of humanism. As I. Golenishchev-Kutuzov wrote about it, "from the departments of Krakow and Bologna, Padua and Vienna, natives of the Ukrainian steppes commented on ancient poets. Humanists of Ukrainian origin, who considered themselves Ruthenians, developed their activities in Poland itself and in the West" Gorenko L.I. (2009).

## 5 Conclusion

All of the above facts confirm that Ukrainian-Polish relations during the 16th–19th centuries. in the field of education, science and culture have acquired special importance and prospects for development. The education of Ukrainians and their professional growth in the system of higher education institutions in Poland (in particular, the Jagiellonian University) provided an opportunity from the very beginning to join the leading centers of intellectual culture in Central Europe. The education, culture and science of the above-mentioned educational institutions developed in the context of the historical and cultural paradigm during the 16th and early 19th centuries. In addition, there was a significant expansion of boundaries for intellectual influences and cultural and educational forms of cooperation. This is connected, above all, with the desire for cultural and educational

reforms in Ukraine, the initiators and authors of which were representatives of the new generation of the "leading layer" of Ukraine at the end of the 18th and the beginning of the 19th centuries.

At the same time, the active participation of Ukrainians in the educational and cultural space of Europe at that time included Ukraine in the world integration processes, which later ensured a dynamic cultural process aimed at a holistic understanding of the continuity and continuity of Ukrainian national culture. In further research, it is necessary to highlight the role of representatives of the Ukrainian intellectual elite in the formation of the humanitarian space-time both in Ukraine and abroad on the basis of integration, democracy and ethno-cultural originality.

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## MODERN TRENDS OF UKRAINIAN CULTURAL TRADITIONS AND THEIR TRANSFORMATION

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**Abstract.** Transformation of Ukrainian cultural traditions occurs under the influence of certain changes, namely political, economic, geopolitical and European integration. The aim of the article is to analyze and identify the peculiarities of transformation of Ukrainian cultural traditions from the beginning of independence to 2022. Methodology. A statistical analysis based on the results of the World Values Survey in Ukraine for the period 1996-2020 has been used to investigate the transformation of cultural traditions. The results demonstrate that the transformation of Ukrainian cultural traditions is slow with generational and socio-political system changes. At the same time, the more superficial elements of everyday culture are changing rapidly. Ukraine is among the countries where post-material values are beginning to develop. Compared to the 1996 data, a certain increase in the percentage of people of mixed type, characterized by both materialistic and post-materialistic values, can be observed in 2022. This indicates a trend of slow changes in values. The situation did not alter significantly between 1996 and 2022. Among the main reasons are a lack of structural economic change and low economic growth, with the economy heavily dependent on global market conditions. At the same time, the transformation of cultural traditions was positively influenced by the processes of European integration and citizens' will to join the EU. A positive factor in the transformation of cultural traditions may be the protection of Ukraine's national interests during the Russian-Ukrainian war, which promotes civic identity and trust in political institutions.

**Key words:** cultural traditions, values and mindset, peculiarities of Ukrainian culture, transformation of Ukrainian culture.

### 1 Introduction

The transformation of Ukrainian cultural traditions takes place under the influence of political, economic, geopolitical and European integration changes. Worldview attitudes and beliefs tend to change not only with the change of generations, but also with changes in the socio-economic system and the transition to a market economy, where human rights are protected, there is a high level of freedom of choice, democracy, a decent quality of life and well-being of the population is ensured. At the same time, cultural tradition reflects the values and worldview of citizens on history, customs, rituals, economy, politics and the like. Tradition acts as a certain form of culture broadcasting, as a social memory. Tradition embodies the uniqueness, distinctiveness, identity of the people, nation, society, social group, in other words - the subject to which it belongs. Given the lack of comprehensive studies of the transformation of Ukrainian cultural traditions, the analysis and identification of changes in the worldview and values of Ukrainian citizens is relevant.

The aim of the article is to analyze and identify the specifics of the transformation of Ukrainian cultural traditions from the beginning to 2022.

### 2 Literature review

In a general philosophical sense, "tradition" is a certain type of relationship between successive stages of development of an object, in particular culture, when the "old" passes into the "new" and productively "works" in it. In modern cultural literature, the concept of "tradition" (from Latin *traditio* - transmission) is understood as a social and cultural heritage, which is transmitted from generation to generation and reproduced in certain societies and social groups; customs,

rituals, norms of behavior, views, tastes, historically developed and transmitted from generation to generation; any collective (group) stereotype of activity (Vashkevych, 2013). The concept of cultural tradition is a property of culture, reflecting the form of human interaction with it, is an element of culture, transmitted from generation to generation and preserved for a long time. Culture is defined as a set of material and spiritual values created by mankind throughout its history; a historically acquired set of rules within society for its preservation and harmonization. Thus, cultural tradition is a set of values, norms, rules, transmitted by generations in the course of historical, socio-economic, political development of society.

Cultural tradition is a set of world outlook ideas of a general nature, placed in the basis of the life of individual public national-state, supra-state formations in the form of national unities around the ideas, transversal in the socio-historical existence of large regions in all times of civilization. Cultural traditions are expressed in folk culture and creativity, customs, rituals, language, literature, folklore, etc. In a more general sense, cultural traditions are represented by elements of cultural and historical heritage expressed in ideas, values, customs, rituals, ways of perceiving the world, etc. As a viable spiritual past inherited from previous generations, cultural tradition is enshrined in norms of behavior, mentality, morality, myths, religious rituals and ceremonies (Kopievska, 2014). Cultural tradition is a system of certain rules, tested by a long historical time, obligatory for individual and collective behavior in any social environment from ancient to modern times.

In the 1960s, A. Kroeber and C. Kluckhohn conducted a critical review into the definition of culture. Yet the term is still not unambiguously defined (Bakacsi et al., 2002; Hall, 2008). Beugelsdijk and Maseland were the first to distinguish the concepts of cultural understanding (Yu & Pirnazarov, 2020):

1. Culture is the artificially created result of human activity, including interaction and communication, which forms social capital ("connections"). This concept includes a number of elements: lifestyle stereotypes of nations; structure and levels of needs depending on lifestyle, consumption structure; economic behavior and norms, perception of behavior; informal rules of social behavior determining social capital; values determining attitudes to freedom, wealth, labor, legislation, piling up, religion; forms of organization of economic activity culture (individualism or collectivism, liberalism, free or strict regulation of activity); level of cultural tolerance towards other cultures, etc. This approach closely links economic culture and economic activity, with the boundaries of the connections being blurred.
2. Culture as ideas and worldviews that determine behavior, which primarily depends on the level of consciousness and thinking of the individual of a certain nation, the mental and cognitive attitudes of economic culture. At the same time, worldviews depend on the institutions of the country, the legitimacy of the authorities and the level of lawfulness. For instance, according to neoconservatism, existing institutions, traditions and moral values shape the perception of the world.
3. Culture, as a set of values that regulate behavior in society, performs the function of defining forms of human activity. T. Parsons defines values as the highest principles produced by a social system in order to maintain integrity, unity, self-regulation and consensus in different subsystems (Parsons, 1950). Parsons (1950) shares M. Weber's view of personal value standards or modes of value orientation as a separate component of the social system, classified into cognitive, moral and highly assessed models of value orientation (appreciative).

Values can be considered as the basis of worldview and culture. The considered approaches to the understanding of culture are

closely related to each other, forming a logical chain of links between them: values - worldviews - norms and standards of behavior - results of human activity in different areas of life, including in the cultural sphere. Values change over time as a result of long-term changes in the political and economic system, institutions, norms and rules of behavior in society.

Three main worldview approaches have emerged in the literature: 1) American worldview approach based on the moral values of US analyst J. Capen (Capen, 1993) (trust, gratitude, understanding one's personality as a reflection of company principles, Christian values); 2) social and moral foundations of the Western European world with reference to English management scholar J. Mole (understanding people's behavior and motives, generational conflict over professional training, ethical economic behavior based on professionalism) (Mole, 2011); 3) the Asian model of practical ethics as a philosophy of the collective and institution of people, built on the Japanese management system, historical, social and cultural features of Asian countries (Romanenko, 2009).

### 3 Methodology

The study considers the concept of cultural tradition as a set of norms and values that are transmitted by generations depending on the state of the socio-political system and have the property to change within generations. This definition became the basis for the study of the transformation of cultural traditions using the World Values Survey in Ukraine for the period 1996-2020. Table 1 presents socio-demographic characteristics of the respondents who took part in the World Values Survey in Ukraine in the given period.

Tab. 1: Socio-demographic characteristics of respondents to the World Values Survey in Ukraine, 1996-2020

	1996	2006	2011	2020
Number of respondents, persons	2811	1000	1500	1289
Gender				
Male	40,4	45	45	40,8
Female	59,6	55	55	59,2
Age				
Under 25 years old	11,2	15,5	14,7	9,2
25-35 years old	18,5	18,0	18,7	19,1
35-45 years old	23,3	17,8	15,9	21,5
45 years old and older	47,0	48,8	50,7	50,2
Education				
Complete general secondary education	13,3	3,0	4,7	1,7
Professional (vocational) education	41,8	38,7	35,8	23,1
Professional pre-university education	23,2	23,5	26,5	40,2
Higher education	21,2	33,6	33,1	34,2

Source: calculated by the author on the basis of WVS Wave 3 (1995-1998); WVS Wave 5 (2005-2009); WVS Wave 6 (2010-2014); WVS Wave 7 (2017-2020).

To assess the transformation of the Ukrainian cultural tradition, survey data for the period 1996-2020 was used to address and reflect:

- 1) the socio-economic and cultural order in Ukraine, its transformation and reflect the place of the Ukrainian cultural tradition in the world, taking into account the influence of political, economic and religious factors;
- 2) the generally important values for Ukrainian citizens (family, work, friends and leisure time, politics, religion);
- 3) level of interpersonal trust, trust in institutions; level of

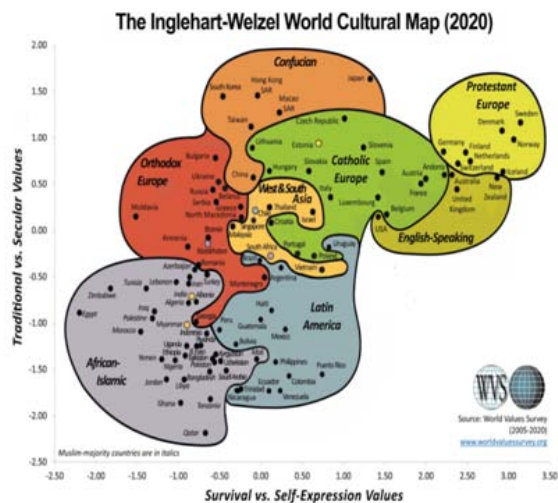
- 4) participation in political activities;
- 4) civic identity, national dignity.

To analyze the level of civic identity, the results of the survey of the Institute of Social and Political Psychology of National Academy of Educational Sciences of Ukraine and the Association of Political Psychologists of Ukraine from 21 to 30 November 2018 among 1204 respondents in all regions of Ukraine, the results of the Kyiv International Institute of Sociology (KIIS) survey 2022 were used. To assess the state of national pride, the results of the survey of the Sociological group "Rating" on April 6, 2022 were used.

### 4 Results

Figure 1 shows the cultural map of the world, reflecting the new socio-economic, cultural order formed in the process of transformation of the political order in different countries, the entry of certain countries into economic unions. This was reflected in the cultural traditions of some countries. At the same time, Ukrainian cultural tradition reflects orthodox ideological orientations of the citizens. Ukrainian society demonstrates a rather high level of religiosity, in which the level of religiosity depends on gender, age, place of residence (urban/rural), and level of education, while there is no connection between religiosity and income. Ukrainian cultural tradition is characterized by the expressive regional nature of all aspects of religious and confessional-church self-determination. The West is traditionally characterized by a high level of religiosity, the South and the East by the lowest, with the self-determination of the South and East in the religious sphere being unstable in recent times. This probably reflects the overall contradictory changes in the mass consciousness of these regions since 2014.

Figure 1: World Cultural Map, 2020



Source: World Value Survey (2022).

As Figure 1 illustrates, developed European countries are characterized by the expression of secular-rational values (less importance of religion, family, authority) compared to traditional values (religion, parent-child bonding, respect for authority, family values). The Western European cultural tradition is also characterized by values of self-expression through the influence of Protestantism on the worldview of the population of Germany, Denmark, Sweden, Finland, Switzerland, Ireland and the Netherlands. Protestant Western Europe is also characterized by a gravitation towards environmental protection, a growth of tolerance towards different social groups and minorities, and an increasing importance of participation in the socio-political life of the country. Rational values and values of self-expression are also characteristic of Catholic Europe and English-speaking countries, especially in France, Austria, Spain, Belgium, Italy, Slovenia, the Czech Republic, the UK and the USA. Unlike Ukraine, where religion is still an important value orientation,



these Western countries are also characterized by a high level of freedom, democracy and recognition of the significance of human rights protection. In the most developed countries of Europe culture is built on the Protestant ideology of M. Weber's times, Catholicism, which highly values a person, his labor, innovation and honesty.

Table 2 presents the priority of values in Ukraine in 1996, 2006, 2011 and 2020, which indicates no radical changes in the transformation of assessments. Consequently, for the period 1996-2020 work remained the most important for Ukrainians, second place was taken by family (average 1.77), third by politics (average 1.94), fourth by friends (average 1.94). In fifth place - religion (average 2.34), in sixth - leisure time (average 2.9). It should be noted that the importance of friends and religion decreased insignificantly, while the priority of politics increased. On the whole, three groups of values can be traced in terms of priority: 1) work; 2) family, friends, politics and religion; and 3) leisure time.

Tab. 2: Value prioritization based on citizens' assessment of the importance of work, family, friends, leisure, politics, religion in Ukraine in 1996, 2006, 2011 and 2020

	1996	2006	2011	2020	Average value, +/-	Deviation (2020-1996), +/-
Number of respondents, persons	2811	1000	1500	1289	1650,00	-
Importance in life (Very important - 1, Rather important - 2, Not very important - 3, Not at all important - 4)						
Importance in life: work	1,16	1,14	1,10	1,15	1,14	-0,01
Importance in life: family	1,78	1,80	1,72	1,78	1,77	0,00
Importance in life: friends	2,07	1,96	1,87	1,85	1,94	-0,22
Importance in life: leisure	2,92	2,76	2,94	2,97	2,90	0,05
Importance in life: politics	1,69	1,90	1,78	1,87	1,81	0,18
Importance in life: religion	2,45	2,40	2,26	2,25	2,34	-0,21

Source: calculated by the author on the basis of WVS Wave 3 (1995-1998); WVS Wave 5 (2005-2009); WVS Wave 6 (2010-2014); WVS Wave 7 (2017-2020).

Ukraine is among the post-Soviet countries with low average incomes, dominated by the value systems of former generations and low material security that limit opportunities for self-expression. It is noteworthy that respondents in the age category of 15-29 years show indicators more oriented towards post-materialistic values than the generation of 50 and older. This suggests a transformation of the socio-cultural tradition in Ukraine in the direction of post-materialistic societies. This situation is a confirmation of R. Inglehart's socialization lag hypothesis, demonstrating a qualitative gap between values of different generations, reflecting the difference in conditions of their growing up. The development of self-expression values is important for Ukraine because it stimulates the emergence of democracy and civil society. Socio-economic development enhances people's material, intellectual and social independence, gives rise to a sense of security and autonomy, allows for greater attention to self-realization, participation in social processes and quality of life. Thus, socio-economic development is the basis for the transformation of culture.

Ukraine, as a country with an industrial economy, is characterized by survival values, which are manifested in low levels of tolerance towards various social groups and minorities, low levels of trust in institutions and interpersonal trust (Table 3), the political system, low levels of political activity and self-expression due to low income levels.

Tab. 3: Distribution of Ukrainian respondents' answers on the level of interpersonal trust, 1994-2019

The wave of the survey	Level of interpersonal trust		Level of interpersonal trust		Total
	Most people can be trusted	You need to be very careful	Most people can be trusted	You need to be very careful	
1994-1998	809	1803	31%	69%	2612
2005-2009	245	644	28%	72%	889
2010-2014	347	1054	25%	75%	1401
2017-2019	388	868	31%	69%	1256
Total	1789	4369	29%	71%	6158

Source: calculated by the author on the basis of WVS Wave 3 (1995-1998); WVS Wave 5 (2005-2009); WVS Wave 6 (2010-2014); WVS Wave 7 (2017-2020).

For the Ukrainian cultural tradition one of the most important values is the sense of security, freedom, which is due to a long period of existential insecurity during the USSR. European integration, democratization, decentralization and liberalization in the context of the Russian-Ukrainian war will ensure the transformation of Ukrainian cultural traditions in the future. We can expect a shift from the importance of values of physical, economic freedom and security to the values of self-expression, the importance of quality of life and well-being. In the context of the Russian-Ukrainian war, the Ukrainian cultural tradition is also characterized by an increase in the level of civic identity. Consequently, according to a survey 2022 by the Kyiv International Institute of Sociology (KIIS), 85% of the Ukrainian population consider themselves first and foremost citizens of their country (Figure 2). At the same time among different social categories of the population - age, regional, linguistic-ethnic, gender and settlement - there is no big difference in this indicator. Thus, among residents of the East 81% consider themselves first of all citizens of Ukraine, among Russian-speaking Ukrainians - 81%, among Russian-speaking Russians - 78%.

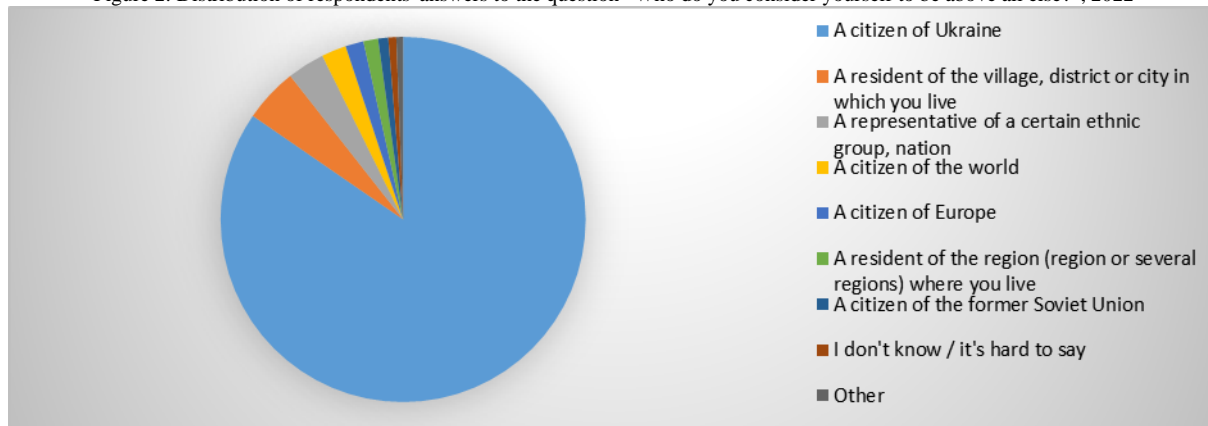
The dynamics of changes in civic identity in 1992 and in the period from 2000 to 2022 (Institute of Sociology of the National Academy of Sciences of Ukraine) are indicative. Indeed, civic identity has almost doubled - from 45.6% in 1992 to 84.6% in 2022, thus making all other identities in the territorial and political context marginal. It should be noted that civic identity grew during the periods of revolution and the outbreak of military conflict in eastern Ukraine: from 50.6% in 2013 to 64.4% in 2014; from 62.6% in 2021 to 84.6% in 2022. This means that the cultural tradition in Ukraine, which is part of civic identity, is affected by political, military developments. The mechanism of the regional conflict, together with external aggression by the Russian Federation in 2013, triggered a sustained positive evolutionary change in the acceptance of civic identity, which moderately intensified over the following eight years. Finally, the Russian Federation's full-scale aggression against Ukraine in late February 2022 triggered another revolutionary change in civic identity. It launched a third phase of civic mobilization in which other options for territorial or political identities gained a marginal or subsidiary place (KIIS, 2022).

In Ukraine one can trace a gravitation towards secular-rational values, where values such as family and religion are still important. At the same time there is no value orientation on authority, in particular the authority of the authorities, as evidenced by the low level of trust in political institutions and the high level of support for democracy. In addition, citizens of Ukraine are oriented towards survival values: weighty priorities such as freedom, security, their own financial situation, low level of trust in socio-economic system, gradual increase of tolerance to social groups and minorities, increasing level of participation

in social and political life, as evidenced by the Dignity Revolution, protests during the war of 2022, numerous protests and calls to the authorities to solve socially significant problems for citizens. It should also be noted that in Ukraine, since the beginning of European integration and decentralization, a mechanism for citizen participation in social development through projects of united territorial communities has been working. At the present stage, Ukraine can be classified as a country with secondary modernization thanks to the processes of European integration. It promotes borrowing of EU experience in public administration, functioning of political institutions,

implementation of decentralization reforms in various spheres of life and other important reforms according to the leading experience of European countries. Accordingly, the processes of European integration will accelerate the transformation of Ukraine's cultural tradition towards an increase in the importance of rational values and an orientation towards personal well-being and quality of life. Due to European integration one can expect cultural changes: citizens of Ukraine will recognize democracy in the context of ensuring human rights, the widest possible freedom to choose their own life path.

Figure 2: Distribution of respondents' answers to the question "Who do you consider yourself to be above all else?", 2022



Source: KIIS (2022).

In terms of civilisational and cultural attributes, modern Ukraine is generally committed to Western European political values, although a prominent role in the political life of the people is played by features of mentality and culture peculiar to Eastern civilisation. In a complex worldview and axiological situation, the Ukrainian people choose the priorities of freedom, responsibility, solidarity, dignity and law, despite the decline in national economic growth rates and the general poverty of large segments of the population.

Given the radical changes in Ukraine's geopolitical reference points in 2022, one can trace the transition to European cultural values and at the same time the recovery of Ukrainian culture and worldview. In today's globalised world, a certain country's success largely depends on which geopolitical cluster it belongs to. While Ukraine used to be at the intersection of clusters that differed not only in economic or political-strategic, but also in worldview-values, today Ukraine's geopolitical choice is in favor of the EU. It is this choice of democratic outlook that is the key condition for Ukrainians to join the integrity (even if not in formal EU terms) of the European nations. Ukraine's belonging to Europe is a new objective reality, and active cooperation in the political, economic space to ensure EU security and protection of Ukraine will contribute to a positive cultural shift. Today, Ukrainians at the level of values are forming their own identity, similar to the European identity, but different due to their own history and culture and the protection of national political, security, economic interests. As noted by Inglehart (2020), "economic development, cultural change, and political change go together in coherent and even, to some extent, predictable patterns". The full self-identification of Ukrainians and the transformation of their culture, values and worldview will be facilitated by the modern end-to-end democratization and liberalization of society, the state and civil society.

## 5 Discussion

The study of values makes it possible to assess the transformation of cultural tradition in Ukraine, the departure from Soviet values and the transition to the values of a market economy, free will and freedom. This means that the transformation of the socio-economic system and European

integration processes have led to changes in the values, beliefs and worldview of citizens. The analysis of the cultural map of the world on the results of values of citizens in different countries for the period 1999-2020 shows that Ukraine occupies an intermediate position on the scale of "traditional-secular" and we observe a gradual movement closer to the pole of secular-rational values in 1999-2022. In addition, Ukraine's journey from the values of survival to the values of self-expression is slow, as in other post-Soviet countries, although countries in Eastern Europe have seen a more rapid movement (e.g. Poland, the Czech Republic, Slovakia, Hungary) (World Values Survey Ukraine 2020). As Inglehart (2005) notes, in pre-industrial societies the family is crucial for survival. In Ukraine, the family has the highest value (the average estimate of importance for 1996-2020 is 1.77). However, despite the high importance of the family to Ukrainian citizens, the divorce rate is 3.6 per thousand people (as of 2019). In 2020, 167.9 thousand marriages were officially registered compared to 493 thousand in 1991. In 1991, 200,810 couples were divorced, while in 2020 the number is 119,253. Ukraine is the leader among European countries by divorce rate. On the whole during the period of independence the number of marriages has decreased several times. Thus the recognition of the value of the family is not identical to the desire to create one, which may imply a higher level of choice for Ukrainian citizens to register their marriages. According to Inglehart (2005), pre-industrial societies are also characterised by social conformism rather than individualistic aspirations, support for respect for authority and a high level of national pride and a nationalistic outlook. According to such theoretical postulates, Ukraine cannot be classified as a pre-industrial society for several reasons. Firstly, a nationalistic worldview has not been largely characteristic of Ukrainian citizens since independence. The overwhelming majority of the population lacked national pride in their history, culture and state. The level of national pride increased in 2022 during the escalation of the Russian-Ukrainian war and the protection of national interests by the Ukrainian government. According to the surveys, the following features of Ukrainian cultural tradition in the context of national dignity can be traced:

- 1) According to a survey conducted by the Institute of Social and Political Psychology of National Academy of Educational Sciences of Ukraine and the Association of Political Psychologists of Ukraine from 21 to 30 November

- 2018 among 1204 respondents in all regions of Ukraine, the work of great Ukrainian poets, writers, composers and performers is a subject of national pride for 56.5% of Ukrainians. In particular, the achievements of Ukrainian athletes make 48.0% of Ukrainians proud, let alone the history of the Ukrainian Cossacks, Zaporozhian Sich (47.0%), the victory in World War II (46.7%) and the achievements of Ukrainian folk art (dumas, songs, decorative arts, folk architecture, etc.) (38.4%). Compared to 2015, the number of respondents who agreed with the statement that these achievements were a source of national pride increased, and significantly (from 36.9% to 48.0%) with regard to sports achievements (Slyusarevskyy, 2019);
- 2) The data of the survey, conducted by the Sociological group "Rating" on April 6, 2022, recorded a significant increase of the feeling of pride for Ukraine among the respondents. If in August 2021 34% of respondents said that they felt pride for the state (then the emotion of summation towards Ukraine prevailed), today this feeling is dominant (80%). Sadness about Ukraine is felt by 32% of respondents, joy - by 20%, fear - by 16%, anger - by 11% and interest - by 6%. Since August 2021 the number of respondents who self-identify as citizens of Ukraine has increased significantly (from 75% to 98%) and as "European" - from 27% to 57%. Instead, fewer respondents talk about themselves as a "Soviet person", their number decreased from 21% to 7%. A very high level of local patriotism is also recorded. Civic self-consciousness is now dominant in all age and regional groups. As far as the pro-European self-identification is concerned, there are practically no differences in the age fractions. At the same time, certain differences in the macro-regions are recorded: the European identity is somewhat more prevalent in the west and in the center. The pro-Soviet identity is relatively more frequent among the oldest ones.

## 6 Conclusion

The transformation of Ukrainian cultural traditions occurs slowly as generations and the socio-political system change. At the same time, the more superficial elements of everyday culture are changing rapidly. Ukraine is among the countries where post-material values are beginning to develop. Compared to the data of 1996, a certain increase in the percentage of people of mixed type characterized by both materialistic and post-materialistic values can be observed in 2022, indicating a trend of slow changes in values. The situation did not change significantly between 1996 and 2022, the main reasons being the lack of structural economic shifts and low economic growth with a high dependence of the economy on the global market conditions. At the same time, the transformation of cultural traditions was positively influenced by the processes of European integration and citizens' will to join the EU. A positive factor in the transformation of cultural traditions may be the protection of Ukraine's national interests during the Russian-Ukrainian war, which promotes civic identity and trust in political institutions.

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**Secondary Paper Section: AL**

## THE INFLUENCE OF INTERACTIVE TECHNOLOGIES ON THE FORMATION OF FOREIGN LANGUAGE COMMUNICATIVE COMPETENCE OF STUDENTS OF PHILOLOGY MAJORS

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**Abstract:** The relevance of the topic is the need to improve modern pedagogical practice through the use of modern innovative tools, namely interactive technologies. The issue of using interactive technologies is the possibility of gaining competitive advantages in the cognitive activity of students. Students of philological specialties face the problems of lexicogrammar nature and heavy workload. From this point of view, the research topic is relevant and requires the development of a methodology for the implementation of foreign language communicative competence using interactive technologies. The issue of their use in the modern educational environment is due to the increased attention of scientists because the qualitative use of interactive technologies can qualitatively improve the activities of students of various cognitive natures. Through the use of interactive technologies, an educator who plans to conduct a seminar or lecture should be able to identify key tools aimed at developing the cognitive abilities of the student. This has led to the setting of goals and objectives for the study. The objectives of the study are to analyze modern means of interactive technologies that can qualitatively improve the conduct of seminars or lectures. Moreover, an important direction in the study is the analysis of modern existing methods that can qualitatively improve the policy of organizing training and change the education system following the development of digital and interactive technologies in the long term. The object of the study is the cognitive activity of students of philological specialties and interactive technologies as a tool to improve the quality of mastering the discipline. The introduction of interactive technologies will improve not only the quality of students' foreign language communicative competencies but will also be able to provide an effective policy for communication among students. Through the use of scientific research methods and analysis of various types of interactive technologies, a thorough study of the development of interactive technologies and the quality of their formation in the modern educational environment can be carried out. The results obtained can improve modern teaching practices and increase the effectiveness of the implementation of foreign language communicative competence of students of philological specialties. The article investigates the basic principles of the development and formation of foreign language communicative competence through the introduction of interactive technologies in the educational process.

**Keywords:** foreign language, cognitive activity, interactive technologies, group projects, seminar, analytical skills, communicative competence.  
**JEL Classification.**

### 1 Introduction

In today's conditions, the development of foreign language communicative competence plays a key role. It provides an opportunity to improve the quality of the exchange of culture and experience between people. In addition, foreign language communicative competence is a factor in improving the quality of education among students of philological faculties as future historical researchers and translators. The development of modern technologies and pedagogical practices stimulates the search for effective solutions for learning and improving its effectiveness. Therefore, in the context of scientific research, it is believed that the most effective form is interactive technology. The essence of interactive technologies is the possibility of involving students in cognitive activities in the development of

the educational program of a particular discipline at the university. Moreover, with the help of interactive technologies, it is possible to qualitatively improve the performance of the task and increase the level of interaction of students with each other. In general, interactive technologies involve active engagement in learning. This can be done in different ways, both through game activities, and various stimulating and motivating activities from the educator. The importance of using interactive technologies in the modern educational process lies in the possibility of improving qualitative approaches to the development and formation of technologies that can be most qualitatively characterized. Based on this approach, it is possible to formulate expedient approaches to the development of foreign language competence of students of philological specialties. In addition, the use of various pedagogical practices can increase the level of perception of the material and increase students' interest in learning the relevant material. Scientists argue about the possibility of implementing interactive technologies and methods of selecting the most effective ones. Given this, it is worth using interactive technologies to improve memory, algorithmic thinking, the ability to analyze information and stimulate cognitive activity from the standpoint of a student's interest in studying the philological discipline. An important debatable issue is the ways of assessing students of philological specialties for the quality of perception of the material and the possibility of its improvement under the implemented technologies. These positions indicate the need to explore current views on the use of interactive technologies in foreign language communicative competence. An important issue is the choice of the most effective methodology for implementing traditional teaching and combining it with modern interactive technologies. It is also worth exploring the possibilities of introducing modern digital activities to increase the cognitive activity of students of philological specialties.

### 2 Literature review

The subject of the study is to conduct scientific discussions, which indicate the quality of the use and formation of foreign language communicative ability of students of philological specialties. The priority in training is the possibility of not only effective problem-solving but also the application of the material in practice. Based on such provisions, researchers are forming the problem of the most effective methods of interactive technologies and the possibility of their implementation in the modern scientific community. In addition, to use current interactive technologies, it is necessary to use the developed examples of their implementation and improve them with the help of digital technologies. The author Westera (2020) notes that the issue of using interactive technologies is of key importance in improving the quality of knowledge acquisition and the possibility of developing students' practical abilities. Interactive technologies can qualitatively improve the activities of students of philological faculties in conducting the cognitive activity, creating new integrated tools and systems for the implementation of their scientific activities in the development of relevant educational programs. Another author, namely Jáuregui (2021), emphasizes that the use of interactive technologies can qualitatively improve students' activities not only during their studies but also in the future professional environment. The scientist focuses on the use of the most relevant methodology of interactive technologies aimed at involving students in group work. Group work can become a quantitative indicator when working in the future. Most of the philological specialties, like any other, are aimed at working in groups and solving problems. Tatnall (2022) investigates the issue of foreign language communicative competence as the most difficult sector to master since another language is a foreign culture. Kuhfeld (2020) supports this point. The author believes that foreign language communicative competence is a product of the spiritual traditions and symbolism of a particular ethnic group, which can qualitatively improve the information

content of its epistemological development. In particular, Beckman (2019) explores the use of interactive technologies based on brainstorming. The emphasis is on the fact that as soon as possible students can reproduce key associations and provide their characteristics following the given topic. Moreover, those students who use interactive technologies during homework can improve the quality of cognitive activity in the context of digital technologies. This point of view is agreed by Vogl (2018), who sees the development of modern interactive technologies through digital technologies as a key perspective. It is noted that the issue of using digital infrastructure and the possibility of conducting research using software will create qualitative conditions for analyzing the results obtained and their features. An important direction in conducting research can be considered the opinion of Ammirato (2020), who sees the grouping of interactive technologies according to the methodology of directing the development of relevant skills. The scientist notes that each interactive technology is effective if it is applied in an integrated approach to stimulating educational and cognitive activity. With such approaches, the features of division and the most qualitative methods of tracking foreign language competence by students of philological faculties are widely discussed. The author Santillana (2020) in his works pays considerable attention to the quality of the development of interactive technologies and the possibility of their implementation in modern European universities. In addition, the author explores the issue of conducting seminars through the use of a mixed form of student activity. The key provisions for the implementation of increasing cognitive activity are the possibility of using traditional teaching tools and the moderate use of interactive technologies. Moderation and gradualness are the key means to forming discipline and motivation in students. For this reason, scientist believes that the transformation of the modern educational process to an interactive one is possible only if there is a logical sequence of implemented actions and their preliminary analysis. Thus, in modern scientific literature, much attention is paid to the formation of foreign language communicative competence and the possibility of its improvement with the help of interactive technologies. This has led to the setting of goals and objectives for the study.

### 3 Research aims

The research aims to analyze the principles of the formation of foreign language communicative competence of students of philological specialties with the help of interactive technologies. The article also focused on the possibility of introducing a qualitative formation of the educational process aimed at the development of the cognitive activity. With the help of modern teaching practices and the introduction of interactive technologies, it is possible to improve the quality of learning and its effectiveness. The key problem of the study is to identify the effectiveness of the introduction of interactive technologies for students of philological specialties to identify the quality of the formation of foreign language communicative competence.

It is essential to use modern practices and methods while conducting seminars and lectures. In addition, the article pays attention to the ways of improving the quality of the formation of communicative principles of foreign language communicative competence.

In the article, the quality of class preparation for students of philological specialties to form foreign language communicative competencies has been investigated. Also, the prerequisites and principles of cognitive activity development as a factor in creating the need to use interactive technologies have been determined.

### 4 Materials and methods

In the course of the study, a set of research methods has been used to reveal the essence of the problem in its theoretical and methodological nature and to conduct an analytical experiment. By using research methods and building a methodology for calculating the quality of involvement of students of philological

specialties to form foreign language communicative competence, it becomes possible to create analytical tools. This can qualitatively improve the effectiveness. Using the method of synthesis, the definition of the concept of interactive technologies and communicative competence has been determined. It is suggested to consider the quality of communicative competence at two levels, namely during the implementation of educational activities and everyday communication of students with each other. Attention is paid to the possibility of communication with foreigners. Using the search method, it has been determined that communication with representatives of foreign cultures affects the educational and cognitive activity of students of philological specialties. In particular, by using the method of induction and deduction, the characterization of key effective interactive technologies in modern teaching has been carried out. Moreover, based on these methods, the necessity of the widespread introduction of interactive technologies in educational activities is investigated. The study shows the gradual development of the educational system, which is constantly being improved to meet the modern requirements of the corporate and research sectors. Such approaches can qualitatively improve the cognitive activity of students and increase their motivation to learn. Using the method of abstraction, the characteristic features of the formation and quality of seminars for students of philological specialties have been determined. They are defined based on the use of interactive technologies and their possible further improvement. An experimental study was conducted to reveal the effectiveness of interactive technologies. The indicators of students' success before the introduction of interactive technologies and the degree of improvement in the quality of education due to the introduction of interactive technologies have been investigated. According to this methodological approach, it is possible to describe the real effectiveness of the formation of foreign language communicative competence based on these activities. The suggested methodological tools encourage the reflection of the key results of the study.

### 5 Results

As of today, the development of interactive technologies is of key importance in increasing the real efficiency of students in mastering the discipline. The development of digital technologies has made it possible to form qualitative approaches to highlighting the key communication skills of philological specialties students. The importance of introducing interactive technologies lies in the possibility of improving the approach to learning and mastering disciplines. From the point of view of using modern learning tools, there are a significant number of different formations that can be of advanced importance for the development of communicative competence (Tarasawa, 2020). As a rule, students face several problems in the lexicogrammar sector when learning a foreign language. Let us consider the key problems that students face when learning a foreign language or communicating with foreigners:

- Diversity of cultures and ethical approach to dialogue. Each country, as a separate ethnic community, has not only its territorial structure, and the monetary unit, but also a special mentality, which is primarily determined by qualitative approaches to communication with each other. The same applies when learning a foreign language. Modern practice is that when learning a foreign language, the history of the country whose language is studied by students is taught.
- The difficulty of understanding the grammatical component. For example, in German, there is a significant number of "irregular verbs". The essence of the name is that they are not conjugated and there are a lot of such verbs in the language. This causes certain difficulties in learning for students. Moreover, memorizing every verb is a complex task. Indeed, to master the language at a high level, students need to use a variety of practices to train their memory and the ability to communicate with representatives of this cultural language.
- The problem of translation and phraseology. This is the biggest problem in modern languages. Since the translation

problem becomes the most acute issue in communication. You cannot translate words literally from any language, you always need to take into account the context. In English, there is the word "break", which can have many synonymous meanings and is not related to the topic of conversation. Usually, this word is associated with the destruction or breaking of something. However, in everyday life, there is a common practice of taking a break or a "coffee break". When translated literally we get "to break coffee", which is completely wrong. That is why there is a problem with the correctness of translation and research of stable expressions in foreign languages.

- Communicative barriers, personal problems of students psychology. Most students have communication barriers that prevent them from practicing speaking a foreign language. This is most evident in multicultural universities, where there are many exchange students. Such students form their environment, which performs its task under the set goals and can create their communicative communities, distributed even on a dialectical basis. When learning a language, students of philological specialties often face the problems of establishing communication between each other and the fear of saying something "wrong".

Such barriers should be identified in time by the lecturer and eliminated through individual approaches to the student. However, with a large audience, the issue of individual approach becomes impossible. Therefore, the most effective means of developing communicative competence will be the introduction of interactive technologies. The essence of interactive technologies is to actively involve students in the learning process, namely through a variety of techniques and games (Zartler, 2020). In addition, the most popular interactive technology is game activities. With the help of it, students will most quickly master new knowledge and be able to apply it in practical activities, in particular communicating with each other.

With such approaches, it can be stated that interactive technologies are a key means of developing students' communicative competence. Moreover, interactive classes and technologies should be widely implemented not only in universities but also in schools and private educational institutions. The issue of introducing interactive technologies in the educational market concerns the development of communicative abilities of a wide community of people who can improve their abilities through effective pedagogical practices. In addition, today it is worth considering that digital technologies are rapidly developing. This directly affects the quality and methodology of teaching students in philological specialties (Lockyerm 2019). Through the use and widespread implementation of digital technologies, it becomes possible to develop key skills in

students of philological specialties, namely: high lexical literacy, translation accuracy, high communication skills, and understanding of business and scientific speech and the difference between them.

The use of digital technologies has become a key means of conducting interactive classes. With their help, it is possible to plan classes in a game form, attract additional programs to monitor participation, and measure effectiveness. In addition, in interactive classes, it is worth using a simplified assessment system so that students focus not on the assessment, but on the process of participation in the seminar. This approach to teaching students of philological specialties can quickly improve their analytical abilities and qualitatively influence the level of competence of future translators, historians, and philologists.

The importance of acquiring foreign language competence also occurs when communicating with students in a group. That is why most experienced teachers form homework as a group assignment, which may involve working together to solve and compile a certain project (Antle, 2020). This approach can qualitatively improve not only the student's communication competencies but also improve his/her teamwork abilities as a key factor in human development in the modern world. Working in a group stimulates the search for a common language with other students who may be foreigners with their own culture.

Visualization of information is an integral part of learning. However, most educators forget to implement it in teaching or do not pay due attention to it. The issue of information visualization can qualitatively improve the communicative competencies of students and form them as effectively as possible. Modern approaches and the selection of a visual picture among them stimulates imagination and associations. An associative connection can be linked with certain words or phrases. That is why the associative connection is considered to be the most effective in memory training. The human brain works in such a way that when repeating the same image, a certain hierarchy of associative connections is formed, which can improve the understanding of the subject and help to remember a significant amount of information.

Modern interactive technologies have different forms of implementation and the nature of their direction. The correct use of interactive forms in teaching can qualitatively improve the student's active work while mastering a foreign discipline. Therefore, one of the main tasks of the educator is to prepare the correct format of the lesson, which will maximize the involvement of the student in the cognitive activity. Let's consider the most popular types of interactive technologies that exist today in European pedagogical practice, which are given in more detail in Table 1.

Tab. 1: Interactive technologies

Group classes	Provide the opportunity to work in a group and contact other students, create effective group work and improve the quality of interaction between each other. Contribute to the development, and creation of effective group work and improve the quality of interaction between each other, along with the development of competition.
Discussions	Truth is born in a discussion. This established expression is characteristic of the possibility of improving the cognitive activity and logical abilities of students. The technology of using discussion can qualitatively increase the degree of understanding the issues, teach students to argue their position, and improve communication skills in debates.
Brainstorming	It is characterized by rapid questioning to reproduce associative connections, as the most operational means of memory. Brainstorming in learning is usually short-term and takes up to 5 minutes. During this time, students should write or express their ideas for solving the problem. Brainstorming stimulates students to improve their memory abilities.
Translation of mutual dialogue	Working in groups to reproduce the translation of others can contribute to the formation of professional skills of students of philological specialties. In addition, this approach focuses on the ability to concentrate. Students need to be highly concentrated on memorizing certain information to reproduce a dialogue.
Situational games	The formation of situations in which students will be involved can improve the degree of interest in a foreign language and increase motivation to learn. The essence of the method lies in the game form of reproducing certain images and imitating their behavior. With this approach, students can not only improve their communication skills but also improve their psychological state and eliminate anxiety during learning.
Home Projects	This technology is the main one in the implementation of classes using interactive technologies. It stimulates thorough research of the problem, the processing, and the reflection of the results. As a rule, such projects are distributed among groups to improve foreign language competencies.
Creative and digital	It includes any creative means of conducting a lesson that stimulates students to cognitive activity. Digital ones are special simulators for mobile applications or web resources. Automated checking of lexical and grammatical knowledge can improve students' motivation to learn.

Source: compiled by the authors



The interactive technologies presented in Table 1 demonstrate the wide opportunities for both educators and students of philological specialties to form their communicative competences. These competencies will contribute to the qualitative improvement of foreign language acquisition. To conduct an experimental study, it is suggested to choose the Warsaw Linguistic University, namely Wszechnica Polska. The 3rd year students of the Faculty of Philology have been chosen for the study. The experiment was conducted during 10 seminars using an e-mail survey of students and a proposal to do homework in a group form and use such mobile applications as "Duolingo". To begin with, the current level of student's academic performance has been determined.

1. The knowledge quality coefficient is calculated by the formula:

$$\text{knowledge quality} = \frac{n(8)+n(7)}{N} \cdot 100\%$$

This indicator is calculated based on the results of the semester and annual assessments;

$$\text{knowledge quality} = \frac{12 \cdot n(12) + 11 \cdot n(11) + 10 \cdot n(10) + 9 \cdot n(9) + 8 \cdot n(8) + 7 \cdot n(7)}{12N} \cdot 100\%$$

formula (1) where n(12) is the number of students who received 12 points; n(11) - number of students who received 11 points; n(10) - number of students who received 10 points; n(9) - number of students who received 9 points; n(8) - number of students who received 8 points; n(7) - number of students who received 7 points.

2. The efficiency coefficient is calculated by the formula:

$$\text{efficiency coefficient} = \frac{12 \cdot n(12) + 11 \cdot n(11) + 10 \cdot n(10) + \dots + 2n(2) + 1n(1)}{12N} \cdot 100\%$$

formula (2). This indicator is calculated based on the results of monitoring control works.

From the calculated study, we can obtain the following indicators that indicate the quality of the formation of communicative competence of students of philological specialties. The correlation between the efficiency coefficient and the degree of knowledge quality is formed according to the following approach: from 1 to 0.8 - the highest indicator; from 0.9 to 0.7 - good indicator; from 0.7 to 0.6 - normal indicator; 0.6 and below - unsatisfactory result. The results of the analysis are presented in Table 2.

Tab. 2: Quality of the formation of communicative competence of students of philological specialties.

Average semester grade of the student	Indicator of knowledge quality	Indicator of knowledge performance
76,5/100	6,2	6,4

Source: compiled by the authors

As can be seen in Table 2, the average score of students of the Faculty of Philology is 76.5 points, which is a grade C, on the verge of a B. This level of performance is satisfactory, but insufficient for a professional philologist. That is why, within the framework of the study, it was suggested to use several interactive technologies aimed at improving the indicator of the quality of knowledge and its effectiveness.

Students carefully prepared home projects only in groups and introduced discussion during classes, which could qualitatively raise the level of foreign language proficiency. Moreover, in just 3 weeks of the experiment, the average score of students of philological specialties significantly increased. The results of the summary indicator are shown in Table 3.

Moreover, during the experimental study, when recalculating the indicator of the quality of knowledge, it reaches 7.1, and the indicator of the effectiveness of knowledge is 7.0. Such results indicate that the formation of communicative abilities of students of philological specialties is much better with the introduction of interactive technologies.

Tab. 3: Indicators after holding seminars with the help of interactive technologies

Communicative competencies	Average value
Lexical literacy	7,4
Educational and research competence	7,5
Memory development	7,1
Creative and communicative skills	6,4

Source: compiled by the authors

In general, nowadays, the practice of introducing interactive technologies in education is widespread. They provide some advantages both for students who can improve their abilities and for teachers who can develop their professional skills.

The conducted analytical research proves that at the subconscious level, human analytical abilities work better based on the use of interactive technologies. Therefore, their introduction into training can improve the quality of cognitive and active activity of students of philological faculties.

The main problem for students of philological faculties is a significant amount of information to be memorized accurately: historical dates, vocabulary, grammatical rules, dialects, phraseological units, etc. This amount of information creates the need to develop an effective teaching methodology, which in combination with digital technologies can significantly improve the level of professional competence of students.

Considering the development of communicative competence, the main pillars of development are discussion and group work. To stimulate these skills, it is necessary to involve students in group work as often as possible, both during seminars and lectures and during homework. Such approaches can qualitatively improve the level of foreign language proficiency and contribute to the development of the communicative competence of students of philological faculties.

Thus, the study is characterized by several features of the method formation of learning foreign languages and stimulating the development of communication skills during training. For the effective development of this area, it is necessary to apply modern tools of digital technologies and current pedagogical practices.

## 6 Discussion

The results of the study on the formation of foreign language communicative competence and the peculiarities of its implementation indicate that it is necessary to form modern tools for designing the links between the level of knowledge acquisition and the level of their reflection in the profile environment. The conducted experimental study confirms that the level of implementation of interactive technologies based on the use of digital simulators and group work can qualitatively improve the degree of foreign language learning. It can also help to improve the applied skills of students of philological specialties. This, in turn, stimulates the search for further prospects of the research. The key direction will be to group and analyze the most effective interactive technologies and combine them into a comprehensive system. The importance of their distribution among themselves and the evaluation of the result is that they will be the key principles of further development of interactive technologies as a tool for the formation of foreign language communicative competence in students of philological specialties.

Foreign scientists, namely Frauenberger (2020), note that the modern practice of introducing interactive technologies is a comprehensive analysis of the possibilities of their implementation and the degree of use following the requirements of the philological discipline. For instance, in linguistics, it is necessary to use interactive technologies aimed at developing memory, since there is a question of understanding phraseological units, memorizing information on the reproduction of lexical and semantic structures, and tools for their implementation. Therefore, according to scientists, a promising area of research will be the use of interactive technologies in a wide range of disciplines and the possibility of further improvement based on the obtained statistical results.

Other authors, namely Reyes (2020), believe that interactive technologies are a tool for future education, which is being implemented nowadays. The use of interactive technologies increases the motivation to learn in students and stimulates the solution of real problems. The game form of activity stimulates all important cognitive sectors of the human brain and increases the level of concentration. According to scientists, game activities will stimulate the mastering of philological disciplines and the possibility of improving the current education system. From this point of view, the prospect of further research will be the development of a methodology for conducting game activities to ensure the development of foreign language communicative competence as a key to achieving academic success.

Ukrainian scientists, namely Subota (2019), emphasize that the use of interactive technologies can qualitatively improve the practical abilities of students and serve as the basic principles of their development. Based on this approach, it is suggested to explore the combination of digital technologies with interactive ones. Modern socio-economic and geopolitical conditions create factors for the development of distance education. Therefore, the development of interactive technologies without the real presence of students is a priority in the modern scientific dimension.

The prospect of further research will be a comprehensive study of the quality of the use of interactive technologies in the formation of foreign language communicative competence of students of philological specialties. With their help, it is possible to qualitatively improve the educational process and the level of cognitive activity of students.

## 7 Conclusion

Thus, some conclusions can be drawn from the study on the peculiarities of using foreign language communicative competence of students of philological specialties. The use of interactive technologies stimulates the improvement of cognitive activity in the educational process. It can qualitatively improve the level of mastering the material through a high level of involvement in the educational process. The issue of forming the quality of knowledge acquisition is the possibility of gaining several key advantages by students at the level of analytical thinking, memory training, and group work. The experimental study shows an increased motivation to work on group projects, which is due to the social nature of a human being.

The formation of foreign language communicative competencies of students of philological specialties is a key basis for the development of modern tools of interactive technologies to increase real effectiveness. The conducted research makes it possible to conclude that in everyday communication with representatives of foreign cultures, the educational process is transformed into a practical one. Therefore, for European universities that use multicultural education at the Faculties of Philology, the priority is to encourage teamwork on projects.

The main principles of modern effective learning are interactive technologies, which are characterized by differentiated practices of their implementation. The modern scientific community

should pay attention to the methods and methodology of using interactive technologies in the modern educational process.

Thus, the conducted research creates conditions for further scientific developments on the types of application of interactive technologies in the formation of foreign language communicative competence of students of philological faculties.

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**Primary Paper Section:** A

**Secondary Paper Section:** AA

## FORMATION AND ACTIVATION OF A HEALTHY LIFESTYLE THROUGH SPORTS

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**Abstract:** The issues of globalization and the acceleration of developing scientific and technical progress, along with positive changes for humanity, have caused the emergence several problems related to ensuring a healthy lifestyle for the population, which are manifested in a decrease in physical activity, the spread of bad habits and a morbidity growth. Sport is one of the ways to solve these problematic issues. The purpose of the research is to substantiate the theoretical and applied principles of exploring sport as a component of the activation of a healthy lifestyle. The methodological base of the research consists of different methods of fundamental studies and economic analysis, namely: analysis, synthesis, comparative analysis, graphic method, generalization, and systematization. The results of the conducted research have made it possible to establish that sport is an integral component of activating a healthy lifestyle, contributing to the strengthening of immunity, ensuring the proper development of the human body and causing an increase in the rate of motor activity. The critical role of sports in the system of personality formation and socialization of individuals was revealed, as well as the main problems preventing a healthy lifestyle, namely: the COVID-19 pandemic, low level of popularization of a healthy lifestyle, low level of medical control over the health of the population, insufficient awareness of people about modern physical culture and health technologies and means of health promotion. The destructive impact of the COVID-19 pandemic and the low level of popularization of sports was proven. The main models of a healthy lifestyle were studied, including preventive, regulatory, physical, and psycho-regulatory, and a model of self-actualization and constructive thinking. The main ways of activating a healthy lifestyle have been proposed, among which a prominent place is given to sports, rational nutrition, correct daily routine and strengthening immunity.

**Keywords:** healthy lifestyle, sport, health, physical activity of the population, quality of nutrition, physical exertion.

### 1 Introduction

Effective use of one's life opportunities and adherence to unique pieces of advice on health promotion involves ensuring a healthy lifestyle, the main components of which are as follows: (1) healthy nutrition, (2) physical loads, (3) strengthening immunity and hardening, (4) getting rid of bad habits and addictions, (5) preventing social diseases, (6) increasing social activity. In conditions of uncertainty and instability, ensuring a healthy lifestyle is significantly influenced by destabilizing factors and is quite a problematic task. The significant digitalization of social life, deepened by the spread of the COVID-19 pandemic, has led to decrease individuals' activity and deterioration in the quality of nutrition. As a result, their life activities are limited to motor activity, leading to the emergence of diseases and other health problems. Considering the above-mentioned, sport can be recognized as an effective tool for reducing the destabilizing effect of negative factors on a person, which can increase the level of activation of a healthy lifestyle. The specified tendencies require in-depth study, which actualizes the research subject.

### 2 Literature Review

The issue of studying a healthy lifestyle has been at the center of attention of the scientific community for a long period, and, at

the same time, it is tested by practical workers and specialists involved in activities in this sphere. Various standpoints on studying a healthy lifestyle have made it possible to identify specific components of its maintenance, one of which is a sport. Ismailova considers a healthy lifestyle a specific form of human activity aimed at preserving and strengthening health by increasing physical activity and forming rational eating habits (Ismailova, 2021).

Barby et al., investigating the role of sports in activating a healthy lifestyle, have concluded that sports influence a person's lifestyle and prove the importance of movement in a person's life (Barby et al., 2019). At the same time, (Ioan-Sabin & Pomohaci, 2018) claims that physical exertion, which is present during sports activities, supports and develops the human body.

Malm et al. believe that sport brings both positive and negative effects (Malm et al., 2019). The positive qualities of sports include health benefits, and personal and psychosocial development, and the negative ones are the risks of injury, eating disorders and the risks of failure. At the same time, Jayanthi et al. note that activating a healthy lifestyle through sports should begin in early and middle childhood and accompany the entire period of a person's life (Jayanthi et al., 2013).

Kumar is convinced that sports are part of the process of strengthening human health and, combined with good nutrition; it plays a vital role in activating a healthy lifestyle (Kumar, 2017). The opinion of the scientist is shared by Koehler & Drenowatz, who argue that the concept of a healthy lifestyle consists in combining physical activity with a full-fledged balanced diet and insist on an integral approach to the formation of the principles of a healthy lifestyle (Koehler & Drenowatz, 2019).

Ghildiyal links the influence of sports on the activation of a healthy lifestyle with the preservation of a person's psychological qualities and the development of willpower, resulting in a higher level of self-organization and discipline (Ghildiyal, 2015).

Along with this, Breivic considers sport as a source of a healthy lifestyle for an individual and explores the possibilities of integrating sport into a person's life and society (Breivic, 2021). At the same time, the scientist is convinced that the importance of sports should be understood by the whole community, which will contribute to increasing the activity of life there and reducing the level of social diseases. Considering the increasing tendencies in cardiovascular diseases, Kaminsky et al. consider a healthy lifestyle in combination with sports as a priority preventive measure for improving health (Kaminsky et al., 2022).

Gilchrist & Wheaton adhere to a similar position. They study a healthy lifestyle through the prism of sports activity, which, in aggregate, allows for broad social benefits manifested in strengthening the population's health, increasing well-being, reducing crime rates, and achieving public cohesion (Gilchrist & Wheaton, 2017).

This theory is supported by Zabolotna, who has established the need to improve the population's life and insists on the need to develop a comprehensive model for improving the health of the entire population of the country and young people. At the same time, the scholar singles out the following constituent elements of a healthy lifestyle, namely: (1) sports and physical education, (2) rational nutrition, (3) individual responsibility for a person's health (Zabolotna, 2015).

The problems of activating a healthy lifestyle of young people are sufficiently profoundly reflected in the scientific works of Mytychuk et al.; they position sports and the responsible attitude of the individual toward his health as strategic priorities for the

development of the personality and his socialization (Mytchuk et al., 2015). After all, scientists have established that young people pay little attention to their health, do not often undergo medical examinations, and rarely resort to medical monitoring.

In addition, Khromykh has revealed that sport is a field of mass self-activity and an integral factor in the formation of an active life position, contributing to increasing the confidence of an individual's behavior in society and resistance to the destabilizing influence of challenges and dangers (Khromykh, 2020). In this context, Silverman & Deuster associate sports with ensuring an adequate level of physical fitness (Silverman & Deuster, 2014). However, significant importance is given to psychophysiological features responsible for stress resistance, which significantly impacts the formation of chronic diseases.

Seleznyova has singled out the reasons for the decline in the population's health level, especially young people; the scholar connects them with an incorrect lifestyle, low-quality food, environmental pollution and an unsatisfactory level of medical and preventive work (Seleznyova, 2014). Moreover, the solution to these problematic issues is conditioned by the necessity to activate motor activity and promote a healthy lifestyle, which is confirmed by the studies of Sheau-Fen & Hong (Sheau-Fen & Hong, 2009).

At the same time, Yopa & Permyakov have confirmed in their studies the existence of outlined problems among young people regarding the popularization of sports and a healthy lifestyle (Yopa & Permyakov, 2020). The scientists prove that the quarantine restrictions, introduced as a response to spreading the coronavirus infection, have significantly impacted the formation of a model of ensuring a healthy lifestyle. It was manifested in the population's hypo dynamism due to limited access to sports facilities and the impossibility of attending sports activities because of the COVID-19 disease risk.

Rybalko et al. see the intensification of the need to activate a healthy lifestyle in the inactivity of the population, which has become especially acute during the spread of the COVID-19 pandemic (Rybalko et al., 2021). The population's movement activity is an element of forming the population's health, preventive actions regarding the spread of the disease and increasing mental capacity. Consequently, scholars attach great importance to the intensification of sports activities, and the sport is viewed as a tool for promoting a healthy lifestyle.

Nevertheless, Schulenkorf & Siefken have established the reasons for the decrease in physical activity of the population and the increase in irrational nutrition, which include changes in behavior and lifestyle that are formed under the influence of globalization and modernization of life on a global scale (Nevertheless, Schulenkorf & Siefken, 2018). Within the framework of their studies, scientists offer a qualitatively new model of ensuring a healthy lifestyle, which is built on a flexible concept of the interaction of sports and programs to improve the population's health.

Thus, the practicality of sports in the system of activating a healthy lifestyle is critical, and the unstable conditions of our time testify to the need to establish a set of measures for the effective activation of a healthy lifestyle to preserve the health of the population and their ability to work.

**Research Goals.** The purpose of the research is to substantiate the theoretical and applied principles of exploring sport as a component of the activation of a healthy lifestyle.

### 3 Materials and Methods

The methodological base of the research consists of different methods of fundamental studies and economic analysis. In particular, the definition of the essence and interrelationship between sports and the activation of a healthy lifestyle was carried out using the method of analysis and synthesis. The comparative analysis was applied to conducting, identifying and

evaluating the main models of a healthy lifestyle. While displaying the research results, the systematization of scientific hypotheses was carried out using the graphic method. The generalization of the obtained results and the formation of conclusions were fulfilled based on systematization.

The research information base is built on the works of domestic and foreign scientists and information resources of the global Internet network.

### 4 Results

Ensuring the health, vitality, and sustainable development of a person and a citizen is one of the priority tasks of the state and society. In conditions of persistent uncertainty and the constant emergence of danger, achieving the target guidelines of a healthy lifestyle is highly problematic. It is confirmed by the studies of numerous scientists, integrating scientific approaches to the types of human life activity, lab or activity, ways of meeting material and social needs, and established norms of individual behavior and behavior in society. The available developments in this direction testify to the importance of exploring the population's healthy lifestyle and its components, among which a prominent place is given to sports. At the same time, the evaluation of a healthy lifestyle is carried out through the prism of three categories, the main parameters of which reflect the level, quality and style of life.

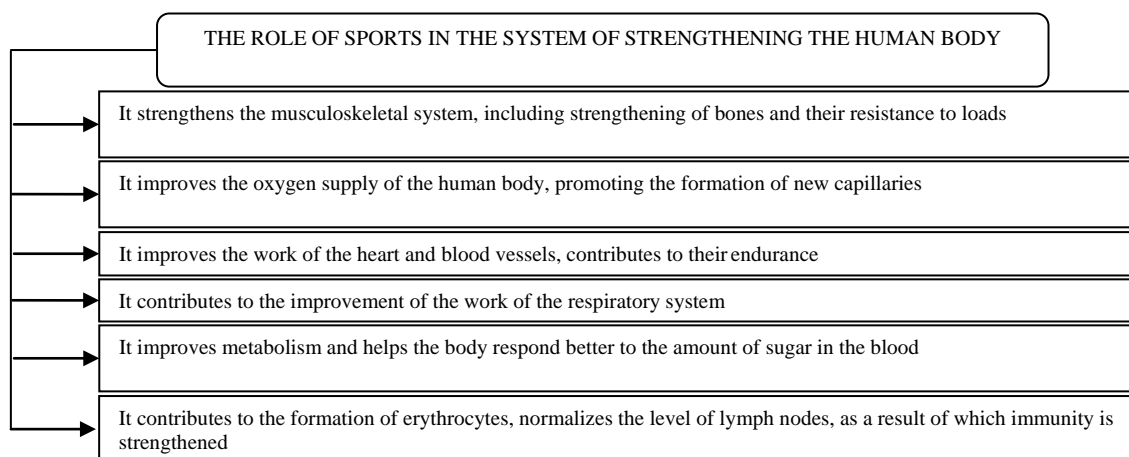
It becomes evident that the search for methods of ensuring a healthy lifestyle leads to the intensification of motor activity of individuals and comes down to the decisive role of sports (Fig. 1). After all, sport performs several positive functions, both about the development of the personality in society and each human organism.

Undoubtedly, the role of sports in activating the healthy lifestyle of the population is vital, as it helps to strengthen the functions of the human body, enhance the activity of the central systems and ensure a high level of vitality and work capacity. In addition, sport stimulates the intensification of the development of the body's motor qualities, and promotes the physical improvement and the formation of a physique. Forming the self-organization, self-improvement, and disease prevention skills is an equally crucial positive quality of the sport.

It is worth emphasizing that the period of uncertainty caused by the spread of the COVID-19 pandemic has made significant adjustments to the system of ensuring a healthy lifestyle. Moreover, the established restrictions on access to sports infrastructure facilities have further deepened the situation, which manifested in limiting the population's access to sports facilities, and independent physical activity does not allow for achieving the desired results. As a result, the need for independence in implementing training and health-improving classes has deepened in society. In particular, considerable attention is being paid to using a complex of independent sports activities, which include as follows: (1) morning hygienic gymnastics; (2) walking; (3) fitness running; (4) health aerobics; (5) athletic and rhythmic gymnastics; (6) physical education classes and physical education minutes, forasmuch as under such conditions there is a significant decrease in motor activity. The reasons for the outlined activities are systematized in Fig. 2.

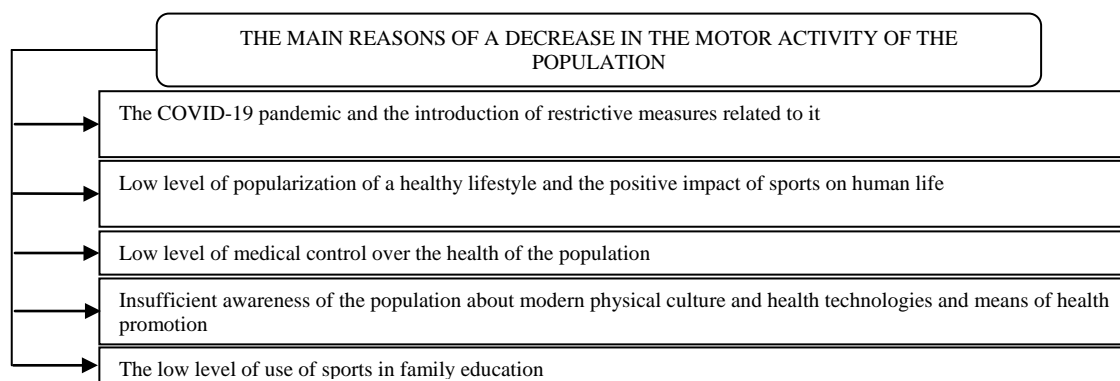
It is obvious that the reasons for the decrease in physical activity of the population are present over a long period, which is evidenced by the nature of the employment of working people, the schedule of young people, the lack of financial resources for healthy eating and the lack of time to prepare high-quality and nutritious food. At the same time, time restrictions lead to a decrease in physical activity, and quarantine restrictions do not contribute to sports. Considering those mentioned above, it can be assumed that the problems of spreading the COVID-19 pandemic do not create existing problematic issues but only deepen them. Under such conditions, the problem of searching for ways out of a crisis is actualized, which can be achieved through the intensification of sports activities and the popularization of sports in society.

Figure 1: The role of sports in the system of strengthening the human body



Source: Author's development

Figure 2: The main reasons for the decrease in physical activity of the population



Source: Author's development

It is worth noting individually the existence of several models of a healthy lifestyle, systematized by Skrypyk (2000) (Fig. 3), the complex implementation of which will allow for achieving the desired effect.

At the same time, it is significant to develop skills of formation the individuals' healthy lifestyle regardless of age category, namely: (1) maintaining a sensible diet; (2) promotion of motor activity; (3) compliance with sanitary and hygienic requirements; (4) precise regulation of the regime of work and rest.

Sport can be an effective tool for achieving the outlined goal, which, through physical activity, helps to discipline the individual, improves concentration, promotes health control, strengthens immunity, and raises self-esteem. Therefore, it is necessary to attach great importance to the promotion and modernization of approaches to the activation of a healthy lifestyle, which can be achieved in the following ways, namely:

- 1) formation of a favorable environment and creation of relevant conditions to ensure the implementation of the basic principles of a healthy lifestyle;
- 2) forming a system of knowledge in society about the necessity to preserve health;
- 3) formation of special skills to ensure the correct daily routine;
- 4) increasing the importance of self-control and self-regulation of health;
- 5) awareness of the interrelationship between the principles of a healthy lifestyle, health and physical activity;

- 6) awareness by each individual of responsibility for his health;
- 7) formation of knowledge about the importance of immunity, ways to increase it and the role of sports in this process;
- 8) mastering the methods of self-education, self-discipline and self-regulation as elements of a healthy lifestyle;
- 9) awareness of the incompatibility of a healthy lifestyle, sports and bad habits;
- 10) possessing knowledge about the advantages of healthy and rational nutrition, the beneficial effect of sports on the human body;
- 11) formation of sports habits.

Therefore, the conducted studies prove the critical role of sports in ensuring a healthy lifestyle for the population and its activation.

## 5 Discussion

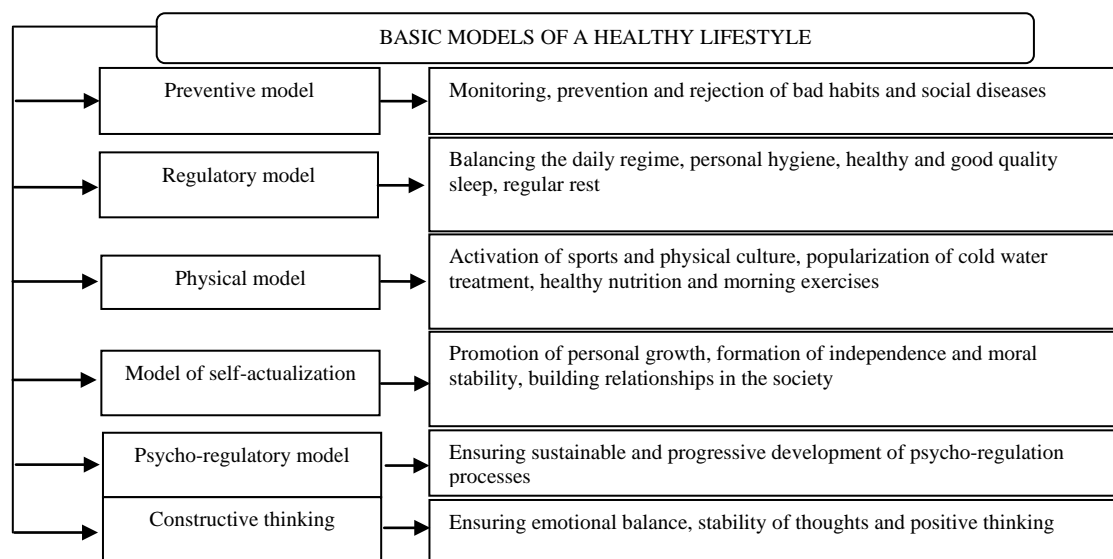
Conducted studies on the theoretical and applied principles of the role and place of sports as a component of the activation of a healthy lifestyle indicate that in current conditions, the issues of ensuring a healthy lifestyle, especially among young people, are actualized. Considering the impossibility of fully implementing the basic principles of ensuring a healthy lifestyle, sports and constant physical activity are moving to the forefront and are effective alternatives to bad habits and social diseases.

Along with this, it has been established that current conditions of uncertainty, crises and the emergence of the latest challenges and dangers cause destructive changes in the system of ensuring a healthy lifestyle, as a result of which there is an understanding

of the importance of leading an active lifestyle, in society. However, the introduction of quarantine restrictions and the

establishment of specific prohibitions limit the right of individuals to exercise them.

Figure 3: Basic models of a healthy lifestyle



Compiled based on: (Skrypnyk, 2000)

It is evident that sport has a positive effect on the formation of a person as personality and contributes to his socialization. In addition, sport helps strengthen the human body, stabilize the smooth operation of all systems, and is an effective tool for cold water treatment and strengthening immunity.

To activate a healthy lifestyle, it is essential to deepen the popularization of sports and the formation of comprehensive programs for their involvement in public life.

## 6 Conclusions

Thus, the conducted studies of the theoretical fundamentals and practical recommendations regarding the importance of sports as a component of the activation of a healthy lifestyle provide grounds for the conclusion that a healthy lifestyle involves physical activity and sports, rational nutrition and the responsibility of each individual for the state of his health. The essence of a healthy lifestyle lies in the implementation by a person of specific activities aimed at maintaining his health, increasing physical activity, forming rational eating habits and strengthening immunity. Moreover, the main reasons for the decrease in physical activity of the population leading to significant destabilizing changes in a healthy lifestyle have been established. Based on a detailed comparative analysis, the main models of a healthy lifestyle were identified and evaluated, and ways to activate a healthy lifestyle were proposed. The most significant ones are as follows: the awareness of the interrelationship between the principles of a healthy lifestyle, health status and physical activity; the formation of knowledge about the importance of immunity, ways to increase it and the role of sport in this process, about the advantages of a healthy and rational diet, the beneficial effect of sport on the human body; awareness of the incompatibility of a healthy lifestyle, sports and bad habits.

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**Primary Paper Section: A**

**Secondary Paper Section: AK**

## CARRYING OUT ECONOMIC ACTIVITY IN WAR CONDITIONS: LEGAL ASPECT

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**Abstract:** The current conditions of economic activity in Ukraine pose a threat to the stability of their work in the country's economy, which, in turn, leads to the search for new instruments of legal regulation. Martial law forces enterprises and governing bodies to change the legal policy in favor of the corporate sector. In addition, it is necessary to implement effective measures that can partially restore the economic situation and ensure the stabilization of economic activity as a key strategic factor of national interest. In the context of the threat to the territorial integrity of Ukraine, the issue of optimized legal policy and the mechanism for implementing measures of influence on economic activity is of great importance, which led to the topic of the study. The problem lies in the analysis of modern legal measures and their real impact on economic activity. Modern factors of inhibition of economic activity are high inflation, labor migration, uneven division of the market, and problems of the judiciary. The purpose of the article is to study the legal aspect of economic activity during the war in the example of Ukraine. The task of the study is to implement an analytical study on the development of economic activity and stimulation of the corporate sector to economic activity. The methodology used in the study is the use of theoretical and methodological tools of the legal field of regulation of economic activity and outlining the prospects of their application. The article defines legal measures for the optimization of economic activity, identifies constraining and developing factors, and characterizes further development prospects. With the help of materials of macroeconomic analysis, the priority directions of legal regulation of economic activity in the conditions of war have been determined. Thus, the article provides a comprehensive analysis of modern instruments of the legal aspect of economic activity in wartime.

**Keywords:** grants, investment projects, administrative services, legal entities, lending, public tenders, corporate sector, public production, economic activity

### 1 Introduction

The socio-economic turmoil caused by the war creates the conditions for finding effective means of legal regulation and promoting the development of the economic sector. During the war, Ukraine's GDP has significantly decreased and the level of social production has almost halved. The impact of the Russian-Ukrainian war is also felt by the European market, which was focused on cooperation with the aggressor country, but during the war lost access to the energy and raw materials market. The quality of the developed legal mechanism for regulating economic activity can qualitatively improve the activities of the country's economic sector and allocate financial resources under the current legislation. Public production of services and products stimulates economic activity, which provides an effective development mechanism for Ukraine and can become a factor of macroeconomic protection against the consequences of war. The peculiarities of the formation of legal proceedings should be focused on the maximum simplified form of business activity and attraction of new entrepreneurs to the corporate sector. In particular, the issue of turnover of export-import operations should be under transparent state regulation, which can ensure regional development. Aspects of the legal mechanism of economic activity in Ukraine are implemented by the Ministry of Finance and institutions of strategic development of the state. Their activities are of key importance for the possibility of providing Ukraine with further long-term economic development. An important area of optimization of

legal regulation should be the introduction of electronic document management and the ability to operate a business remotely, which can qualitatively improve the peculiarities of economic activity. Thus, the problem of the legal aspect of economic activity encourages the definition of modern approaches in scientific sources on the possibility of optimizing the economic sector in wartime.

### 2 Literature review

Modern scientific approaches to the legal aspect of economic activity are based on a broad implementation mechanism since scientists have not identified the key priority of legal regulation of social production (excluding the defense sector). According to the researcher Prohorovs, businesses should operate under a simplified lending system, have the opportunity to obtain tax holidays, and restructure credit debts (Prohorovs, 2022). It is suggested to use temporary credit commissions, which can consider the case of a legal entity and outline its further activities in war conditions. In addition, an important scientific approach to the development of a legal mechanism for the management of the economic sector is the approach of Anayi (Anayi, 2022). He determines that the advantage of the economic sector is the use of the credit raw material base and the strengthening of the issue of government bonds. Thus, the author suggests the possibility of supporting the state through the purchase of government bonds as an opportunity to attract additional capital. However, such a tool will not be profitable in conditions of high-intensity of hostilities, so an important area of optimization is the digital sector, according to Elliott (Elliott, 2021). In modern conditions, the development of digital infrastructure and the legal mechanism for regulating commercial activity is the most promising in the conditions of war. This mechanism, according to the author, can improve the quality of the economic sector, stimulate the economic activity of the population, and solve the problem of corruption through electronic declaration and control over capital circulation. Interestingly is the opinion of Mishchenko, who determines that public tenders should be implemented under a simplified system of participation in the auction (Mishchenko, 2021). Such a mechanism provides access to the market for small and medium-sized enterprises that meet the conditions in terms of credit history and financial condition. During the war in Ukraine, the provision of the tender market should be optimized by geopolitical conditions. This includes shortening the auction period, expanding the market segment, and additional payments for participation and compensation. The suggested mechanism, according to Rodrik, can stimulate the revitalization of the economic sector in Ukraine and increase its impact on the global environment (Rodrik, 2021). The legal system of grants, according to Berger, is an effective tool to ensure the revitalization of the corporate sector and business development opportunities (Berger, 2022). Much of the emergence of new enterprises and businesses in the market can contribute to job creation, overcome socioeconomic problems and stimulate the overall stabilization vector of the Ukrainian economy. Furthermore, Mizen suggests using the simplified taxation system as a key mechanism of legal influence on the interest in orientation towards the domestic market. Important is the current debate on the need for strict regulation of export-import activities (Mizen, 2022). In times of war, this may contribute to the outflow of human capital and its orientation to foreign markets, which negatively affects economic activity in Ukraine during hostilities. Therefore, to strengthen the mechanism of legal regulation, the author Javier proposes to introduce criminal liability for violation of the current legislation and to establish a strict policy of customs duties and control of product circulation (Javier, 2022). At the microeconomic level, enterprises should implement internal policies based on the formation of a social protection strategy and the possibility of providing payments to employees who are sent on vacation. According to this approach, Rescher notes that labor relations should be regulated (Rescher, 2020). Moreover, additional employment sectors can be created, such as restoration work,

production of socially useful products, etc. Thus, the analysis of scientific literature indicates a set of measures aimed at stabilizing the economic sector through the use of effective instruments of legal influence.

### 3 Research aims

Defining the research issues and the basic principles of building a legal mechanism for regulating the activities of the economic sector creates the need to set the aim and objectives of the study. The purpose of the article is to study the modern legal framework for the optimization of economic activity in wartime in the example of Ukraine. The main areas of research are the assessment of legal instruments introduced to stabilize the economic sector, as well as the possibility of their further development. Based on the use of such principles, it is possible to create a quality environment for the country's economy and ensure its stable development in conditions of war and threats to territorial integrity. The objectives of the study are the use of the legal mechanism to support the corporate sector, priority areas of lending, the implementation of tender activities, and the study of the role of legal integration in Ukraine with the European legal field.

### 4 Materials and methods

To analyze the legal aspects of economic activity during the war, it is necessary to apply several research methods. The methodology is to determine the current state of economic activity and the possibilities of scenarios for its further development. The next step is to define what key legal instruments have been implemented to ensure the efficiency of the economic sector and the possibility of its further use in conditions of socioeconomic instability and geopolitical threats. To study the main areas of public spending to support the economic sector and to carry out a legal analysis of ensuring the development of the economic activity. The final stage will be the presentation of legal priority principles for the formation of a policy of stabilization of economic activity based on the expectation of the production of public services and products in the third and fourth quarters of 2022. It was important to outline the prospects for the application of legal aspects of optimization of economic activity. Using graphical and statistical methods, the key indicators of the macroeconomic state of the economic sector have been determined. With the help of the method of synthesis and grouping, the quality of implementation of legal instruments to promote business development and the corporate sector has been investigated. The constraining factors of development and business have been presented, and the basic principles of further development of the enterprise have been described. The forecasting method was applied to determine the expectations for the social production of products and services, and the key measures for the legal stabilization of the functioning of economic activity were identified using the induction method. Thus, the given methodology and methods of research for the implementation of the stabilization of the legal aspect of economic activity in wartime constitute a key factor in the development of the economy and the legal field of Ukraine.

### 5 Results

The current geopolitical situation creates global risks for the possibility of effective functioning of the corporate sector, which caused a significant deterioration of the country's economy. The war in Ukraine has disrupted the socioeconomic system and led to a destructive pace of economic development. With the support of international donor organizations and applied aspects of lending to Ukraine, it becomes possible to provide real financing to the corporate sector and support the circulation of capital within the country. A significant problem for Ukraine has become a significant outflow of human capital, as the number of refugees is about 6 million, those who went abroad and about 11 million people who were forced to change their place of temporary residence. Ukraine's GDP remains catastrophic, having declined by 35% during the war. The country's economy has suffered the biggest financial downturn since the 2008 crisis.

This development stimulates the state authorities and the corporate sector to search for innovative tools to ensure the functioning of economic activity and its financial protection in the long term.

Let us consider the main approaches to economic activity. Scientist Goubin defines economic activity as a set of activities aimed at producing a public product or service that are carried out within a specific territory and contain a specific value (Goubin, 2022). Nicaise relates to this (Nicaise, 2022). The scientist characterizes economic activity as a tool for sustainable economic development and ensuring the social production of products in a functioning market economy. Scientific approaches indicate that the current state of economic activity can be considered only partial. Only some industries are fully functioning. However, critical infrastructure is under constant threat of shelling or hostilities, which reduces its possible further development. In such a scenario, the state authorities should introduce optimized means of business regulation, implement reforms of the banking system as a factor in ensuring the functioning of the corporate sector, intervene in the peculiarities of building economic and corporate relations, etc.

A modern example of economic relations during the war is the legal regulation of the grain and agricultural products export market. This issue is of international importance since the issue of global food security is the leading direction of the policy development of European countries and Ukraine. An important direction of the formation of legal regulation in this sector is the use of such provisions:

1. Establishment of a strategic food reserve, the definition of territorial norms, and improvement of the mechanism of cost allocation for agricultural producers.
2. A temporary ban on land management and exploitation opportunities. This approach is used to increase the level of security because the leased land can become a platform for the use or formation of hostilities, so during martial law, it is impossible to transfer state-owned land to private ownership.
3. Implementation of automated systems for control and monitoring of contracts. Contracts that expire are automatically renewed to the previously concluded term, this is how the land lease, sublease, and servitude market functions.
4. Prohibition on bidding for land and land plots. This measure is used to ensure the gradual restoration of the land fund and to avoid risks that may be caused by the illegal activities of one or a group of persons.

This approach to the market of economic activity with land indicates the difficulty of starting a large industrial business. Moreover, it forms a partial monopolization of the market by the state in the most critical forms that are necessary for regulation. Amendments to the draft laws and opportunities to improve the legal framework are based on the current state and situation in Ukraine. The use of current legal measures to restrict commercial activity can contribute to the gradual recovery of economic activity. However, in this case, it is crucial to stimulate business in other segments of the economy by implementing a loyal lending program. Let us consider the legal aspect of the functioning of small and medium-sized businesses in Ukraine, in the conditions of war and territorial threat.

The key factor to ensure economic stabilization and social protection should be a partial "deregulation" of business, which is aimed at improving the business climate for functioning. Let us consider the main measures aimed at improving business in Table 1.

As can be seen, the characteristics of legal measures, which are given in Table 1, can qualitatively improve the business environment and increase the pace of stabilization of economic activity. According to the World Bank forecasts, the rate of recovery of Ukraine currently reaches 4-4.5% annually until 2027, which is a positive factor in the medium-optimistic

scenario. To improve the business climate and attract investments it is necessary to create an effective mechanism of legal regulation of the financial system, insurance market, and

banking system. Direct intervention in these bodies can ensure the quality of functioning of the economic sector through lending and implementation of investment projects.

Tab. 1: Legal instruments for the development of economic activity during the war

Instrument	Characteristics	Expectation
<b>Constraining legal factors</b>		
Changes in reporting, it is possible to use a remote form, promotion of the grace period	A flexible reporting system that allows users to submit reports online. The legal regulation also amended the deadline, allowing a delay of up to 1 quarter.	Improvement of conditions for auditing the company's financial statements, legal support of operational activities, possible improvement of communication with tax supervisory authorities, and attraction of new entrepreneurs.
The need to file a declaration of economic activity	The current legislation defines the mechanism for reporting on economic activities and providing detailed characteristics. Delimitation of the sphere of influence of the Ministry of Economy of Ukraine and the Ministry of Internal Affairs of Ukraine.	Control over the licensed activities of the enterprise, support of natural competition, avoidance of potential threats to national security, control of the financial circulation of capital, reduction of corruption, and improvement of the business climate.
Introduction of additional licenses and documents	After the beginning of martial law, the control over the license to operate, monitoring of the credit history of the enterprise, and the legality of its operation were strengthened by checking the necessary documents.	It will strengthen the negative factor of business development but will be leveled by the abolition of several permits and licenses. It is expected that this legal mechanism will result in a small outflow of entrepreneurs, not more than 5-10%. However, grant programs will return to focus on the domestic market.
<b>Developing legal factors</b>		
Grant program for business	Legal regulation is the possibility of activating small and medium-sized businesses by allocating grants from the state and the possibility of implementing their activities in the market. According to this approach, enterprises will use grant funds, for large enterprises - 70% of the grant is covered, for medium-sized - 60%, for small and individual entrepreneurs grants will cover the amount of up to 250 000 UAH, documents required: identification code and business plan.	The emergence of new types of business and the possibility of financing economic activity, overcoming socio-economic problems of poverty and unemployment, stimulating additional revenues to the budget, and using effective means of regulating the legal field of the corporate sector.
Cancellation of regulatory legal acts that were not defined as state regulation instruments (from January 1, 2023)	Those permits and licenses for the economic activities of entrepreneurs that were not included in the general list will be canceled and will improve the business climate in the country and simplify the bureaucracy of inspection.	Creating conditions for removing obstacles to doing business, simplifying procedures, and reorienting Ukrainian entrepreneurs to the domestic sector.
Creation of a new mechanism for debt cancellation, restructuring, and forgiveness. Formation of a new mechanism of lending on preferential terms.	An important factor for the development of economic activity is the use of an effective system of business lending and the possibility of debt restructuring.	The possibility of attracting a new number of entrepreneurs and improving the quality of business development assistance during the war, providing an effective lending mechanism.

\*Source: compiled by the author

In Ukraine, during the war, several investment projects aimed at developing agriculture, strengthening the position of the construction industry, and stimulating the development of corporate responsibility were implemented at the legislative level. The main features of the legal aspect of economic activity during the war are as follows:

- Ensuring the payment of unified social tax and taxes every quarter;
- Creation of new jobs and rational policy of employment contract regulation in the conditions of war;
- Flexible system of legal regulation of permits and licenses;
- Strict legal control over export and import activities, an increase of customs duties, formation of a closed legal mechanism of customs regulation;
- During martial law, violations regarding taxation, corruption, and destructive influence on the strategic development of the Ukrainian economy are subject to criminal punishment.

Such a legal aspect of regulating economic activity in times of war is forced, as the country needs to strengthen supervision and monitoring of business activities and control foreign economic activity and at the same time create favorable conditions for entrepreneurial activity. Let us consider the state budget

expenditures on economic activity in 2022, according to the Ministry of Finance, in Table 2.

In the context of the war, the priority will be to ensure the defense and effective functioning of the legal system and the legal mechanism as a key tool to ensure the establishment and control of economic activity. It is on this basis that it is proposed to introduce an effective system of supervision and the corporate sector functioning.

Public expenditures show that economic activity and judiciary account for 2.5% and 15.8% respectively. This is due to the incentives for legal self-regulation of the economic corporate sector and the focus on defense. High public expenditures on the judiciary and public order, introduce effective adherence to the basic principles of the organization of state supervision over the economic activities of the corporate sector and optimization of all spheres of state activity. With the help of such approaches, it is possible to strengthen the legal mechanism of economic activity.

Attracting foreign investment and opportunities to improve the investment climate in Ukraine is an important area for optimizing and strengthening the corporate sector and stimulating public production products. Through the use of quality tools, it is possible to create an effective framework for the functioning of Ukraine in the current conditions of war and the threat of hostilities. International

assistance is a key area for stabilizing the country's economic activity.

Tab. 2: State budget expenditures of Ukraine, 2022, UAH million

as of 1.09.2022	Code of the budgetary classification	Expenditures	
In total		1450245,7	100.00%
National functions	0100	129183,1	8.91%
Defense	0200	532745,9	36.73%
Public order, security, judiciary	0300	229438,4	15.82%
Economic activities	0400	33167,6	2.29%
Environmental protection	0500	2526,0	0.17%
Housing and communal services	0600	20,6	0.00%
Healthcare	0700	110055,5	7.59%
Spiritual and physical development	0800	6591,0	0.45%
Education	0900	35452,5	2.44%
Social protection and welfare	1000	278382,9	19.20%
Interbudgetary transfers	0180	92682,2	6.39%

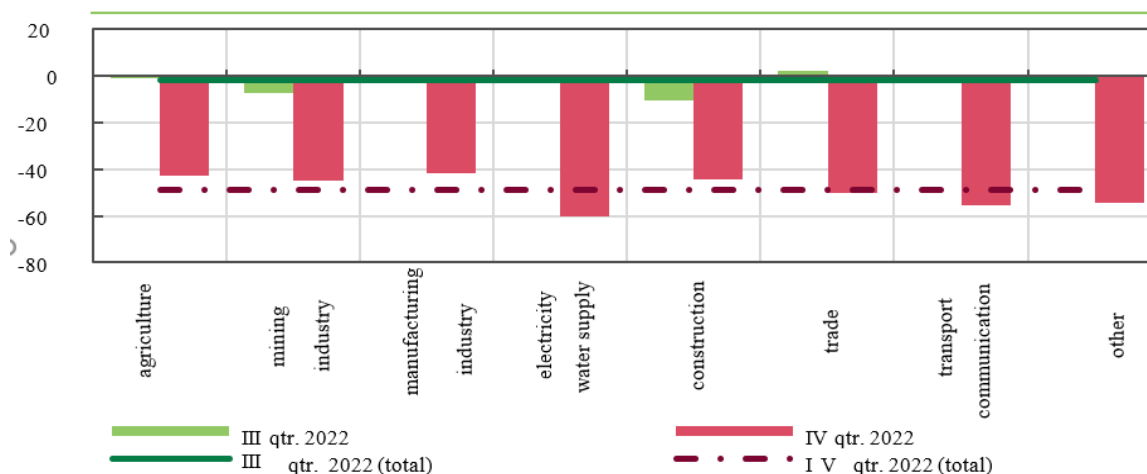
\*Source: compiled based on materials of index.minfin.com

To strengthen the quality of this area, it is proposed to partially integrate the legal mechanism on security and lending with the European legal system, by ensuring the restoration and amendment of the terms of agreements on lending and international investment projects. The main factors that determined the legal aspect of economic activity in Ukraine during the war and the European Union were the following:

- Development of a legal instrument for accelerated accession of Ukraine to the European Union (Ukraine is a candidate country);
- Improving the digital system of integration of business from the European market and the Ukrainian market, helping to regulate remote business, simplifying the circulation of technical equipment and infrastructure;
- Abolition of additional customs procedures that slow down the pace of supply of municipal equipment, agricultural products, and several other goods of strategic importance for the country;
- Development of a legal mechanism from international donor organizations and the possibility of providing a modern effective system of stimulating economic activity of the economic sector;
- Providing information and consulting legal assistance.

Such principles of cooperation between Ukraine and European countries can qualitatively improve the state of the economic market of both countries. It is based on effective cooperation that it is proposed to introduce a comprehensive legal mechanism for stimulating economic activity. To determine the necessary priority actions in the legal sense, consider the main expectations for changes in the production of goods and services during the 3rd and 4th quarters of 2022 in Figure 1.

Figure 1: Expectations for changes in the production of goods and services



\*Source: compiled according to the NBU report – 2022

Figure 1 shows that a significant decline is expected in the energy and water sectors due to the military threat to the functioning of these sectors. To improve the possibility of their economic activity, it is necessary to use legal instruments aimed at ensuring stable functioning. State critical infrastructure should be freed from the influence of private individuals and temporarily withdrawn from private ownership. The regulation of the legal status and the possibility to define activities on the market should be established by the Ministry of Finance of Ukraine.

To improve the planned development of economic activity in the conditions of war, the country needs to create motivational tools that can ensure the effective functioning of the corporate and economic sectors in conditions of deep shocks.

Thus, the conducted research shows that today in Ukraine it is necessary to introduce some legal instruments to optimize economic activity, and improve the existing system of grants and the possibility of obtaining additional preferential payments when starting a business.

In the conditions of war, the issue of integration of the corporate sector and the European market remains open, as close cooperation can be a key basis for creating an effective legal mechanism for regulating the economic sector.

## 6 Discussion

The results of the study on the legal aspect of economic activity during the war indicate close integration with the current

economic situation in Ukraine. The development of further mechanisms of legal regulation of economic activity should be carried out with the help of modern methods of forecasting and modeling because it is with their help that it is possible to stabilize the corporate sector and promote the social protection of the population. The main direction of further research should be the study of the quality of legal proposals to improve the grant system and wider accessibility for starting a business. Also, for an effective mechanism of legal support for the financing of economic activity, it is necessary to shift some of the responsibilities to banking institutions and financial organizations. Such a regulatory mechanism can reduce the burden on the state budget and stimulate domestic economic activity. Further research could be the development of a rational legal instrument to determine the impact of financial institutions on economic activity and outline the main means of financing and the possibility of using appropriate tools.

A characteristic feature of the future economic sector is the strengthening of cooperation with international donor organizations operating in the modern Ukrainian market. Attracting investments, developing a legal mechanism for the restoration of the economic sector, and strengthening the role of European organizations in the corporate sector can be effective tools to promote European integration and establish the economic sector of both Ukrainian and European markets.

At the moment, the legal mechanism for regulating customs duties and fees is strictly regulated, which is due to the need to limit the international activities of enterprises and control the circulation of capital. However, this sector should be optimized following the available tariffs and opportunities for obtaining permits and licenses for enterprises that are oriented to foreign markets.

Ukraine has a rapidly developing information market with an imperfect regulatory system and low taxation. Most IT companies in Ukraine work under the outsourcing system and pay minimal taxes. This approach should be addressed through an effective and fair taxation mechanism for the IT sector. Also, this segment of economic activity has an imperfect system of registration of employees, which is a mass phenomenon. Most of them work through individual entrepreneurs, which slows down the process of scenarios and modeling the effectiveness of legal regulation because the real number of entrepreneurs is significantly different from the available data.

An important further reform of the legal mechanism of the economic sector should be the use of effective means of stabilizing and stimulating the activities of the corporate sector because it is it that will determine the possibility of ensuring a sustainable economy of Ukraine during the war. Such means should be the simplification of bureaucratic procedures, therefore, further legal research should be analyzed the main negative legal requirements to ensure the activities of the enterprise in the market and determine the order of its activities.

The given recommendations for the further vector of development of the legal aspect of the stabilization of economic activity should be implemented based on current events from the front and have a long-term strategic perspective. The development of the legal mechanism for regulating the economic sector was carried out urgently, so it should be reviewed and existing shortcomings should be improved.

## 7 Conclusion

The war in Ukraine has caused several destructive processes in the economy of the country and the European Union. To establish an effective system of legal mechanisms of economic activity, it is necessary to take into account macroeconomic threats to the country and focus on the current financial and economic situation of the economic sector. Thus, the following conclusions can be drawn from the study:

1. Economic activity is characterized by the social production of services and products that have a current value and constitute a nominal value for the country's economy. The efficiency of economic activity depends on the quality of the corporate sector and its support, both from Ukraine and the international environment, mainly the European Union.
2. A modern mechanism for strengthening the stabilization of economic activity should be aimed at improving the existing problems with bureaucratic procedures, and the possibility of obtaining permits. The main factors hindering the current development of economic activity are excessive monitoring of the legal field of permits and licenses. However, there is a mechanism that will solve this problem from January 1, 2023, because all permits that have not been accepted by legal status as a tool for regulating economic activity will be canceled.
3. Ukraine has implemented an effective system of providing business grants and the possibility of its improvement following the idea and public benefit of the business. There is a transparent mechanism for obtaining a grant to start a business. This approach to legal regulation ensures the effectiveness of attracting new players in the corporate market and will return those that have reoriented to the Western market.
4. Preferential taxation and the possibility of remote reporting, the legal system of independent audit has been functioning in Ukraine since the beginning of martial law. These measures are effectively reflected in the gradual recovery of the Ukrainian economy and can have a long-term nature, namely from the point of view of improving economic activity.

Thus, under the conditions of war, Ukraine is in a difficult socio-economic situation, which changes approaches to legal regulation and economic activity. To ensure further effective mechanisms to stimulate entrepreneurs to economic activity, there is a need to develop effective legal blocks of customs regulation, information sector, and agricultural along with food sectors as key sources of economic activity.

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## APPLICATION OF FOREIGN EXPERIENCE IN THE DEVELOPMENT OF INTERNET MARKETING IN UKRAINE

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**Abstract:** The Internet age has created a system of media options used in marketing, and theoretical studies of the digital space have expectedly moved to the applied plane. The purpose of the academic paper is to establish the effectiveness of introducing the training course on studying foreign experience in Internet marketing and using it to the Ukrainian practice of advertising and professional education. The scientific work is also aimed at defining and describing new options for the development of foreign Internet marketing, assessing students the introduction of a new course on understanding new foreign options of media operating in the digital plane. The complexity of approaches distinguishes the methodology of the academic paper. The method of the pedagogical experiment is the basic one in the research; the descriptive method, synthesis and analysis have been used to describe and analyze the theoretical material; the statistical methods have been applied to conduct surveys of respondents. The research result is the effectiveness and improvement of the quality of education due to introducing a new training course on studying foreign experience in Internet marketing, considering correlations between traditional advertising and digital marketing, and the Internet industry.

In prospect, it is expedient to introduce new educational disciplines on the history of the development of digital marketing and investigate new media options used abroad and in practice in Ukraine.

**Keywords:** AdSense, AdWords, console, digital communication, digitalization of education, technology effectiveness, Google Analytics, Google Search, Pay Per Click, SEO, the transformation of the educational process.

### 1 Introduction

A great variety of enterprises and large companies in Ukraine use digital marketing to obtain a specific advantage. Social media is spreading rapidly throughout the world, forasmuch as the media on the Internet, digital marketing is used to gain competitive benefits. Social media is also viral among professional marketing specialists. After all, the Internet, social networks, and digital platforms make it possible to communicate and exchange publications.

The development of Internet technologies, followed by the development of digital communication tools, has stimulated entrepreneurs to change the ways of transmitting information about products and services (Selin, et al., 2016).

From such standpoints, the issue of developing information technologies is considered in modern marketing, updating the communication strategy within the limits of digital marketing. The strategy of using Internet marketing tools is a variable component; it is expedient to examine this issue constantly, to master new applications, new tools and operating systems (Ransbotham and Mitra, 2009; Nenthien, Loima, 2016). That is why scientific studies in the field of marketing and a comprehensive approach to the means of informing and advertising goods and services remain relevant.

Recently, in foreign marketing, a lot of attention has been paid to start-ups and enterprises ready to actively implement digital marketing as a condition for a successful business strategy to use the full potential of online marketing in competitive conditions (Kannan, 2017). Internet marketing can also be considered the practice of using web channels to spread information about products and services, and the company brand among the target audience.

It should be noted that the primary goal of online marketing activities is to prompt as many potential customers as possible to visit a particular website, which can be turned into paid ones, and the business into a profitable one. Accordingly, the accompanying goals of Internet marketing are activities on increasing brand recognition, conducting effective advertising campaigns, determining pricing policy and forming marketing offers (discounts, promotions, customer loyalty programs).

By the way, Internet marketing media usually include Website/Blog, Social Media Marketing, Email Marketing, Search Engine Marketing, Content Marketing, Video Blogging, and Online Classifieds.

### 2 Literature Review

Introducing the foreign experience of Internet marketing into practical activities and professional education is relevant to modern marketing. The use of marketing tools, the search for effective ways to expand the audience of consumers and the communication circle of potential buyers, and the use of digital technologies in educational practice are carried out (Alfarwan, 2019). The researchers in the pedagogical field studied the methods of introducing foreign experience in Internet marketing from an educational and methodological standpoint. They considered learning processes in higher education institutions using innovative technologies based on current materials and experience (Farkas, 2012; Boghian, 2019).

In several studies, the task of classifying a reasonably wide, diverse and systemic activity of Internet marketing in a broad context has been implemented, namely: strategies for managing communication with customers (Hwang, 2009); mechanisms of electronic markets (Novak and Schwabe, 2009); features of working at online auctions (Loebbecke et al., 2010); challenges and prospects for the development of e-branding (Grover, 2010), which have also been considered in conjunction with the unique IB challenges, taking into account website evaluation algorithms (Chiou et al., 2010); piracy and countermeasures in the digital space and security (Smith and Telang, 2009); prospects for the development of technological architecture (Du et al., 2008).

The digitization of the educational space is also the subject of scientific study (Henderson, et al., 2017; Shulman, 2018; Xiangjun, Yip, 2018). Experimental data on the problems of digitization in higher education were published; the study was conducted with the involvement of students of technical and natural sciences (Nenthien, and Loima, 2016).

Educational technologies related to investigating modern high-tech bulk equipment laws and actions have been studied for the past several decades. Their use has fundamentally changed not only the forms of higher economic education but also the philosophy of education has been revised (Howlett, Waemusa, 2019). A separate topic in pedagogy is the consideration of the transition from methods and forms of traditional teaching to education in the digital technology space. This primarily describes and develops complex models of training specialists in university education (Sereda, 2014; Dizon, 2018).

The problematic field of choosing Internet marketing training methods of effectively incorporating foreign experience into domestic practice is a broad issue. The scholars point to the lack

of sufficient material and technical opportunities for using online marketing tools as much as possible in professional activities, particularly due to the lack of opportunities to get acquainted with them during the training period (Shulman, 2018). And this is a serious and great obstacle, which should be eliminated by practicing teachers with the support and assistance of the administrations of educational institutions. The studies carried out in this direction have confirmed the thesis that the high costs of equipment and training in Internet marketing, and the involvement of leading specialists in this field in this process, are necessary for training qualified marketing specialists (Selin, et al., 2016).

In several studies on the regional features of implementing Internet marketing, the specifics of the work of entrepreneurs in the market have been established. For instance, working with marketing technology in Canada also involves several proprietary Internet products. As an example, working with the appropriate choice of keywords, led by the work of TRS Tech, which offers the best digital marketing services in Toronto, is one of the market-leading technologies in Canada (Corley, Jourdan, Ingram, 2013).

Internet marketing, in the interpretations of various researchers from different countries, provides an opportunity to actively engage in attracting the audience's attention with high-tech and practical tools; moreover, it is also a wide field of the global educational environment.

### 3 Aims

The present research aims to establish the effectiveness of introducing the training course on studying foreign experience into the Ukrainian practice of advertising and professional education. The research purpose determines the solution to several research objectives, namely:

- to establish the components of Internet marketing systems;
- to determine the relevance evaluation of the set of high-tech means and training tools used by the respondents during training;
- to estimate material costs and unique skills of the central thematic blocks of the discipline;
- to reveal the advantages and the disadvantages of working with foreign experience in Internet marketing in the framework of the educational course.

### 4 Materials and Methods

The research group has used a set of methods to conduct an effective study. A comprehensive approach to the research makes it possible to use the descriptive method for analyzing theoretical and methodological issues. Statistical methods provide an opportunity to collect the necessary materials, conduct monitoring activities, and measure the experiment's results (pre-experimental and post-experimental evaluation phases). Statistical methods have also been used to evaluate the results of the experiment.

Sixty-five students were involved in the research who expressed a desire to participate in the study of the project group on examining foreign experience in Internet marketing. The training course was introduced for students of the 3rd year (first) bachelor's level of education of the mechanical and mathematical faculty, specialty 07 "Management and administration" of the Mykolaiv National University named after V. O. Sukhomlynsky, Ukraine.

The method of the pedagogical experiment was applied during the 2021-2022 academic year (one academic semester). The experimental method was used to determine the level of significance and importance of students' motives to study new technologies in marketing, and the prospects for introducing foreign experience into practice. It also investigated the effectiveness of teaching the course on Internet marketing for training professionals in the economic sphere.

Stage 1. In the first stage, a preliminary survey was conducted on the respondents' attitudes to Internet marketing and updating the discipline based on foreign experience. Preparation of educational and methodological materials, and technical and advisory base was carried out. The selected educational and practical materials for the courses have been prepared, as well as specialized tools and software. Additionally, preliminary training was conducted with technical specialists who will help in practical and laboratory classes; they will lead and accompany such courses. Moreover, laboratories and instructions for independent work were also prepared.

Experimental studies were based on introducing a set of educational materials specially developed by the research group. The content of the course uses the capabilities of marketing tools, social networks, mobile applications, advertising software, etc.

Stage 2. At this stage, in parallel, active training was conducted within the course, and a preliminary survey was carried out to assess the relevance of the complex of high-tech means and training tools used by the respondents. The assessment by students of material costs and unique skills of the main thematic blocks of the academic discipline was also established.

Stage 3. At the final stage, a final survey was conducted among the respondents regarding the relevance evaluation of a set of high-tech tools, and training tools in studying Internet marketing. At the same time, the respondents were surveyed regarding the advantages and disadvantages connected with the introduction of foreign experience in Internet marketing in training. The purpose of the survey is to establish possible progressive changes in the awareness and relevance of Internet marketing knowledge in the study groups participating in the experiment.

The third stage also involved summing up, analyzing the results obtained during the experiment. By the way, changes related to thematic and content modifications in the curriculum and the readiness degree of all participants in the educational process towards changes and the transition to new disciplines in the training process were measured.

Surveys and questionnaires were conducted among respondents voluntarily. The experiment was conducted in agreement with the administration. The students signed the consent to participate in the experiment.

The research group and the teaching staff adhered to the ethical principles throughout the experiment. The data obtained during the research were anonymous and private. The principles of cooperation and integrity were followed during the preparation of the tests.

The research was observational and did not involve non-invasive interventions. The researchers did not apply actions that would affect the frankness and truthfulness of the participants' answers and decisions.

There were several difficulties and problem positions of the research that arose during the experiment, namely: significant time costs (1 semester - 6 months); it is also not possible to determine the reasons for the change in the respondents' evaluations; there are no opportunities to conduct a qualitative in-depth study.

### 5 Results

Foreign experience in the formation and implementation of Internet technologies and the communication complex of marketing in the educational process in Ukraine is an essential basis for the high-quality training of a specialist in the field of management and advertising.

At the first preparatory stage, the project group consulted with the experiment participants, scientific and pedagogical workers and technicians from the support service.

Knowledge in Internet marketing field will help inform the public about one’s own business and identify such a company among other competitive ones. It was also necessary to identify the main thematic blocks of the discipline and consider the leading components of Internet marketing, determine their importance, and prepare educational and methodological materials, and software products (Figure 1).



Source: Author’s development

Internet marketing is applied in advertising and marketing activities; the use of e-mail and Internet resources to stimulate sales is also provided. E-commerce of this type also involves the promotion of direct sales through digitalization as an additional position to selling the product from websites. Internet marketing is a tool for attracting potential customers’ attention to goods and services using digital tools (video, audio, flash animation, images, etc.). Marketing actions should be a planned, well-designed and organized temptation to choose at the expense of the advertised object, or services that a particular website, profile, or group offer. Such advertising information is placed on the website’s main pages to reach the target audience.

Internet marketing has many means of obtaining traffic for marketing activities; the attention is primarily paid to Search Engine Optimization (SEO). This term defines the digital marketing category, ways to find a good place for a website in search engine results based on keywords and phrases. Priority in such a search is given to keywords. The largest and most popular systems include Google, Baidu, Yahoo, and Bing. Along with this, it is essential to consider the availability of a web page that is easy to find, categorize and analyze. The algorithm for creating a successful web page is one of the basics of training a qualified specialist. Among the digital marketing tools, SEO is a

valuable and important component, without which it is impossible to organize a successful marketing campaign.

At the second stage, classes on the educational discipline of “Internet marketing. Foreign experience” was actively conducted. The respondents were also asked to highlight topics introducing marketing tools that should be included in the educational process. The list contained components of Internet marketing that the teachers suggested, and the respondents were asked to add their own ones. The results are represented in percentages (Table 1).

Tab. 1: The relevance evaluation of the complex of high-tech means and training tools used by the respondents (prior to the start of the experiment)

Number of respondents	Digital technologies
72%	Website/Blog
65%	Social Media Marketing,
68%	Video Blogging
54%	Online Classifieds.
62%	E-mail Marketing
65%	Search Engine Marketing
70%	Content Marketing

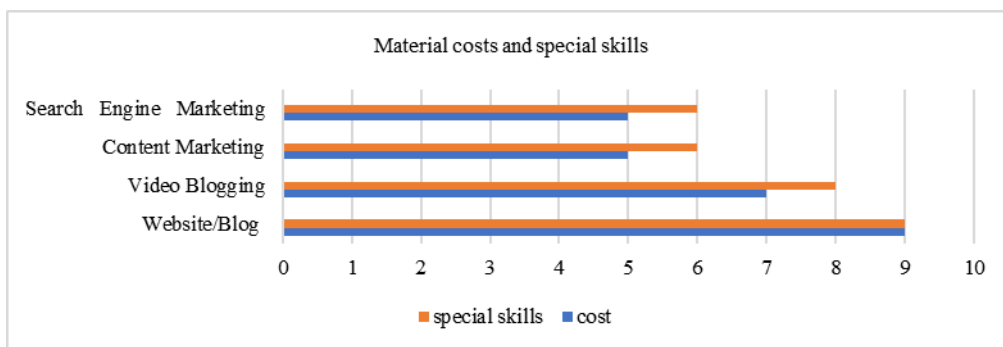
Source: Author’s development

The survey showed that the respondents supported a comprehensive approach to Internet marketing. This is confirmed by the absence of significant differences in the importance assessment of each topic. This has dictated to the research group the direction on the mandatory use of the entire set of educational issues within the new discipline. The most excellent preference was given to the need to possess knowledge of creating and maintaining websites and blogs (72%), video blogging (68%), as well as work with content marketing (70%).

Students passed the preliminary test and gave the first assessments for the new academic discipline. The respondents were asked to choose those topics that required modern and valuable technical means and special skills.

The analysis of the research group’s answers was aimed at helping to understand the informal and material aspects of implementing the educational goals to establish the professional specificity and priorities of implementing educational programs. Such an approach will help the administration to plan material resources for educational equipment, improve the professional level, and facilitate orientation to foreign experience and innovations. The proposed topics had to be evaluated on a 10-point scale; each topic was scored separately from 1 to 10. The highest results are presented in the graph 1.

Graph 1: Evaluation of material costs and special skills of the main thematic blocks of the discipline “Internet marketing: foreign experience.”



Source: Author’s development

The survey results show that blogging, creating websites, video blogging require the most preparation and material effort – from 7 points to 10. Content marketing and Search Engine Marketing

were also costly for respondents (cost – 5 points, special skills – 6 points out of 10). The general interest and the ability to navigate in the difficult moments of studying Internet marketing testify to the awareness of future specialists and the

need to introduce a course on Internet marketing.

In the III stage, in parallel with the training of students on the course, a survey of respondents was conducted regarding the creation of a rating of advantages and disadvantages revealed while studying the new academic discipline "Internet marketing: foreign experience" at a higher educational institution. From the list of educational topics proposed by the research group, it was necessary to choose from the most important to the least important among the advantages and disadvantages of working within marketing technologies (Table 2).

Tab. 2: Advantages and difficulties in working with foreign experience in Internet marketing in the framework of the educational course

Advantages	Disadvantages
<p>1. It is possible to introduce online courses, distance forms of education and communication between students and teachers; it is convenient; moreover, it is not regulated by distance communication channels.</p> <p>2. Under challenging moments, essential topics can be relearned, and the acquired knowledge can be consolidated in practice.</p> <p>3. Increasing the level of digital literacy among teachers and students.</p> <p>4. Acquisition of a range of modern practical skills in Internet marketing.</p> <p>5. Expanding the circle of knowledge about innovations and successful foreign experience for a specialist in advertising.</p>	<p>1. A large educational load concerning the digitalization program's creation, implementation and maintenance.</p> <p>2. Insufficient modern and powerful technical outfit, and equipment of educational institutions.</p> <p>3. In real practice, the infrastructure has low bandwidth, outdated software, and technical means.</p> <p>4. The high cost of designing in the space of high technologies.</p> <p>5. Inconsistency in the content of educational programs and students' needs; outdated educational design of courses.</p>

Source: Author's development

A significant advantage of familiarization with innovations in Internet marketing is the attraction of discoveries and useful findings of foreign specialists, creating opportunities for distance and online education and practical activities. Also, among the positive moments, the respondents have noted a new type of communication between the teacher, advertising practitioner and student. Within the limits of new languages and a new discipline, students can master complex topics; by the way, their multiple reviewing and additional practical classes and dialogue with the audience are also possible.

Finally, the necessity of studying marketing means and high-tech tools (at the end of the experiment) has also been reviewed.

Tab. 3: Evaluation of the relevance of the complex of high-tech means and training tools used by the respondents

Number of respondents	Digital technologies
80%	Website/Blog
70%	Social Media Marketing,
68%	Video Blogging
64%	Online Classifieds
68%	Email Marketing
73%	Search Engine Marketing
74%	Content Marketing

Source: Author's development

In general, it is clear from the survey results that the respondents have positively evaluated the practice of studying foreign experience in implementing and mastering new components of

Internet marketing. In general, the number of students who have highly assessed the study of foreign experience in using new technologies and software in marketing activities increased by 9%. This presupposes their mandatory use in educational activities.

## 6 Discussion

The number of studies and practical cases related to Internet marketing has been steadily increasing since the very beginning of the Internet and the discovery of its new possibilities. Constant monitoring of foreign experience related to marketing issues and innovations will help to identify valuable innovations in this field; it will provide an opportunity to improve training courses constantly. Corley, Jourdan, Ingram, (2013) investigated in their study the research activity of scientists at the level of the volume of scientific publications on Internet marketing; they have noted that the number of such investigations is growing. They studied the five most popular marketing journals. They revealed that the best source for exploring foreign experience in marketing is Marketing Science – 72,7% of publications are published on this topic. Along with this, foreign studies in marketing journals are also popular ("Formal Theory / Lit Review" (45,5%), "Field Study – Secondary" (27,3%) and "Field Study – Primary" (18,2%)). This means that Internet marketing is gradually gaining popularity. However, there are prospects for further work on this issue. Our research team has also established that students understand the relevance and necessity of learning about Internet marketing innovations. Therefore, the assessment of the relevance of studying the work of various marketing applications and tools in the Internet space showed that the understanding of the importance of taking into account foreign experience and innovations in teaching Internet marketing increased by a total of 9%.

An essential component of Internet marketing is studying national features of advertising activities and innovations in the introduction of marketing tools in the digital space in modern education (Boyd, 2014; AmCham, 2021). A similar study on the features of introducing Internet marketing was conducted in India (Umamaheswari, Kumawat, 2020). The study aimed to highlight foreign innovations in online marketing, the emergence and use of new media options. It has been proven that Indian companies are interested in innovations to obtain competitive advantages. The authors believe that the constant interest in innovations in digital marketing and the Internet industry primarily helps start-ups and small businesses to carry out business planning successfully. All the outlined gives reason to recognize the usefulness of digital marketing in a competitive market. The presented study also determined the positive attitude of future specialists in the field of management toward Internet marketing. For instance, the importance of websites was rated at 9 points (on a 10-point scale); video blogging received 7 points at the beginning of the program, and at the end, it increased to 8 points.

In addition, several studies consider Search Engine Optimization, Search Engine Marketing, Content Marketing, Social Media Marketing, Pay-Per-Click Marketing, Affiliate Marketing, and Email Marketing to be among the most critical components of Digital Marketing. Our research group supplemented this list with Website/Blog and Video Blogging as equally significant components that should be considered.

In prospect, studies in the field of adaptation of foreign innovations to Ukrainian Internet marketing should be conducted, where priority should belong to the practical skills and abilities of modern specialists familiar with and working with new online marketing tools.

## 7 Conclusions

The obtained research results have shown that the use of practical achievements of studying foreign experience in advertising and professional education in the training of specialists is positively perceived by the education seekers in the

training course framework. Both the teaching staff and students are ready to improve their level of digital literacy constantly, to use high technologies in the educational process.

Digital technologies as a tool for increasing the effectiveness of the theory and methodology of professional education are effective and necessary in the conditions of the successful existence of a higher school. The preparation of learning technologies, the proper introduction of innovations, and the support of administration and management are necessary to successfully implement such programs. The process of integration of digital technologies in professional education should be straightforward, planned and permanent. It is precisely such projects that ensure success and advantages in the market of educational services for the university and demand in the labor market of future specialists.

In the case of introducing a digital marketing experience, the most important thing is the ability to use the entire set of tools and establish a connection with the audience of consumers. One should possess the basics of online work to attract customers; after all, to use digital marketing effectively, one should be able to develop an effective platform. The experiment participants assessed the cost of training and the relevance of specific skills in the field of blogging and creating video blogs at 8-9 points (on a 10-point scale). Based on the results of the surveys, it can be concluded that integrating all advertising and marketing systems with the digital platform system is of particular importance. The increase at the end of the project of respondents interested in studying Internet marketing (in total, by 9%) shows the trend towards digitization and active, practical implementation of digital marketing in modern business sectors.

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#### Primary Paper Section: A

#### Secondary Paper Section: AE

## TRANSPORT AND LOGISTICS SECURITY: IMPLEMENTATION OF EU AND US RIGHTS

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**Abstract:** Ukraine has the highest transit rating in Europe, which determines the importance of transport security issues for Ukraine. In the context of European integration and the creation of a common transport market, the issues of ensuring the implementation of EU law are particularly relevant. The article aims to analyze the processes of implementation of EU law on transport security in Ukraine. The research methodology is based on a qualitative content analysis of the implemented EU legal framework on transport security in Ukraine in 2015-2022. The results indicate that only 52% of the tasks set for the implementation of EU law in the field of transport and transport infrastructure were fully implemented on time. At the same time, 48% of the tasks are being implemented with a delay. The implementation of the law to ensure transport security takes place in the following modes of transport: road, rail, sea, aviation, inland waterway, in general in the transport sector. The greatest degree of regulatory approximation has taken place in road and maritime transport. In general, in the transport sector, the implementation of the law provided for the identification at the strategic level of the main problems in the field of safety in the context of transport means. At the national level, the key tasks and expected indicators of their achievement to improve the level of safety are also identified. The article suggests directions in the context of the implementation of the law to promote a higher level of transport safety. It is determined that the key tasks for solving the problems of transport security in Ukraine are: improvement of the state system of transport security management under international standards and strengthening the institutional capacity of executive authorities; bringing in line the regulatory legal acts in the field of security following EU regulations and directives regarding the requirements for the safe operation of infrastructure and rolling stock.

**Keywords:** transport security, harmonization of Ukrainian legislation, European integration of the transport sector, EU law in the transport system.

### 1 Introduction

Ensuring transport safety is one of the urgent tasks of the state transport policy. The situation is aggravated by the lack of a well-established system of transport safety, insufficient effectiveness of the tasks and functions assigned to it, and a decrease in the level of scientific and technical support for these activities. This is facilitated by the complexity and unexplored nature and peculiarities of social relations that arise between different categories of participants in social relations in the process of functioning of various modes of transport. Ensuring transport safety is associated with new challenges and threats. They are caused by the use of new types of weapons and technological features that appear in the process of operation of various modes of transport, the technical component related to the development of transport, and control means used to counter various offenses in transport. The European Union's strategy for the development of the transport sector is focused primarily on the internal needs of European countries. It consists in creating the best conditions for the functioning of the single European market through the formation of a multimodal Trans-European Transport Network (TEN-T). For the benefit of all citizens, the economy, and society, it is necessary to make the European

transport system resource and cost-effective, financially sustainable, and unconditionally safe.

Integration of Ukraine into international transport systems allows for improving the economic, technical, investment, and operational state of the transport industry. And this is a direct way to cooperate with other countries and join the international community of transport and road complex. Given the need for integration into the European and world community, Ukraine is doomed to pay close attention to transport security issues. In addition, it should be noted that Ukraine has the highest transit rating in Europe. Accordingly, it can receive significant profits from the transit and other types of transport services, provided that a reliable transport security system is built. This also determines the importance of transport security issues for Ukraine. The issue of transport security is of particular importance for Ukraine. First of all, it can be connected with the size of the territory and geopolitical location of our country, with the political and socio-economic courses aimed at further strengthening sovereignty.

The article aims to analyze the processes of EU law implementation on transport security in Ukraine.

### 2 Literature review

Taking into account the need to integrate Ukraine's transport security into the European security system, in particular, the works of Hens et al. (2019), Savych & Shkoda (2020), Papadimitriou et al. (2020), Kraciuk, Kacperska, Łukasiewicz & Pietrzak (2022), Peleckienė et al. (2022), Formela, Weintrit & Neumann (2019), Olszewski et al. (2019), Finger, Montero-Pascual & Serafimova (2019). Separate issues considered in the scientific works of various authors relate to the definition of the main directions of Ukrainian transport security integration into the European security system (Walker & Strathie, 2016; Bolobonov, et al. 2021; Wang 2019; Friman, Lättman & Olsson 2020; Read, Naweed & Salmon 2019; Janušová & Čičmancová 2016). Papadimitriou et al. (2020) note that the literature investigates safety issues for each transport means, i.e. there is no comprehensive research on transport safety issues. There are also limited studies of maritime and rail transport safety. The studies do not fully reflect the state of implementation of EU law on transport security in Ukraine. This has led to the accumulation of a set of problems of regulatory, financial, logistical, social, informational, scientific, and technical nature.

In the research of Hens et al. (2019), the authors prove that all transport programs and projects should be based on the following interrelated principles: transport planning and localization of production and consumption; transition to environmentally efficient transport; improvement of technology and fuel. The authors suggest taking into account the principles of environmentally friendly transport in the criteria of economic efficiency in transport. Hens (2019) also formulated strategies for reorienting the transport industry of Ukraine to resource-saving approaches in the context of improving transport safety and introducing new technologies. Savych & Shkoda (2020) note that in the context of COVID-19, the trends of improving aviation security and compliance with international standards are becoming increasingly important for both airlines and public authorities in the development of relevant public policies. The article by Papadimitriou et al. (2020) synthesizes the key aspects of automation safety in different transport sectors and presents an assessment of their transferability across sectors. Peleckienė et al. (2022) identify that the economic growth of EU countries has been accompanied by an increase in motorization and fatalities in recent decades in terms of vehicle inventory and road traffic accidents. Ukraine's European integration has been characterized by similar trends, in particular an increasing number of motor vehicles and accidents. Ferdman (2021a) notes that the problems of transport safety in Ukraine have become even more acute in recent years, as transport has become one of



the riskiest areas of life, in which, unfortunately, people die regularly. Ensuring transport safety is to guarantee the right of a person to safety in a broad sense (protection of life, health, and constitutional rights of citizens in general). The priority in this area is to prevent real and potential threats of transport accidents and disasters and their consequences. Transport safety is a component of national security and consists in preventing accidents and incidents in transport (Ferdman, 2021b). Ensuring transport safety should be understood as a social process of activities of relevant subjects of social relations to prevent accidents and incidents in transport (Ferdman, 2020). Transport safety is a multilevel phenomenon that is considered through the prism of classification depending on the scope of application. In particular, transport security as a system of security in the geopolitical space is characterized by a poly structure and is provided at the following levels: international, state, regional, sectoral and personal. Transport security is aimed at protection. Protection of passengers, owners, consignees, and carriers of goods as persons who directly consume or create a transport product; owners of vehicles and persons who charter them; the transport complex, including infrastructure and employees; the economic state of the country, including budgets of all levels; the ecological state of the environment (Ivanii, 2020).

### 3 Methodology

The research methodology is based on a qualitative content analysis of the implemented EU legal framework on transport security in Ukraine in 2015-2022. The content analysis included an assessment of the dynamics of the implemented legal acts in the road, maritime, inland waterway, and railway transport of Ukraine and the transport system of Ukraine in general. The analysis of the state of implementation of EU law in the field of transport security included an assessment of the implementation of tasks by the indicator 0 - 100% implementation and by the criteria: implemented on schedule, overdue, at risk, not estimated (Pulse Ugody, 2022).

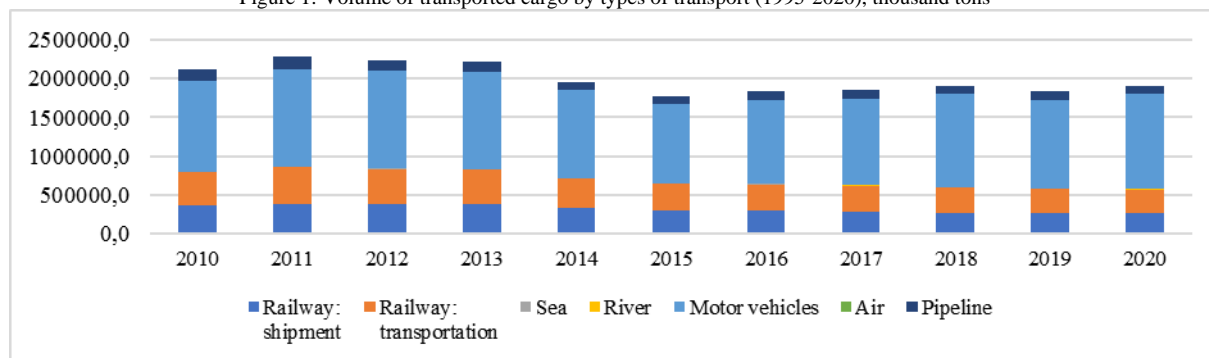
### 4 Results

According to the Communication of the European Commission "EU and Neighboring Regions: a renewed approach to transport cooperation" of 2011, the main directions of EU-Ukraine cooperation are defined. In particular, in the area of transport development, it is planned to liberalize transport, in the long term - to include Ukraine in the "Blue Belt" of free shipping in Europe and within the European borders, which means gradual approximation to the European common market. Within the framework of cooperation in Ukraine, it is also envisaged to create an effective sustainable transport system (Ministry of Infrastructure of Ukraine, 2022). Accordingly, the creation of a common transport market involves strengthening the level of transport security.

In 2013 Regulation (EU) 1315/2013 of the European Parliament and of the Council of 11 December 2013 on the Union Guidelines for the development of the Trans-European Transport Network was adopted. In Luxembourg on 09.10.2013 the joint declaration "Future cooperation in the field of transport in the framework of the Eastern Partnership" was adopted, which approved the maps of the transport regional network of the Eastern Partnership (hereinafter - the EaP), which demonstrates the connection of the EaP countries among themselves and with the EU Member States. Since January 2014, the updated TEN-T guidelines have been approved, which define that the "core" network will be developed based on the identified 9 multimodal corridors.

Among the main priorities of cooperation within the framework of the EaP are the development of integrated transport corridors, the elimination of bottlenecks in the transport network to optimize the connection with the TEN-T network, and the preparation of infrastructure projects for transport development. The above priorities of cooperation between Ukraine and the EU provide for the implementation of EU law on transport security in Ukraine. As shown in Figures 1-2, the volume of freight transported in Ukraine in 2010-2020 decreased by 9%, and passengers - by 85%, in particular, due to the growth in the number of motor vehicles. This means an increase in the level of human factors in ensuring transport safety, and, accordingly, the need to revise its legislative regulation.

Figure 1: Volume of transported cargo by types of transport (1995-2020), thousand tons



Source: State Statistics Committee of Ukraine (2022a).

In 2015, Ukraine started the process of approximation of legislation in the transport sector to the EU legal framework, in particular in the field of transport security. In Ukraine, the Ministry of Infrastructure of Ukraine and the Verkhovna Rada Committee on Transport and Infrastructure is responsible for the implementation of the tasks of approximation of Ukrainian legislation to EU law in the field of transport, transport infrastructure, postal, and courier services. Overall, in 2015-2022 in this area, in particular, the implementation of legislation on ensuring transport security in the following means of transport: road, rail, sea, aviation, inland waterway, in general in the transport sector. The overall progress in the implementation of all tasks in this direction for the period 01.11.2014 - 31.10.2024 was 52% (Figure 3).

Table 1 demonstrates the legal acts on ensuring the

implementation of the EU law on transport security in Ukraine in general in the transport sector. Legislative changes implemented in 2015 concern ensuring the European level of safety in the transportation of dangerous goods by road, rail and river transport.

In 2015, the regulatory framework for ensuring the European level of safety in the transportation of dangerous goods by road, rail, and river transport was also developed. This regulatory framework concerned:

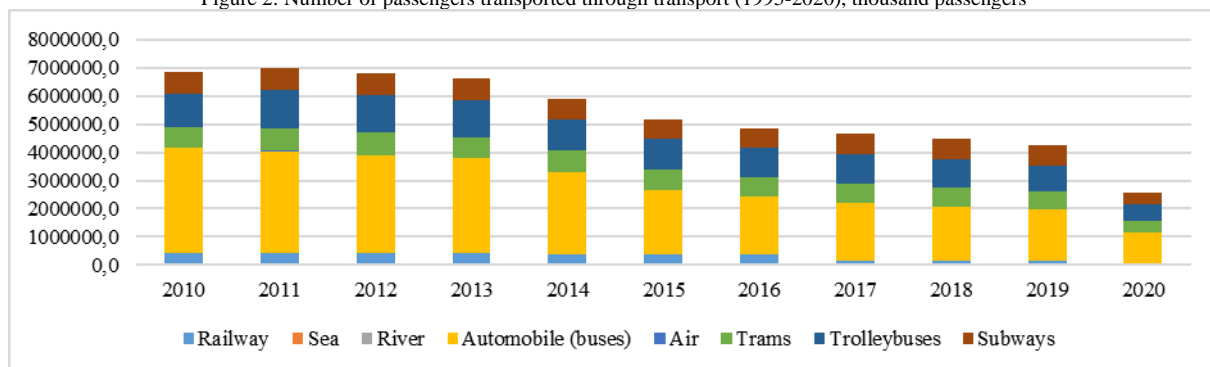
- 1) development, and approval by the Ministry of Justice of the rules for the transportation of dangerous goods by inland waterways of Ukraine;
- 2) development, issuance, and registration with the Ministry of Justice of a regulatory act on amendments to the Rules of Safety and Procedure for Elimination of Consequences



- of Accidents with Dangerous Goods during their Transportation by Rail;
- 3) approval of the procedure for inspection of tanks for the transportation of dangerous goods;
- 4) development and approval of a regulatory legal act on amendments to the Rules for the carriage of liquid bulk cargoes;
- 5) approval of the regulatory legal act on amendments to the Rules for the Transportation of Dangerous Goods;

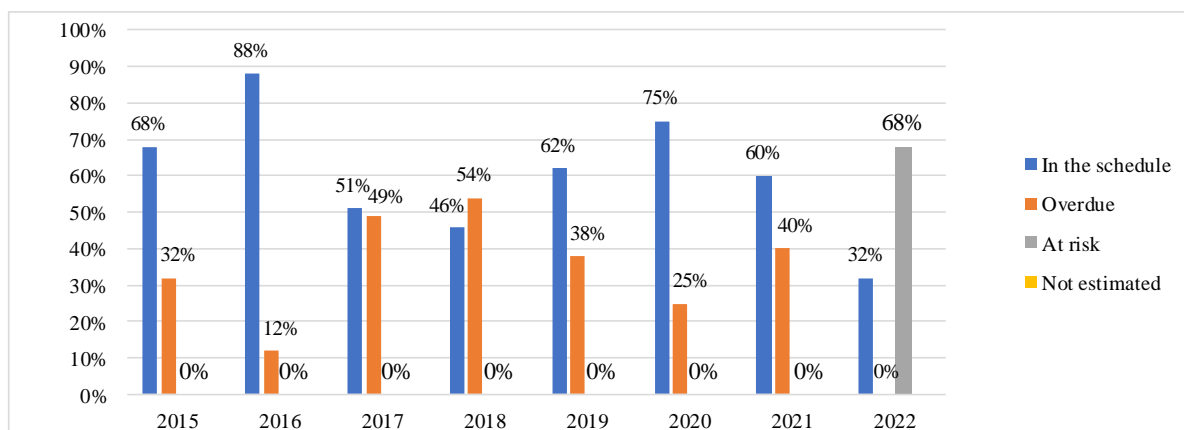
- 6) development and registration of a regulatory legal act on amendments to regulatory legal acts in the field of special training of employees of entities involved in the transportation of dangerous goods by rail and river transport regarding the establishment of requirements for authorized persons on safety and other participants in the transport process.

Figure 2: Number of passengers transported through transport (1995-2020), thousand passengers



Source: State Statistics Committee of Ukraine (2022b).

Figure 3: Progress in the implementation of EU law on transport security in Ukraine in 2015-2022



Source: compiled by the author based on the data from Pulse Ugody (2022).

In 2016, cooperation within the framework of the Eastern Partnership Transport Panel was partially established to develop the EaP regional transport network connected to the TEN-T

network. Within the framework of cooperation, joint activities and projects with the EU Party were identified and elaborated, but their implementation is overdue (Tab. 1).

Tab. 1: Implementation of EU law on transport security in Ukraine

cars	Legislative amendments	
015	Amendments to the legislation of Ukraine to ensure the European level of safety in the transportation of dangerous goods by road, rail, and river transport – 60%	Development of a regulatory framework to ensure the European level of safety in the transportation of dangerous goods by road, rail, and river transport – 100%
016	Cooperation within the framework of the Eastern Partnership Transport Panel for the development of the EaP regional transport network combined with the TEN-T network – 70%	–
017	–	–
018	Development and approval of the national transport strategy – 100%	–

Source: compiled by the author based on the data from Pulse Ugody (2022).

In 2018, the National Transport Strategy was developed and approved (Verkhovna Rada of Ukraine, 2022). The draft action plan for the implementation of the strategy was developed and approved by the CMU in cooperation with EU experts, for which the Ministry of Infrastructure is responsible. The National Transport Strategy of Ukraine for the period up to 2030 is a

systemic program document that defines goals and objectives for the development of the transport sector and takes into account integration with the European transport system (Order of the Cabinet of Ministers of Ukraine of 30.05.2018 No. 430-r). Among its priorities are safe for society, environmentally friendly, and energy efficient transport. Measures are envisaged

to improve public administration of transport safety under international standards and strengthen the institutional capacity of executive authorities that directly or indirectly regulate the transport services market and measures of state supervision (control) over transport safety. Transport is becoming more energy efficient and "green", safe for passengers, customers, and the environment. Speeds and efficiency of vehicles are increasing. The level of transport safety is increasing. The level of road safety is being improved, the level of safety of air transportation is being improved, the level of safety of rail transportation is being improved, the level of safety of shipping is being improved, the level of environmental safety in transport is being improved, etc.

However, at the moment, the program is declarative, and the situation of both legislation in the field of transport security in particular and security in Ukraine as a whole, in comparison with the developed countries of the world, is unsatisfactory. After all, today the country has no law on transport security, or transport security strategy, which are extremely necessary. Their adoption would indicate the emergence of transport security as an independent legal institution.

In 2017-2018, the State Program for Improving Road Safety in

Ukraine was developed. The Cabinet of Ministers of Ukraine approved the National Transport Strategy of Ukraine for the period up to 2030. Its goal is to develop safe, environmentally friendly, and energy-efficient transport. In addition, the Strategy for improving road safety for the period up to 2020 was approved. Its goal is to reduce the level of accidents and the severity of the consequences of road accidents in Ukraine, as well as to create safe and comfortable conditions for vehicles, pedestrians, and other road users on the road network.

The following legislative amendments in the field of transport security were implemented in the road transport sector (Table 2).

In 2015, the installation and use of speed-limiting devices on vehicles in the field of international freight transportation were ensured.

In 2016, the Strategy and Program for Improving Road Safety were developed.

Tab. 2: Implementation of EU law on transport security in Ukraine in the transport sector

Year	Legislative amendments			
2015	Ensuring the installation and use of speed-limiting devices on vehicles in the field of international freight transportation – 50%			
2016	Development of the Strategy and Program for improving the level of road safety – 100%			
2017	Development of a regulatory framework for the system of checking the technical condition of wheeled vehicles for roadworthiness – 20%	Development of a regulatory framework to ensure the issuance of a single standard driver's license that meets European requirements and increase its protection against counterfeiting – 80%	Bringing the minimum age requirements for admission to driving certain categories of vehicles in line with the EU legislation – 70%	Improvement of the legal framework for the introduction of European requirements for physical and mental suitability to drive vehicles – 40%

Source: compiled by the author based on the data from Pulse Ugody (2022)

In 2017, the regulatory framework for the system of checking the technical condition of wheeled vehicles for their suitability for the operation was developed. In 2017, the regulatory framework was also developed to ensure the issuance of a unified standard driver's license that meets European requirements and increase the level of its protection against counterfeiting. In 2017, the requirements for the minimum age for admission to driving certain categories of vehicles were partially brought in line with the provisions of EU legislation. In road transport, the regulatory framework for the introduction of European requirements for

physical and mental aptitude to drive vehicles was also improved.

In inland waterway transport, legislative changes in the field of transport security were introduced in 2017-2018. In 2017, the European level of safety in the transportation of dangerous goods by river transport for national transportation was fully ensured. In 2018, the legislation of Ukraine establishing technical requirements for vessels on inland waterways was completely amended (Tab. 3).

Tab. 3: Implementation of EU law on transport security of Ukraine in maritime transport

Years	Legislative amendments		
2017	Amendments to the legislation of Ukraine on strengthening the security of ships and port facilities, as well as conducting appropriate training of personnel – 0%		
2018	Amendments to the legislation of Ukraine regarding the obligations of the shipowner to maintain the safety management system of the shipping company and ships, as well as responsibility for administrative offenses in this area and training of personnel for the control of shipping companies by the flag state – 100%		
2019	Amendments to the legislation on general rules and standards for organizations for inspection and survey of ships and audit of the national classification society on the implementation of such activities – 80%	Amendments to the legislation of Ukraine on the requirements and procedures for safe loading and unloading of bulk carriers – 70%	Amendments to the legislation of Ukraine and implementation of organizational measures for the functioning of the national system for the exchange of information on maritime transport (SafeSeaNet) – 0%
2020	Creation of an information system for monitoring the surface situation and movement of ships, including the introduction of appropriate amendments to the legislation of Ukraine – 100%		

Source: compiled by the author based on the data from Pulse Ugody (2022)

In 2022, the railway sector fully implemented a railway safety management system, for which the Ministry of Infrastructure of Ukraine is responsible. In particular, methodological

recommendations for the implementation of safety management systems in railway transport have been developed and approved.

## 5 Discussion

The level of transport safety, energy consumption, and environmental impact in Ukraine do not meet modern requirements. In recent decades, the world has seen a rapid increase in the number of vehicles and traffic intensity, which leads to an increase in the number of transport accidents and their negative consequences.

During the period from 2011 to 2016, 26.7 thousand people died in road accidents in Ukraine, 43.7 percent of them were pedestrians and cyclists. According to the World Bank estimates, annual losses as a result of road accidents in Ukraine amount to about 4-5 billion US dollars. Thus, in 2016, almost 3.4 thousand people died on Ukrainian roads, and 33.6 thousand were injured.

90-95 percent of pollutant emissions into the air of cities, in crowded places, are caused by road transport. The EU transport policy has set the task to halve the use of cars on traditional fuels in cities by 2030 and to completely abandon them by 2050.

Fulfillment of obligations under the conventions of the International Maritime Organization, the Convention on the protection of biological diversity, ratified by the Law of Ukraine No. 257/94-BP dated November 29, 1994, and the United Nations Convention to combat desertification in countries suffering from serious drought and/or desertification, particularly in Africa, to which Ukraine acceded under the Law of Ukraine No. 61-IV dated July 4, 2002. No. 61-IV is compulsory. It requires the use of technologies that minimize the impact on wildlife and land, contributes to the conservation of marine biodiversity, and take into account the need for environmental protection, conservation of land, water bodies, and biodiversity during the development of transport infrastructure.

In the field of transport security in Ukraine there are general problems that need to be solved, in particular, the most important ones:

- high level of mortality and injuries as a result of road accidents;
- a significant part of vehicles operated by Ukrainian carriers are outdated, inefficient, and have a significant negative impact on the environment;
- the imperfection of the legal mechanism and regulatory framework and state supervision (control) in the field of transport safety;
- the imperfection of the transport safety management system and the lack of a single coordinating body for road safety management, which is the reason for the lack of an integrated system of state management of road safety;
- insufficiently clear division of functions and powers, as well as low level of coordination of actions and institutional capacity of state authorities and local self-government bodies to plan and implement actions in the field of road safety;
- imperfect systems for monitoring road accidents, their statistics, and risk management;
- ineffective approach to solving the problem of high accident rates and the severity of its consequences and creating a scientific basis for road safety activities;
- lack of specific measurable targets to improve road safety and a coordinated action plan in this area;
- unsatisfactory technical condition of a significant number of vehicles and the lack of a system for monitoring the safety of vehicles during their operation;
- low level of introduction and practical application of the latest technologies and technical means of traffic organization, automated means of traffic control and regulation;
- insufficient funding for measures aimed at preventing and reducing the level of accidents, reducing the number of road accidents with serious consequences;
- ineffective system of notification of road accidents and emergency assistance to victims of road accidents

(unsatisfactory state of premedical care in the first hour after the accident);

- low level of driver training and lack of effective control over the activities of driving schools;
- low level of public education in the field of road safety, personal responsibility, and compliance with traffic rules;
- low level of control in the field of transport safety, in particular in terms of environmental protection, avoidance of responsibility for violation of the legislation of Ukraine on environmental protection, and low culture of the population regarding environmental protection measures;
- lack of incentives for the use of alternative energy sources at transport infrastructure facilities.
- The key tasks for solving the problems of transport security in Ukraine should be considered as follows
- improvement of the state transport safety management system following international standards and strengthening the institutional capacity of executive authorities that directly or indirectly regulate the transport services market and measures of state supervision (control) over transport safety;
- adjustment of regulatory legal acts in the field of security under EU regulations and directives regarding the requirements for the safe operation of infrastructure and rolling stock.

Improving the level of transport safety involves ensuring the implementation of EU legislation in the field of transportation of dangerous goods, including taking into account the principles of multimodality.

Improving road safety involves the implementation of a road safety improvement program. Increasing the level of air transportation safety requires:

- 1) regulation at the legislative level of the issue of control over the ornithological situation at Ukrainian airports, taking into account ICAO standards and recommended practices;
- 2) implementation of ICAO standards and recommended practices and the World Customs Organization's SAFE Framework of standards to secure and facilitate global trade.

Improving the level of safety of railway transportation requires:

- 1) introduction of state safety certification procedures for railway enterprises;
- 2) establishment of a body for investigation of transport accidents on railway transport.

To improve the level of shipping safety it is advisable to:

- 1) reform the system of state supervision (control) over the safety of navigation of smaller/small vessels;
- 2) create a national segment of the system of information exchange on the movement of vessels and the activities of economic entities in the field of maritime navigation;
- 3) introduce joint procedures with the EU for ensuring the safety of navigation, monitoring of maritime traffic, maritime assistance, maritime communication, response to pollution from ships, and the creation of a national segment of the SafeSeaNet information exchange system on ship traffic and accidents;
- 4) legislatively separate the functions of ensuring the safety of navigation, state supervision, and provision of administrative support by the services of seaport captains.

## 6 Conclusion

Only 52% of the tasks set for the implementation of EU law in the field of transport and transport infrastructure were fully implemented on time. At the same time, 48% of the tasks are being implemented with a delay. The implementation of the law to ensure transport security takes place in the following means of transport: road, rail, sea, aviation, inland waterway, in general in

the transport sector. The most significant regulatory approximation took place in road and maritime means of transport. In general, in the transport sector, the implementation of the law provided for the identification at the strategic level of the main problems in the field of security in the context of transport means. At the national level, key tasks and expected indicators of their achievement to improve the level of safety have also been identified. The article suggests directions in the context of the implementation of the law to promote a higher level of transport safety.

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#### Primary Paper Section: A

#### Secondary Paper Section: AA

## PSYCHOLOGICAL PECULIARITIES OF THE PERSONALITY ASSERTIVENESS DEVELOPMENT

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**Abstract:** The relevance of learning and development of assertiveness in individuals of all ages today is determined by the peculiarities of challenges posed to professionals of the vast majority of both technical and humanitarian professions in the labor market. Given the growing role of effective marketing in professional activities and the requirements for the active work of specialists developing assertiveness is crucial. Therefore, the professionalism of a specialist today is determined not only by the possession of professional knowledge, skills, and abilities but also by the ability to present oneself as a person: to successfully use one's psychological qualities, culture, and values. This concept implies reasonable, confident, constructive behavior on the part of professionals concerning achieving their professional goals and the ability to assert their position with tact and courtesy. All this requires professionals to have the skills to respond appropriately to life events and interact constructively with others. In other words, it means being self-confident and skillfully taking advantage of the opportunities available. In addition, it should be noted that the ability to assert oneself largely depends on the effectiveness of professional activity and the psychological climate in the team. The article aims to establish the peculiarities of the formation of personality assertiveness, which are reflected in the scientific literature. Moreover, the intention is to establish certain psychological aspects of the assertiveness of individuals through a questionnaire survey on the topic of the study and the analysis of its results. Methodology. The research applied the analytical-bibliographical method to study the scientific literature on the development of personality assertiveness. A questionnaire survey has also been conducted to explore the structure, features, and most effective forms and means of developing assertiveness as a component of emotional intelligence. Results. Following the results of the study, the theoretical framework, the major aspects of scientific findings, and the views of experts in the field of psychology on the psychological features of assertiveness development in persons of all ages have been studied.

**Keywords:** assertiveness, social preparedness, assertive behavior, socialization mechanisms, assertiveness development factors.

### 1 Introduction

The relevance of the development of the assertive personality of individuals in modern conditions is determined by social phenomena in our society and the requirements imposed on professionals from the moment they start working. From this time, their general idea of themselves, their place in the world, life goals, and values are formed. In addition, there are numerous deviations in the behavior of individuals, given the activity of their socialization process (Ali et al., 2019), (Chu et al., 2022).

The development of safe behaviors in individuals from the age of 20 onwards becomes a very topical issue. Among them, the most important are its psychological components: psychological self-preservation, self-esteem, self-confidence, responsibility, assertiveness, and others (Gil-Llario et al., 2022), (Gnams, Scharl & Schroeders, 2018).

The theoretical part of this study substantiates the concepts, components, roles, and viewpoints of scholars on the formation of personality assertiveness (Harris & Orth, 2020).

The practical part of the study includes an assessment of the key components of assertiveness in persons of all ages, qualitative indicators of personal assertiveness development, and components of parenting and personal development. According to experts, clients pay insufficient attention to them, given the need to develop assertiveness further, the signs of insufficient assertiveness development, and the most important areas of psychological work to increase the level of assertiveness of persons of all ages. (Hou, Jiang & Wang, 2019).

Based on the results of the study, conclusions are drawn on the questions raised. In particular, it was determined that openness, directness, striving for social contact, and impartiality are the key determinants of assertiveness, among those under 20 years of age. For older individuals, freedom in manifestation and behavior, responsibility, striving for social contacts, orientation on one's own opinion, and self-confidence are most important. According to the participants of the survey, the most important qualitative indicators of personal assertiveness, considering the dynamics of personal and professional development of young people under 20 years old, are moral convictions and the ability to resist pressure, their position, and responsibility. For those aged 20 and over, the indicators of personal acerbic attitude development include independence, confidence in one's opinion, and personal position (Kan et al., 2022), (Sanchez Bravo & WattyMartinez, 2017).

Psychologists point out that for more effective development of assertiveness, it is important to pay attention to the early formation of emotional-value education, a behavioral component, in the upbringing of children and young people. Signs of assertiveness are mostly weakness of one's self, a constant state of tension, mistrust, fear, and excessive submissiveness. Those in their 20s are characterized by shyness and naivety, while those over 30 are characterized by dependence on the group, fear, and a tendency to feel guilty (Zapata-Calvente et al., 2019).

During the survey, respondents identified the following most important areas of psychological work to increase their level of assertiveness. These include stimulating emotional stability, independence, self-confidence, and serenity. It is noted that up to the age of 20 the development of a sense of courage, insight, independence, and autonomy is crucial (Kapica-Topczewska et al., 2018), (Turban et al., 2021).

### 2 Literature review

The idea of assertiveness implies that an individual develops a certain behavior through which he or she can control spontaneous reactions, to show a reasonable display of emotion. The individual can speak directly about his desires and demands, express his point of view, is not afraid to bring up arguments for denial, and insists on his point of view in situations where all arguments are superfluous. In addition, the individual demonstrates possession of the tactics of satisfying just demands and refusing in response to unacceptable aspirations in order not to violate the rights of others (Postolati, 2017).

The notion of assertiveness goes back to the well-developed phenomenon of trust in global psychology. It implies a subjective attitude towards oneself, social readiness, and the ability to realize one's aspirations adequately. Assertive behavior does not mean suppression of aggressive feelings, but rather a reduction in aggression and the disappearance of reasons for aggression. During adolescence, teenagers address several specific tasks related to their development.

It becomes relevant for individuals to accept their appearance and the possibilities of their bodies (through sport, recreation, self-regulation, work, and art). Furthermore, they want to master the characteristics of their behavior and the manner of performing their male or female roles. They must build new,

more mature relationships with peers of both sexes. Moreover, in adolescence, they need to form emotional independence from parents and other adults and to prepare for professional life.

Assertiveness is an English term that comes from the verb assert - to insist on oneself, to assert one's rights. Assertiveness is the ability to express oneself fully and freely in contact with another person or persons. Assertive behavior means expressing one's feelings, position, thoughts, or desires to another person in a direct, firm, and yet polite manner that respects the feelings, position, thoughts, rights, and desires of the other individual (Maroufizadeha et al., 2018), (Szcześniak et al., 2022).

According to researcher M. Manoilova's classification, assertiveness refers to the interpersonal aspect of the structure of emotional intelligence. According to her experimental data, assertiveness is one of the defining characteristics of a low conflict level. A person with the ability to assertive behavior shows respect and tolerance for the position of others, thereby preventing the development of problematic situations. Among the three main components of emotional intelligence (empathy, communicative tolerance, assertiveness), which contribute to the optimization of communication, scientists in the first place allocate assertiveness (Lankveld et al., 2022).

Some psychologists consider assertiveness in terms of individual rights. The subject knows his or her rights, uses them, and knows how to assert them. It is worth noting that the individual respects

the rights of others and builds relationships without violating others' boundaries. The authors of this position introduce the concept of "principles of assertiveness". It refers to the rules of behavior in society and building relationships with other people, rejection of manipulation, cruelty, and aggression towards other people (Parmaksiz, 2019).

**3 Aims**

The study aims to determine the attitudes of practicing psychologists regarding the development of assertiveness as a personality trait in individuals of different ages.

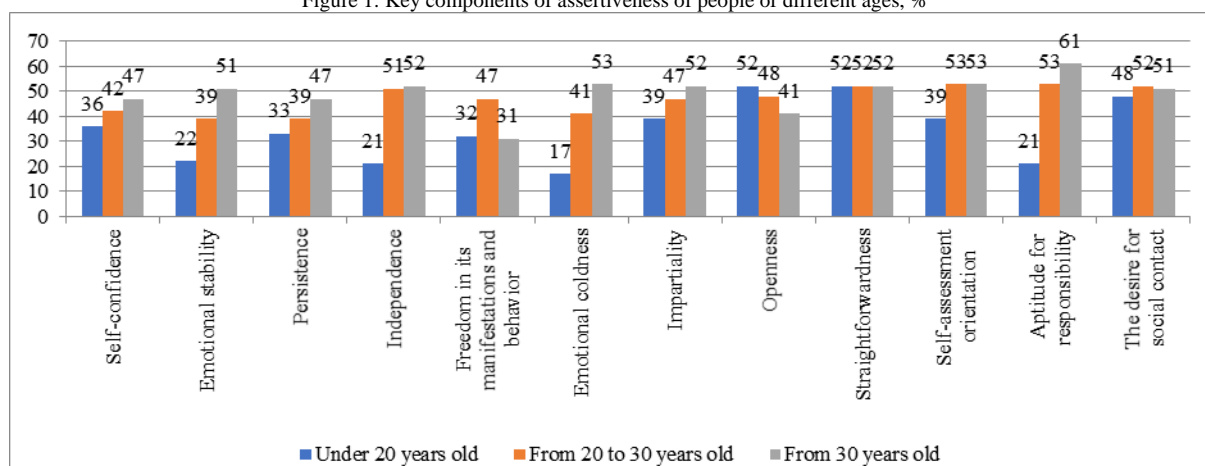
**4 Materials and methods**

A practical study of peculiarities of assertiveness formation and development as an important trait of personality socialization has been conducted by a survey of 217 practicing psychologists. They carry out psychological practice as practicing psychologists in the Zhytomyr and Kyiv regions of Ukraine. The study has been performed using the Survey Planet service.

**5 Results and Discussion**

At the beginning of the survey, the respondents' views on the key or defining components of assertiveness have been clarified. These include those most important for individuals of all ages, namely in terms of their success in professional life and society.

Figure 1: Key components of assertiveness of people of different ages, %



Source: constructed by the authors.

As can be seen from Figure 1, openness, directness, striving for social contacts and impartiality are most important among clients under the age of 20. For older people, freedom of expression and behavior, responsibility, striving for social contacts, orientation towards one's own opinion and self-confidence is most important.

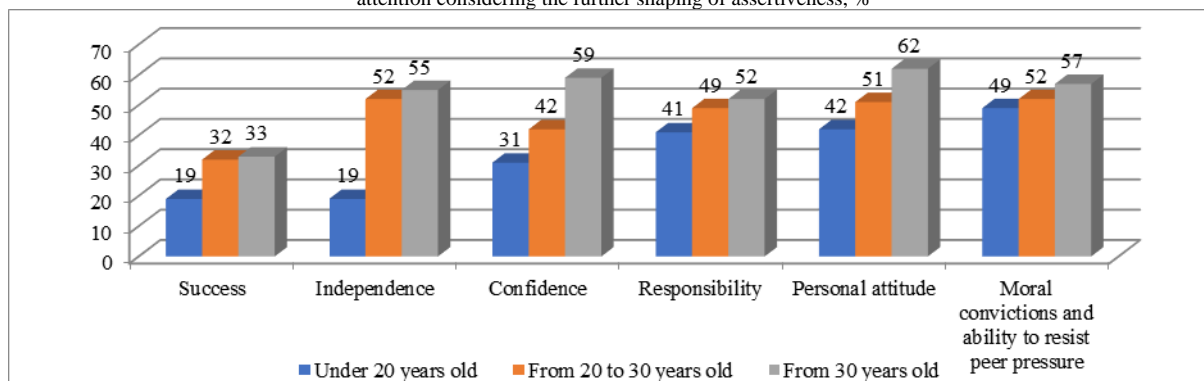
According to the survey participants, the most essential qualitative indicators of personal assertiveness development, taking into account the dynamics of personal and professional development, are (Figure 2):

Figure 2: The most significant qualitative indicators of personal assertiveness development, taking into account the dynamics of personal and professional development, %



Source: constructed by the authors

Figure 3: The main components of nurturing and personal development, to which, according to professionals, clients pay insufficient attention considering the further shaping of assertiveness, %

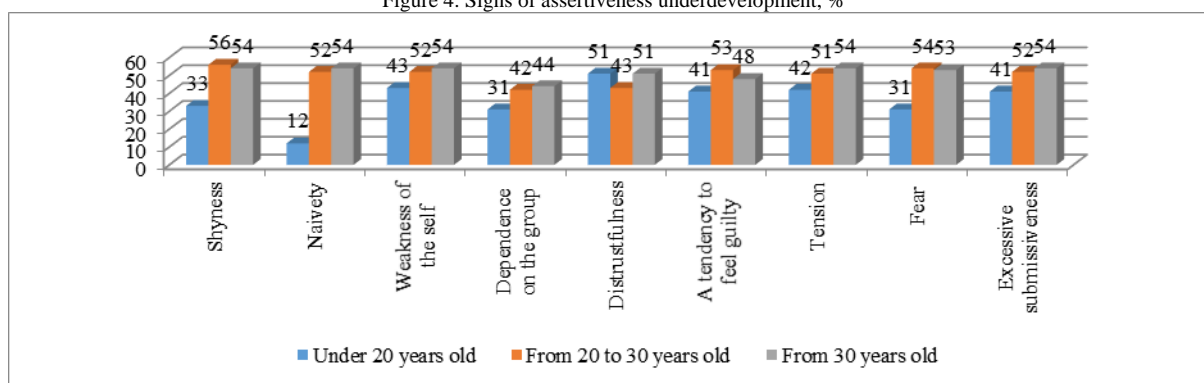


Source: constructed by the authors.

As can be seen from Figure 3, the optimal level of nurturing of the personality component is most crucial for high assertiveness between the ages of 20 and 30. Emotional-value education is important for those under 20 as well as those over 30. The

behavioral component is essential for those in their 20s and 30s. Signs of insufficient development of assertiveness, which are indicative of the need for attention to be paid to this issue, are (Figure 4):

Figure 4: Signs of assertiveness underdevelopment, %



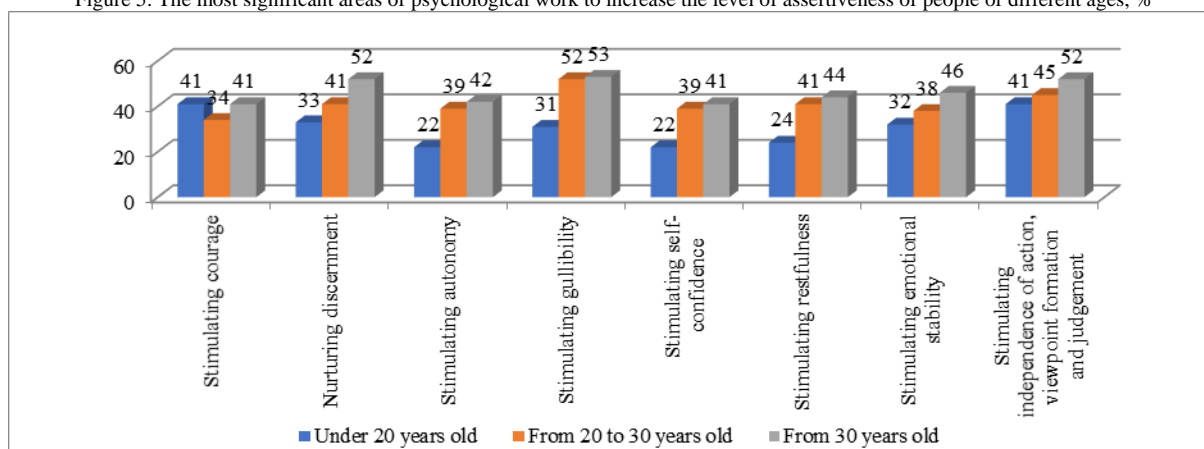
Source: constructed by the authors.

As can be seen from Figure 4, by the age of 20, the features of assertiveness are mostly weakness of the self-image, a constant state of tension, mistrustfulness, fear, and excessive submissiveness. In addition to the aforementioned traits, shyness and naivety are characteristic of those in their 20s, and group

dependence, fear, and a tendency towards guilt are characteristic of those over 30 years of age.

In the survey, respondents have identified the following critical areas of psychological work to increase the level of assertiveness of people of different ages (Figure 5):

Figure 5: The most significant areas of psychological work to increase the level of assertiveness of people of different ages, %



Source: constructed by the authors.

According to professional psychologists, after the age of 30 and older people need above all directions to develop assertiveness, such as stimulating emotional stability, independence, self-confidence, and restfulness. Before the age of 20, the

development of a sense of courage, discernment, independence, and autonomy is essential.

Therefore, an assertive individual is confident in her/himself, in her/his strengths, and her/his goal. Her sense of inner freedom



enables her to adequately assess events around her, plan actions, express feelings, work with partners with respect, and communicate her position to them. Assertiveness is defined as a person's ability to constructively defend her rights, and demonstrate positivity and respect for others while accepting responsibility for her behavior. Assertive behavior is behavior in which the individual actively and consistently represents their interests and openly states their goals and intentions while respecting the interests of others (Meissner et al., 2019).

The concept of assertiveness is closely related to the concept of self-confidence, identified by most psychologists. Primarily, it is believed that assertiveness reflects outward manifestations of behavior. As for self-esteem, it is shaped by the internal experience of comparing self-esteem with the possibilities of the real world. If self-esteem is higher than real possibilities, such a person will be confident, if self-esteem is lower than real possibilities - insecure (Luciano & Orth, 2017).

Assertiveness rejects any form of manipulation; it involves calm, non-aggressive resistance to manipulators. Depending on the level of assertiveness, according to some contemporary psychologists, people's behavior can be divided into three categories:

1. Humble behavior, where a person allows others to meet their needs and protect their rights at the expense of their rights and needs. Those who behave passively do not know how to articulate their wants and needs. At the same time, such people are not trustworthy in their actions, suffering from the fact that they do not know how to use their skills properly. A passive person cannot stand up to manipulators. Failure weakens their poor self-confidence. Sometimes they try to deal with the situation through manipulation, but such actions are defined as covert aggression.
2. Aggressive behavior is meeting one's needs and securing one's rights while the needs and rights of others are ignored. Aggression is not just physical harm or abrupt and loud statements. Aggression is also achieved through sarcasm, irony, and silent discreet things that do not directly affect the individual, while also degrading the individual they affect. The more subtle the aggression, the less aggressive the carrier sees in his or her actions. A skilled aggressor, however, makes an unpleasant impression on those around him, who tend to avoid any contact with him.
3. Assertive behavior is the behavior of a confident person who respects the needs and rights of others when their rights are duly respected. Assertive behavior is characterized by clarity, directness, and genuine sincerity. Everyone who behaves assertively can articulate clearly what he or she is talking about, how they see a certain situation, what they think and feel, and how they experience it. An individual who behaves assertively has a positive attitude toward other people, knows how to listen to them, can find a compromise, and can change his/her point of view under the influence of arguments. Considering other people to be decent, an individual is not shy about asking for favors and is willing to show kindness on his/her part as well (Luciano & Orth, 2017).

An assertive person achieves their goals without violating the rights of others. This behavior is oriented towards long-term cooperation, teamwork, and business relationships. In modern psychology, assertive behavior is considered to be the most constructive way of interpersonal interaction, based on the principles of humanism while rejecting manipulation, cruelty, and aggression toward others (Mrvoljak-Theodoropoulou, 2020).

A truly assertive personality is believed to possess four characteristics:

- first, a person is free to express his or her thoughts and feelings;

- secondly, they can communicate with people on all levels (strangers, friends, family). This communication is always open, honest, direct, and appropriate;
- third, people have an active life orientation. They get what they want. Unlike a passive person who waits and sees what happens next, a persistent person tries to influence events;
- fourth, their actions are characterized by self-respect. Such a person understands that the situation is not always win-win and accepts limitations. Despite this, they try to do something to take their chances (Moss et al., 2022), (Postolati, 2017).

## 6 Conclusions

As the analysis of the scientific literature on the topic of the study and the results of the questionnaire show, assertiveness is an important skill that can be acquired. An assertive person has a definite purpose for action and can control their emotions without being manipulated or emotionally pressured by others. Being assertive does not mean ignoring the emotions and aspirations of others. It is the ability to achieve one's goals despite negative environmental pressures and to protect one's interests rationally, while at the same time considering the interests of others. The idea of assertiveness implies the development of a certain quality of behavior in a person. Owing to it, a person can have spontaneous reactions, a reasonable display of emotions, the ability to speak directly about her/his desires and demands and to express her/his point of view. Such a person is not afraid of arguments for denial, insists on her/his point of view in situations where all arguments are superfluous and masters the tactics of satisfying just demands, and refuses in response to unacceptable aspirations in order not to violate the rights of others.

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**Primary Paper Section: A****Secondary Paper Section: AA**

## THEORETICAL ASPECTS OF THE FORMATION OF SPIRITUAL CULTURE AMONG MUSIC TEACHERS

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**Abstract:** In times of social-economic and political changes, higher art education is the subject of the attention of numerous researchers. Currently, an increased interest in the problem of artistic culture is observed as an essential link in the education of a future professional in any field, and particularly in the creative environment. The process of formation of a musical art teacher's artistic and spiritual culture is essential during the period of professional training. The spiritual culture of a musical art teacher as a measure of the multifaceted development of his general cultural, psychological, communicative, aesthetic, and performance skills in music-pedagogical activity is a social-psychological phenomenon. It concerns cognition, value awareness and creative activity in an educational institution. The ability of a musical art teacher to build his creative professional activity according to the laws of goodness, harmony and humanistic person-oriented pedagogy is the most important ability that arises based on a combination of creative and special abilities of the personality. A music teacher's awareness of the spiritual, cultural and moral, aesthetic and artistic values of musical art is the main indicator of his high professional culture, evidence of the growth of the specialist's spirituality and cultural wealth. The purpose of the academic paper is to clarify the degree and directions of studying the scientific literature and identifying the theoretical fundamentals of the formation process of musical specialties teachers' spiritual culture and to explore individual practical issues regarding the formation of musical art teachers' spiritual culture. Methodology. In the course of the research, an analytical and bibliographic method was used to study the scientific literature on the application of the formation of musical art teachers' spiritual culture, as well as an online questionnaire survey was applied for the practical clarification of certain aspects of this issue. Results. Based on the research results, modern tendencies in using means of cultivation of musical art teachers' spiritual culture were studied, and the features and effective methods of forming musical art teachers' spiritual culture were identified.

**Keywords:** spiritual culture, musical art, cultural and moral aspect, formation of professional culture, the orientation of teachers-musicians on values, musical and aesthetic activity.

### 1 Introduction

The economic, political and social-cultural changes in our country set new guidelines for professional training in educational, cultural and artistic institutions, the content of which is to ensure the relevant level of general and professional culture of the education seeker. Positive changes in art education are possible under the condition of creating an environment in which unique pedagogical conditions are created, ensuring the professional development of a new generation of specialists. The social-cultural environment of educational institutions of culture and art serves as a tool for the interaction of its subjects to create valuable, functional, professional and practical components that ensure the process of forming the professional and spiritual culture of future artists. Consequently, a high level of spiritual culture of teachers of art specialties is an essential prerequisite for the successful development of the artistic environment.

In the theoretical part of the present research, a description of the concept, components and optimal organizational and

pedagogical conditions for the formation of musical art teachers' spiritual culture is provided.

The research's practical part includes clarifying the most important components of musical art teachers' spiritual culture. It includes aspects that are not given enough attention in developing the teachers' spiritual culture in the art institutions of higher education. These are the most common levels of the formation of spiritual values, the most important value orientations of musical art teachers as prerequisites for the development of their spiritual culture, work directions on activating the development of the orientation of teachers - musicians toward cultural values, as well as highlighting the features of a high level of musical art teachers' spiritual culture development.

Based on the research results, conclusions have been made regarding the issues raised. It has been established that the most important components of the spiritual culture of a musical art teacher are a conceptual and holistic vision of the essence, nature and laws of musical art, creative passion for the profession of a music teacher, active self-education, cognitive and artistic activity in the field of music and pedagogical science. The most problematic aspects that are not given enough attention in developing the spiritual culture of teachers in art institutions of higher education are techniques and methods of organizing active, creative musical and pedagogical activities and understanding musical and psychological phenomena, patterns of overcoming through action. The most common levels of formation of teachers - musicians' spiritual values of musical culture are subjective-intuitive (primary direction) and subjective reference (intermediate direction). An important result of the survey was the identification of the musical art teachers' value orientations, which are the most important and in demand in practical activities. These are the formation of aesthetic consciousness (from feelings to ideals) as a form of individual value orientations and the education of aesthetic abilities and skills to think artistically. At the same time, the survey respondents have defined pedagogical and social-cultural directions as the principal and most effective areas of work regarding activating the orientation development of music teachers towards cultural values. According to the respondents' viewpoint, the consequences and, at the same time, features of a high level of musical art teachers' spiritual culture development are tangible spiritual development and spiritual-cultural growth of education seekers in the process of musical-aesthetic activity, their assessment of the quality and scope of creative self-expression and self-fulfillment in the process of musical and aesthetic movement and the use of the spiritual potential of musical art in professional activity.

### 2 Literature Review

One of the aspects of the democratic transformations in our society is the humanization of all spheres of life and social relations, which involves the improvement of the personality's spiritual culture, the development of his creative potential (Özgenel & Ankaraloğlu, 2020).

Spiritual culture, on the one hand, collects the results of creative activity. On the other hand, it forms the qualities of a person, and develops his intellectual and spiritual-creative abilities (Barton, 2018).

At the level of everyday consciousness, the term "spiritually developed person" has become almost synonymous with the concept of "educated person": the cultural and spiritual growth of the personality is primarily related to the acquisition of education as a process of acquiring diverse and deep knowledge related to his development. Given that education's source is culture, education's content should be the development of a person's cultural potential (Lestiyanawati, 2020).

Characterization of the teacher as a subject of the cultural development of the education seekers makes it possible to clarify the main goal of pedagogical education: training the teaching staff of educational institutions as subjects of culture, forming their readiness for self-development, which ensures successful integration into the artistic and cultural sphere (Yang et al., 2019).

The subjectivity of culture directs education not only toward studying cultural heritage but also toward quality training of teachers as subjects of culture (Papademetriou et al., 2022).

Modern pedagogical studies of the theory and methods of forming the musical culture of art teachers require the observance of pedagogical conditions. Their provision will contribute to a positive influence on the development of the spiritual culture of future music teachers (Prest, et al., 2021).

A. Prest (2020) emphasizes that the basis of a teacher's professional training is the formation of spirituality. It is a component of artistic culture. It is characterized by sensual and effective involvement, a manifestation of love for the profession, the ability to "recognize the leading meaning of art", and inclusion in the conditions of interaction with other senses in conducting educational and communicative activities. The scholar notes that in the described case, there are mechanisms of double stimulation, which allow integration of the components of human and artistic world culture into the pedagogical and professional consciousness of the teacher.

A. Schiavio and D. van der Schyff (2018) emphasize that the spiritually-oriented component of the teacher's artistic culture contributes to the formation of an attitude towards the approach of truth – goodness - beauty (that is, disposition towards good deeds, avoidance of sinfulness, and formation of a moral and spiritual personality).

According to Y. Li (2022), a spiritually developed person can qualitatively solve creative tasks and implement his life-sustaining activities based on determining the value of constructive, productive and creative actions in harmony with himself and the world, self-knowledge.

It is significant to note that the basis of spiritual culture is an art as a form of artistic and figurative understanding of the real and imaginary. This explains the importance of a high spiritual culture for a music teacher. It expresses the personality of the teacher with his attitude to the content, the method of pedagogical activity and the desire to learn the essence of pedagogical phenomena thanks to spirituality and mobilize his moral efforts towards achieving professional goals in music teaching (Schiavio et al., 2020).

To develop the spiritual culture of an individual, it is necessary to create an aesthetic attitude to reality, and creative activity. The musical and aesthetic culture of a music teacher, as a component of his general spiritual and artistic culture, reflects the ability of the teacher to perceive and shape the world of music not only according to the laws of musical and artistic technique but also according to the norms of aesthetic relations (Schiff et al., 2018).

The problem of organizing the education of music teachers depends not only on objective factors but also on subjective ones, in particular, taking into account the specialists' characteristics; that is, it requires a person-oriented approach promoting self-knowledge and self-fulfillment of the personality (Williamon, Clark & Küssner, 2017).

It is possible to determine the optimal organizational and pedagogical conditions for the formation of musical art teachers' spiritual culture, namely:

- 1) directing the personality towards self-fulfillment through the creation and maintenance of an innovative educational environment;

- 2) implementation of pedagogical and methodological skills and abilities of teachers, which ensure the development of their professional competencies;
- 3) motivation of students towards educational activities and development of their cognitive activity;
- 4) ensuring the quality of the educational process (Savchenko-Shlapak et al., 2022).

As a bearer of high artistic culture, a musical art teacher becomes a creator of musical art; he should play an important role in developing students' intellectual culture with which such a teacher will work in the future (Tolstova, 2018).

A good teacher-musician, according to the viewpoint of Y. Yao (2018), will always make art his assistant to reveal the spiritual potential of students. In all musical and educational programs, all innovative ideas are implemented through the creative activity of the music teacher. Therefore, his professional and spiritual culture as a "representative of the most sophisticated form of art" greatly determines the content of the students' intellectual life (Zhang, 2019).

The teacher's spiritual culture includes the culture of thinking, and feelings and behavior, which are considered from the viewpoint of the moral value of the teacher's subjective motives. As a constituent part of the personality's general culture, spiritual culture reveals the objective moral significance of the teacher's behavior and its subjective assessment (Westerlund et al., 2021)

The interrelationship between spiritual and moral culture and the emotional sphere of a musical art teacher's personality is manifested in the subtlety of the mind, tact, emotional response to the phenomena of a person and art, and his ability to compassion.

### 3 Aims

The purpose of the research is to determine the standpoint of scientists studying the effectiveness of teaching musical art and practicing teachers of musical art specialties in higher education institutions regarding the features of the formation process of teachers' spiritual values in this direction.

### 4 Materials and Methods

A practical study of modern tendencies in the development of musical art teachers' spiritual culture was conducted by surveying 73 scientists and 211 teachers of music specialties working in 16 educational institutions of higher education in the Volyn, Rivne, Zhytomyr and Kyiv regions of Ukraine. The research was conducted using the Survey Planet service.

### 5 Results and Discussion

According to the survey participants' viewpoint, the most important components of the music teacher's spiritual culture, which is characterized by general cultural, general educational and artistic aspects, are as follows (Figure 1):

- a conceptual and holistic vision of the essence, nature and regularities of musical art;
- creative enthusiasm toward the profession of a musical art teacher;
- active self-educational cognitive and artistic activity musical and pedagogical science.

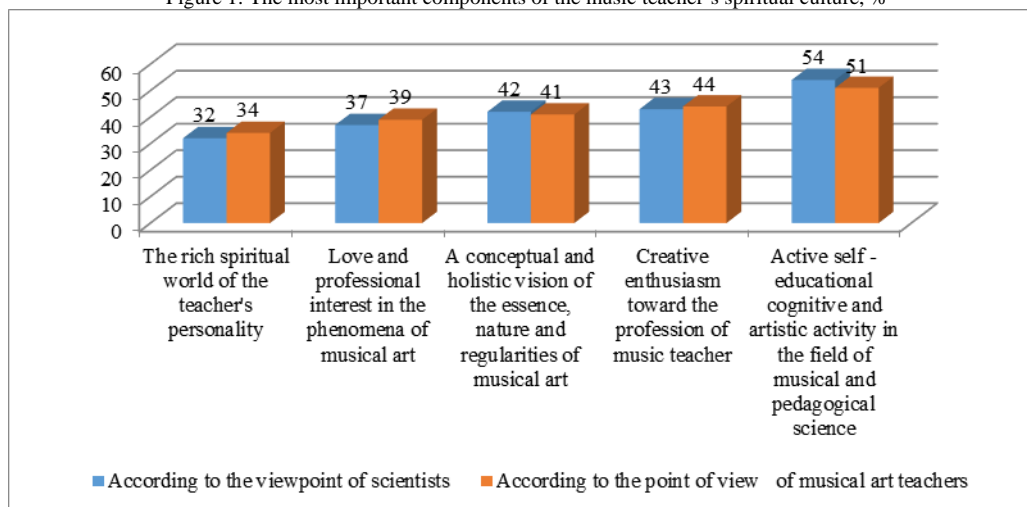
During the survey, the respondents have identified the following most problematic aspects, which are not given enough attention in the process of working on the development of the spiritual culture of teachers in art institutions of higher education (Figure 2), namely:

- techniques and methods of organizing active, creative music-pedagogical activity,

- understanding of musical and psychological phenomena, patterns of overcoming through action.

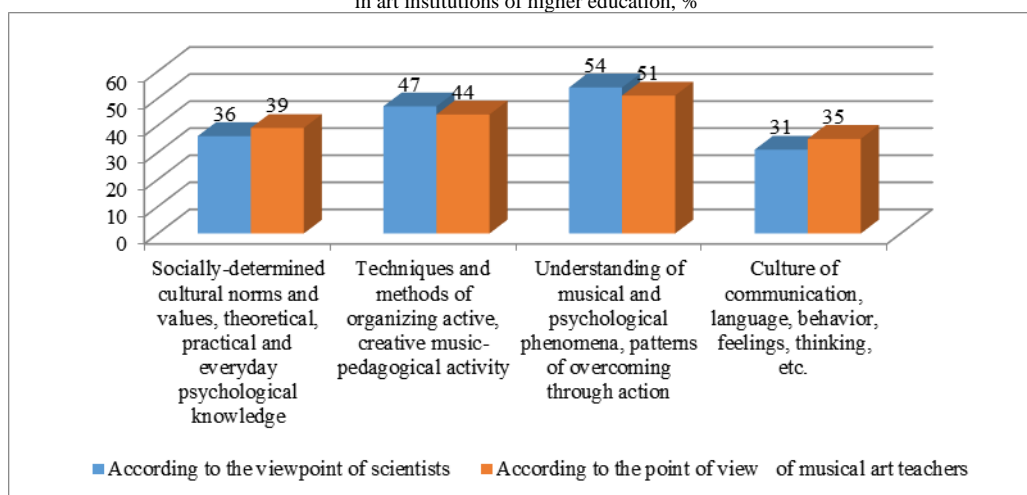
It is possible to single out the most common formation levels of musical art teachers' spiritual values of musical culture (Figure 3):

Figure 1: The most important components of the music teacher's spiritual culture, %



Source: compiled by the authors.

Figure 2: The aspects which are not given enough attention in the process of working on the development of the spiritual culture of teachers in art institutions of higher education, %



Source: compiled by the authors.

- subjective-intuitive (primary orientation). A significant role in the subjective preferences and orientations of a specialist is played only by those musical genres, directions and styles that have attracted his interest in a certain layer of musical culture;
- subjective reference (intermediate orientation). At this level, teachers have not fully mastered conscious, objective and stable assessment criteria, relevant experience and understanding of musical culture, although they have been approaching it. The specialist operates only with an attitude towards certain samples
- benchmarks of this or that type of music or style.

In the course of the research, respondents were asked to highlight the value orientations of musical art teachers, which are the most important and in demand in practical activities (Figure 4):

- formation of aesthetic consciousness (from feelings to ideals) as a form of value orientation of the personality;
- cultivation of aesthetic skills and skills to think artistically.

By the way, the respondents have identified the main and most effective directions of work for activating the orientation

development of musical art teachers towards cultural values (Figure 5):

- pedagogical;
- social-cultural.

Moreover, the respondents have also figured out the expected consequences and, at the same time, high level development features of musical art teachers' spiritual culture (Figure 6):

- tangible spiritual development and spiritual and cultural growth of the education seekers in the process of musical and aesthetic activities;
- one's assessment of the quality and scope of creative self-expression and self-fulfillment in the process of musical and aesthetic activity;
- use of the spiritual potential of musical art in professional activity.

The traditional approach to higher musical education assumes that most musical art teachers focus on developing artistic competence in the course of training, namely, whether they explain basic musical terminology to students or study the value aspects of musical works and musical styles, and compositions. In general, most teachers, who have graduated from professional

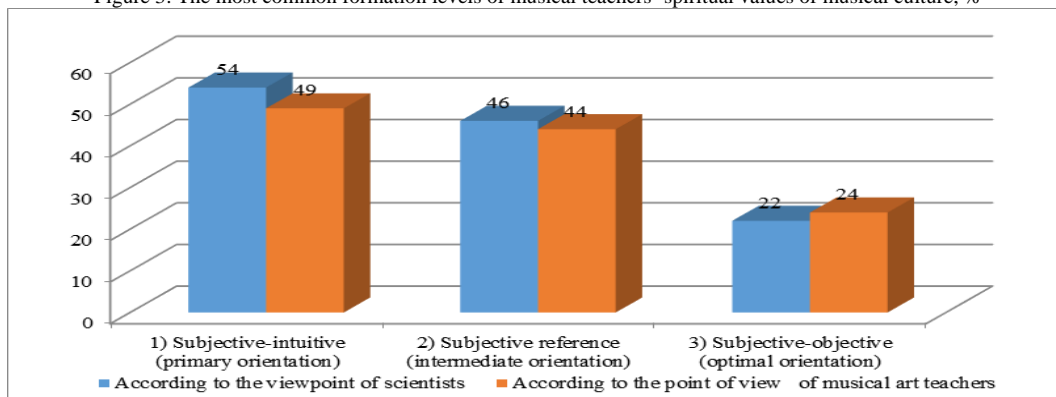
music academies, continue to focus on teaching art and craft (Makris & Welch, 2021).

Traditionally, more attention is paid to training activities that only develop musical abilities, but pedagogical and theoretical classes that form spiritual culture are often ignored. At the same time, using modern innovative methods of studying academic disciplines allows students to get a preliminary idea of the music perception, and to understand in more detail musical melody, rhythm, harmony, timbre, orchestration, etc. They can be considered as the basis of training, influencing the formation of various levels of artistic abilities. These innovative methods help students master different ways of dealing with music (playing,

singing, composing, etc.) and develop their professional skills (Lorenz, Krulatz & Torgersen, 2021).

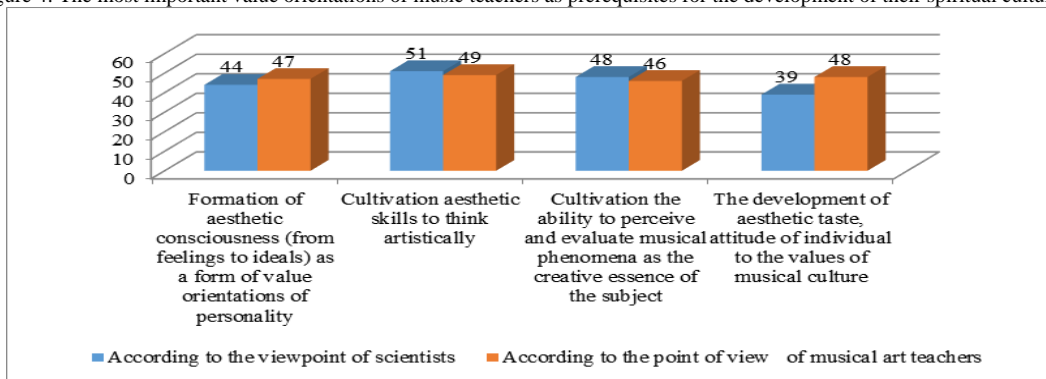
The pedagogical and cognitive level of musical art teachers is related to the effectiveness of teaching, which directly determines the quality of communication between the teacher and students. Along with this, the practice of forming spiritual culture and spiritual thought should be aimed at diversifying educational material and expanding the number and quality of educational platforms to provide the opportunity for musical art teachers to collect more useful, prosperous and multifaceted educational materials (Lee, 2021).

Figure 3: The most common formation levels of musical teachers' spiritual values of musical culture, %



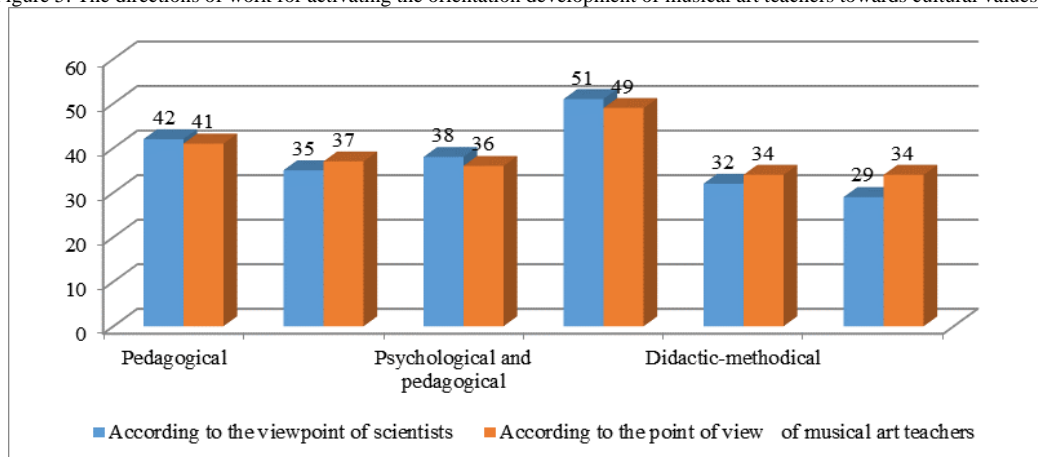
Source: compiled by the authors.

Figure 4: The most important value orientations of music teachers as prerequisites for the development of their spiritual culture, %



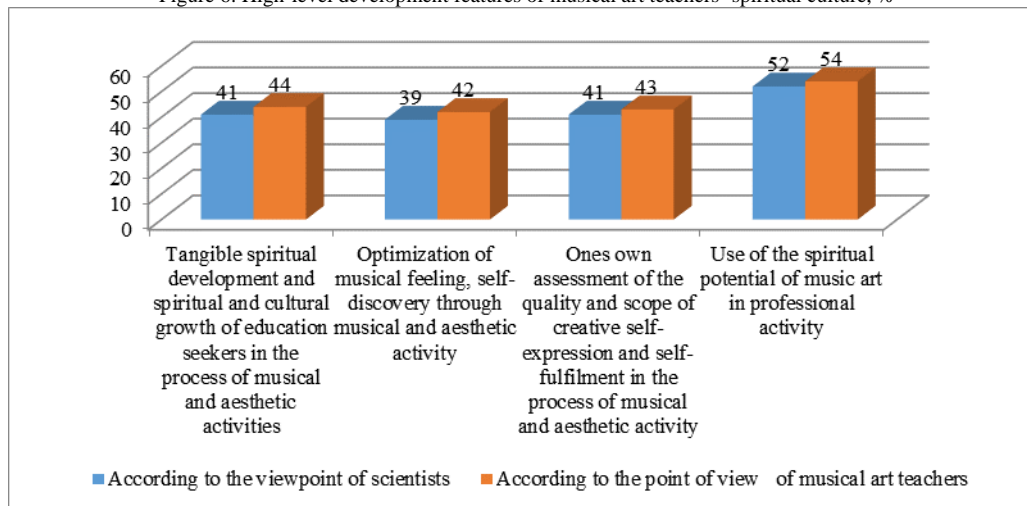
Source: compiled by the authors.

Figure 5: The directions of work for activating the orientation development of musical art teachers towards cultural values, %



Source: compiled by the authors.

Figure 6: High-level development features of musical art teachers' spiritual culture, %



Source: compiled by the authors.

The musical and aesthetic culture of a teacher, based on its composition, is a system of the following interconnected and mutually conditioned components:

- a motivational component, which includes various personal attitudes: beliefs, needs, interests, goals, etc.;
- an informational component covering the system of types and forms of knowledge about music: ideas, concepts, theories, etc.;
- an activity component as a set of all forms and types of musical activity, including the elements that make up its basis: abilities, skills, methods, techniques, etc.;
- an emotional and evaluative component related to the formation of musical and aesthetic feelings, evaluations, ideals, preferences, beliefs, etc. (Makris & Welch, 2021).

Determining the conditions for developing the aesthetic culture of the individual on the basis of the musical subculture requires clarifying several scientific and methodological issues. The issues of artistic and pedagogical examination of modern musical works and clarification of the interrelationship of their various styles and genres deserve special attention. Psychological science, showing the dependence of personality development on social conditions, emphasizes that a person is not a passive object of environmental influences but an active subject whose level of spiritual development determines the quality of his activity (Prest, et al., 2021), (Barton, 2018).

The analysis of different approaches to the interpretation of the conditions for the cultivation of musical art teachers' spiritual culture allows us to establish that the main directions of the development of such conditions are as follows:

- the teacher's responsibility for the level of his professional and spiritual development;
- multidirectionality in implementing the tasks of the spiritual culture of pedagogy in the process of musical and aesthetic activity;
- a combination of axiological and personal-activity approaches in the process of organizing musical-aesthetic activities;
- strengthening by the teacher of theoretical and pedagogical aspects of the musical-aesthetic activity in the educational process to develop both education seekers' and one's spiritual culture.
- creation of situations of spiritual and cultural "engagement" in the process of musical and aesthetic activity;
- creation of a safe spiritual and culturally rich educational environment in higher education institutions, implementation of its meaningful content and assessment of the dynamics and indicators of spiritual development of the subjects of the educational process (Yang et al., 2019).

## 6 Conclusions

Therefore, the analysis of the scientific literature on the research topic and the results of the questionnaire have shown that the musical-aesthetic and spiritual culture of a musical art teacher, as an integral part of his general intellectual and professional culture, reflects the teacher's ability to perceive and shape the world of music not only according to the laws and technologies of musical art but also by the norms of aesthetic relations. The spiritual and aesthetic aspect of the professional culture of a musical art teacher manifests itself in the real music-pedagogical process in the harmony of goals and means, compositional coherence and completeness, proportionality of pedagogical influences, in the emotional and sensual moments of their rhythmic design.

From among the promising directions of research on the issue raised, one can note the development of the teachers' readiness to cultivate the spiritual culture of students of higher educational institutions in the process of musical and aesthetic activities, the study of foreign experience in the organization of musical and aesthetic educational activities of teachers and the clarification of the features of using the spiritual and educational potential of musical and aesthetic activities in the process of work with education seekers of different specialties.

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**Primary Paper Section: A****Secondary Paper Section: AA**



## VERIFICATION OF THE SUPERVISION MODEL AS AN EFFECTIVE METHOD OF PREVENTING OCCUPATIONAL DEFORMATION

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**Abstract:** The study analyzed the effectiveness of the author's model of supervision, which consists of 7 phases (initial orientation, report of the supervisee, group discussion while the speaker is silent, exchange of feelings, conceptualization of the request, generalization of the supervisor, summing up) and is aimed at corrective and restorative work on emotional burnout of professional workers help, namely practical psychologists, who are most affected by professional burnout. The research used the method of psychodiagnostic examination. Criterion and control groups consisted of 26 women (100%) from 25 to 59 years of age with a higher education (100%), a total of 52 people. The results of the study were processed using the Student's t-test, which made it possible to record reliable differences between the indicators of emotional burnout in the criterion (after conducting a formative experiment) and control (did not participate in the experiment) groups. It is proved that significant differences were found in the criterion group "Practical psychologists" according to all indicators of the "Stress" phase: "experiencing psychotraumatic circumstances" (EPC) ( $p < 0.001$ ), "self-dissatisfaction" (SD) ( $p < 0.001$ ), "Evilness in the corner" (EC) ( $p < 0.001$ ), "anxiety and depression" (AD) ( $p < 0.001$ ); according to indicators of the symptoms of the "Resistance" phase - "Inadequate selective emotional response" ISER ( $p < 0.001$ ), "Expansion of the sphere of emotional economy" (ESEE) ( $p < 0.001$ ), "Reduction of professional duties" (RPD) ( $p < 0.001$ ), "Exhaustion" phases - symptoms of "Emotional alienation" (EA) ( $p < 0.001$ ), "Personal alienation" (PA) ( $p < 0.001$ ), "Psychosomatic and psychovegetative disorders" (PPD) ( $p < 0.001$ ), there are no differences according to the symptom "Emotional alienation" (EA). Statistically significant differences were found, respectively, in the phases "Tension" (T) ( $p < 0.001$ ), "Resistance" (R) ( $p < 0.001$ ), "Exhaustion" (E) ( $p < 0.001$ ) and the general level of emotional burnout (EB) ( $p < 0.001$ ). Thus, according to all average indicators, the dynamics of a decrease in symptoms of emotional burnout in the criterion group of "Practical psychologists" and an increase in them in the control group, which did not undergo supervision, are clearly observed. According to some indicators, the difference is not statistically significant, but the main symptoms indicate the presence of different levels of significant difference in the groups.

**Keywords:** professional deformation, emotional burnout, prevention, helping professions, professions of the "higher type" of prosocial activity, practical psychologists, supervision, statistical method

### 1 Introduction

In modern psychology, the term "professional deformations" became available relatively recently and has taken a strong place among the terms denoting negative professional phenomena, such as, for example, mental burnout and professional destruction. Despite the interest in the topic, there is an ambiguous understanding of these phenomena: they are considered both as independent and as identical, and as those that are in a species relationship: professional deformations are also considered as a type of professional destruction and as identical concepts, therefore, the method of research of professional (emotional) burnout was chosen to diagnose professional deformation Astremska I. (2019). We developed a supervision model that was implemented over a period of nine months with a criterion group of medical workers who were selected based on the criteria of having symptoms of emotional burnout and their own desire to participate in group supervision. The control group was selected according to the same criterion of the presence of symptoms of emotional burnout, but it included subjects who did not express a desire to participate in group supervision, but agreed to a repeat diagnostic study of emotional burnout after nine months. Each meeting is structured by phases of work (control over the structuring of time and focus of work is carried out by the supervisor). The report was addressed to the supervisor and other group members Astremska I. (2019).

### 2 The initial presuppositions

In the article, the following research methods were used to solve the set tasks: theoretical (study and analysis of scientific and pedagogical, psychological and pedagogical, reference, specialized literature, regulatory documentation on the topic of research, additional professional advanced training programs; analysis, comparison, classification of the information received and generalization); empirical (pedagogical experiment, observation, questionnaire survey, survey, conversation, testing); mathematical (statistical data processing).

### 3 Methods

Phases of group supervision.

- Phase 1. Initial orientation. The goal is to orient yourself in choosing a topic, a request.
- Phase 2. Report of the supervisee. The goal is to define the desired states and formulate the problem and goals. Determination of desired states and formulation of the problem and goals.
- Phase 3. Then a group discussion while the speaker is silent. The goal is to find and choose solutions.
- Phase 4. Exchange of feelings: group members, if possible spontaneously, share their feelings about the situation. The goal is for supervisees to become aware of "blind spots" in their work, perception, awareness of their actions, emotions.
- Phase 5. Conceptualization. The goal is the formation of cognitive reinforcement, a sense of the presence of opportunities.
- Phase 6. Generalization of the supervisor. The goal is to summarize the group's statements, get feedback from the supervisee and summarize (the supervisee's leading role in summarizing).
- Phase 7. Postscript. The goal is to receive feedback, reflection of feelings from the work of the super model session of the group.

The material for supervision was the supervisee's oral report about one incident, a situation that had an emotional negative effect on him (caused intense feelings of resentment, anger, anxiety, etc.) Iasechko, M., Iasechko, S., Smyrnova, I. (2021). The study of emotional burnout after supervision (repeated study with the aim of clarifying significant individual differences in the values of ratings for each of the parameters of emotional burnout) was carried out using the most comprehensive method of diagnosing the level of "emotional burnout", which is explained by its possibilities to systematically and in detail study the level of development of such three components as stress, resistance and exhaustion and their twelve symptoms: the "Stress" phase (SP) (symptoms of "experiencing psychotraumatic circumstances" (SEPC), "self-dissatisfaction" (SD), "backed into a corner" (BC), "anxiety and depression" (AD); "Resistance" phase (PR) (symptoms of "inadequate selective emotional response" (SER), "emotional and moral disorientation" (ESEE), "expansion of the sphere of emotional economy" (REE); "reduction of professional duties" (RPD); "Exhaustion" phase (EP) (symptoms of "emotional deficit" (ED), "emotional alienation" (EA), "personal alienation (depersonalization) (PA), "psychosomatic and psychovegetative disorders" (PSP)) and the general level of emotional burnout (EB).

### 4 Results and discussion

According to the methodology, taking into account the qualitative and quantitative indicators that are calculated for the various components of the "burnout" syndrome, it is possible to provide a meaningful analysis of the manifestations of the syndrome and determine both group and individual measures of

prevention and psychocorrection of the personality Astremska I. (2020). Recommends paying attention to the following aspects for qualitative data interpretation:

- on the dominant symptoms;
- what exactly, already formed symptoms, is accompanied by "exhaustion";
- Is there a regularity between "exhaustion" (symptoms of burnout) and factors, certain aspects of professional activity, or subjective factors;
- which symptoms (symptoms) are most aggravated by the emotional state;
- what exactly should/can be changed in professional activity, environment, to reduce tension;
- which aspects, signs of personality behavior provoke tension, need to be changed in order to improve the emotional state of the individual and his interpersonal business communication.

Thus, we chose a sufficiently reliable method for the study of emotional burnout Iasechko, M., Kharlamov, M., Skrypchuk, H., at al. (2021).

To identify statistically significant differences in the level of expression of indicators of emotional burnout in the criterion and control groups "Medical workers" before and after the formative experiment, differences were detected using the Student's t-test, which made it possible to record reliable differences between groups Ushakova I.V. (2011).

Statistically significant differences in the criterion group of "Practical psychologists" according to the results of indicators of emotional burnout (expressed in points) are summarized and presented.

Statistically significant differences in the control group of "Practical psychologists" according to the results of indicators of emotional burnout (expressed in points) are summarized and presented in the table 1.

Therefore, according to the obtained data, statistically significant differences were found in the criterion group "Practical psychologists" for all indicators of the "Tension" phase: "experiencing psychologically traumatic circumstances" ( $p < 0.001$ ), "dissatisfaction with oneself" ( $p < 0.001$ ), "backed into a corner" ( $p < 0.001$ ), "anxiety and depression" ( $p < 0.001$ ); according to the indicators of the symptoms of the "Resistance" phase - "Inadequate selective emotional response" ( $p < 0.001$ ), "Expansion of the sphere of saving emotions" ( $p < 0.001$ ), "Reduction of professional duties" ( $p < 0.001$ ).

According to the data in the table, it can be seen that statistically significant differences in the criterion group are observed according to the indicators of the "Exhaustion" phase - symptoms of "Emotional alienation" ( $p < 0.001$ ), "Personal alienation" ( $p < 0.001$ ), "Psychosomatic and psychovegetative disorders" ( $p < 0.001$ ), there are no differences in the symptom "Emotional alienation".

Thus, statistically significant differences were found, respectively, in the phases "Tension" ( $p < 0.001$ ), "Resistance" ( $p < 0.001$ ), "Exhaustion" ( $p < 0.001$ ) and the general level of emotional burnout ( $p < 0.001$ ).

Therefore, the mean before and after group supervision for all indicators of emotional burnout, except for "emotional and moral disorientation" of the "Resistance" phase, decreased; changes in the "emotional deficit" symptom of the "Exhaustion" phase are not statistically significant, other symptoms showed statistically significant differences of different levels.

Tab. 1: Statistical indicators of measuring indicators of emotional burnout in the control group of "Practical psychologists" (n=29)

Indicators of emotional burnout	Mean		t-student criterion	
	to experiment	after the experiment	value in points	levels of significance of differences
Experiencing psychotraumatic circumstances	25,58	26,77	0,0548	Insignificant
Dissatisfaction with oneself	15,38	16,38	0,0407	Insignificant
Cornered	25,54	22,65	0,2636	Insignificant
Anxiety and depression	20,35	21,42	0,2990	Insignificant
Tension	82,85	87,23	0,0081	Significant (p<0,001)
Inadequate selective emotional response	19,50	20,42	0,3870	Insignificant
Emotional and moral disorientation	9,00	15,42	0,0001	Significant (p<0,001)
Expansion of the sphere of economy of emotions	27,00	23,73	0,0001	Significant (p<0,001)
Reduction of professional duties	20,73	23,42	0,0094	Significant (p<0,001)
Resistance	70,23	83,00	0,0001	Significant (p<0,001)
Emotional deficit	8,65	12,81	0,0026	Significant (p<0,001)
Emotional alienation	19,88	23,58	0,0005	Significant (p<0,001)
Personal alienation	17,19	21,19	0,0001	Significant (p<0,001)
Psychosomatic and psychovegetative disorders	16,85	22,04	0,0001	Significant (p<0,001)
Exhaustion	62,58	79,62	0,0001	Significant (p<0,001)
General level of emotional burnout	215,65	249,85	0,0001	Significant (p<0,001)

On the basis of the obtained data, it is possible to build profiles of the emotional state of a specialist in the helping profession, namely, a practical psychologist who underwent group supervision (criterion group) before and after the formative experiment, which is presented in fig. 1. On the abscissa, the symptoms of emotional burnout ("experiencing psychotraumatic circumstances"), "self-dissatisfaction", "backed into a corner", "anxiety and depression", "inadequate selective emotional response", "emotional and moral disorientation", "expansion" are noted spheres of economy of emotions, "reduction of professional duties", "emotional deficit"; "emotional alienation", "personal alienation (depersonalization)", "psychosomatic and psychovegetative disorders"), on the ordinate axis - their numerical values, expressed in points.

Therefore, according to the obtained data, statistically significant differences were found in the control group "Practical psychologists" according to the indicators of the symptoms of the phase "Resistance" - "Emotional and moral disorientation" ( $p < 0.001$ ), "Expansion of the sphere of economy of emotions" ( $p < 0.001$ ), "Reduction professional duties" ( $p < 0.01$ ); according to the indicators of the "Exhaustion" phase - the symptoms "Emotional deficit" ( $p < 0.01$ ), "Emotional alienation" ( $p < 0.01$ ), "Personal alienation (depersonalization)" ( $p < 0.001$ ), "Psychosomatic and psychovegetative disorders" ( $p < 0.001$ ); no significant differences were found in the symptoms of the "Tension" phase.

Thus, statistically significant differences were found, respectively, in all indicators of the phases "Tension" ( $p < 0.01$ ), "Resistance" ( $p < 0.001$ ), "Exhaustion" ( $p < 0.001$ ) and the general level of emotional burnout ( $p < 0.001$ ).

Therefore, the mean before and after the group supervision for all indicators of emotional burnout, except for the symptoms of

"backed into a corner", the "Tension" phase and "expansion of the sphere of saving emotions", "Resistance", increased; changes in all symptoms of the "Tension" phase are insignificant ("experiencing psychotraumatic circumstances", "self-dissatisfaction", "backed into a corner", "anxiety and depression") and the symptom "inadequate selective emotional response" of the "Resistance" phase is not statistically significant, other symptoms showed statistically significant differences of different levels.

## 5 Conclusion

Thus, according to all average indicators, the dynamics of a decrease in symptoms of emotional burnout in the criterion group of "Practical psychologists" and an increase in them in the control group, which did not undergo supervision, are clearly observed. According to some indicators, the difference is not statistically significant, but the main symptoms indicate the presence of different levels of significant difference in the groups.

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**Primary Paper Section: A**

**Secondary Paper Section: AM**

## CURRENT TRENDS IN THE DEVELOPMENT OF RURAL GREEN TOURISM IN THE POST-WAR PERIOD

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**Abstract:** The urgency of the development of rural green tourism in Ukraine as a promising direction in the post-war period is due to the urgent need to immediately address the problems of socio-economic development of rural areas. They are, in most cases, depressed. This, in turn, will allow for diversification of the directions of economic development of the Ukrainian village, restrain the demographic decline, and, in conjunction with other spheres of activity, solve the urgent problems of the region. Rural green tourism all over the world is a developed and highly profitable sector of the economy. With further urbanization, the demand for this type of recreation in the world will grow. Consequently, the need for rural estates and tourist facilities that these services can offer will grow. Research aim – to establish the regularity of the state of development of rural green tourism as a promising direction in the post-war period based on the Travel and Tourism Competitiveness Index report by conducting regression analysis. Methods of the research: systematization; comparative analysis; generalization; regression analysis. Results. With the help of regression analysis, it has been established that the value of the determination coefficient shows that the regression model by 44.5% reflects the direct dependence of the state of effective development of rural green tourism in the regions of Ukraine, based on the results of integrated indicators of tourism and environmental competitiveness. This indicates that there are still a significant number of other factors influencing the effectiveness of rural green tourism development in the regions of Ukraine. It is determined that according to the results of the rating of Ukrainian regions, the leaders in terms of environmental competitiveness from 2019 to 2020 were Lviv, Ivano-Frankivsk, Zakarpattia, Zaporizhzhia, and Odesa oblasts. It is found that from 2019 to 2020 Ivano-Frankivsk, Chernivtsi, and Lviv oblasts remain the leaders in terms of tourism competitiveness. During the analyzed period, Odesa and Cherkasy regions significantly increased their tourist competitiveness, while Rivne and Kyiv oblasts, on the contrary, worsened and became outsiders in terms of tourist competitiveness. It is established that during 2012-2019 the number of people who visited agro-farmsteads increased by almost 70% and amounted to about 86 thousand people in 2019. It was discovered that the number of farmsteads in 2019 increased significantly to 389 units, compared to 2012 when 230 farmsteads operated. As a result of the study, the main directions of state policy that will contribute to the further effective development of rural green tourism in the post-war period have been identified. These include the following: improvement of the regulatory framework for the control of this sphere of activity; attraction of domestic and foreign investments and creation of new jobs; development of external and internal rural green tourism; creation of appropriate conditions for the development of rural green tourism services; comprehensive encouragement of Ukrainian citizens to participate in the development of rural green tourism.

**Keywords:** rural green tourism, development, post-war period.

### 1 Introduction

In recent decades, tourism has been one of the most dynamic industries at the global level. Its growth rates surpass all economic sectors. In the current context, it is becoming increasingly difficult to ignore the importance of rural areas in supporting the continued growth of the tourism sector (UNWTO, 2018). Recent developments in tourism have contributed to a renewed interest in rural green tourism as a driver of socioeconomic development and rural revitalization (Iorio & Corsale, 2010; Ghaderi & Henderson, 2012; Lee, 2013). This is

especially applicable to those areas where there is a low level of development of agricultural activities or soft industry. The role of rural green tourism as an engine for sustainable development (Hall and Boyd, 2005; Jucan, Jucan, 2013) is mainly since local attractions, natural or cultural, already exist. Furthermore, the level of investment to incorporate these attractions into tourism systems is relatively low (Ibănescu et al., 2018).

Rural communities see tourism development as an opportunity to diversify the rural economy and revive areas that are otherwise no longer competitive in the face of market dynamics and evolving agricultural policies. The interest in rural green tourism as a factor of rural development lies in numerous elements. These elements may be the following: the need for work and easily accessible training, which can thus guarantee high participation of the local population and the possibility for them to start a new activity even with limited private investment, as well as to attract investment flows from outside and to promote demand that can create an induced and therefore expanded impact of activation on local people (Ammirato, Felicetti, 2014; Belletti, 2010).

The rural area has many economic and social values and is becoming the center of those economic activities that stimulate new development, much more conscious and lasting than in the past. Thus, rural green tourism is seen as an opportunity that will contribute to local development. It represents an economic activity that serves to develop positive changes in rural areas (López et al., 2011; De Rosa et al., 2019; Ivona, 2021).

The development of rural green tourism is a proven world practice as a way to increase the income of the rural population. Therefore, it is necessary to widely use European practices and create the necessary legislative environment as soon as possible to overcome the problems that hinder the development of this tourism category in Ukraine. The importance of the practical use of the results of the study lies in the further analysis of rural green tourism as a promising area of development in the post-war period, to promote the recovery of the country's economy.

The aim of the research – is to establish the pattern of the state of development of rural green tourism as a promising direction in the post-war period based on the Travel and Tourism Competitiveness Index report by conducting regression analysis.

**Research objectives of the article:**

1. To analyze the features of managing the development of farmsteads in the process of implementing a business strategy in the field of rural green tourism.
2. To analyze the main indicators of rural green tourism development in Ukraine during 2012-2019.
3. To carry out a comparative characterization of the ecological and tourist competitiveness of the regions of Ukraine.
4. To conduct a regression analysis to reflect the dependence of the state of efficiency of rural green tourism development in the regions of Ukraine, based on the results of indicators of tourism and environmental competitiveness.
5. To analyze the state of efficiency of rural green tourism development based on the report of the Travel and Tourism Competitiveness Index.

### 2 Literature review

Recent studies show that tourism activities have a positive impact on rural areas, primarily on economic growth, economic diversification (Roberts and Hall, 2001), demographic stabilization (Müller and Jansson, 2007), increasing the economic value of food and stimulating agricultural development (Roberts et al., 2017; Chuang, 2010), improving

socio-economic well-being (Muresan et al., 2016; Park, Yoon, 2011) and the creation or growth of new local businesses (ILOO, 2013). Rural green tourism contributes to improving the overall quality of life of residents (Woo et al., 2015; Lin et al., 2017) and supports sustainable rural development and the reduction of out-migration (Androshchuk, Chernenko, 2016; Ibănescu et al., 2018).

Rural green tourism is defined as an economic activity with potential social, economic, and environmental impacts. It largely depends on the local characteristics of the region and has the potential to stimulate the rural economy with a positive impact on the income part. Therefore, one of the priorities of rural green tourism development is its sustainability. According to the World Tourism Organization: "Sustainable rural tourism is about finding the right harmony in the relationship established between the needs of the visitor, the place, and the host community". Therefore, the main functions of rural green tourism are: completing agriculture, restoring traditional architectural heritage, managing natural and cultural resources, and promoting the integration of local people into tourism to improve their quality of life (López et al., 2011; De Rosa et al., 2019; Ivona, 2021).

Lee et al. (2016) consider rural green tourism as a term that refers to the natural environment and cultural heritage of an area or the implementation of good environmental management practices (Gryshchenko et al., 2022). According to J. Kloeze, rural green tourism is defined as a concept that includes all types of tourism activities that develop in a rural environment (Kloeze, 1999). An alternative definition was given by B. Bartmann, who defines rural green tourism as a concept that includes tourism activities organized and managed by local people, based on a close relationship with the environment - natural and anthropogenic (Bartmann, 1998). The European organization Euroter gives the following definition: "Rural green tourism is tourism that supports the development of agricultural regions, the preservation of cultural heritage and rural ecology, and the revival of local traditions and products. This type of tourism is characterized by regional identification and meets the needs of tourists in accommodation, food, leisure, and other services that contribute to the sustainable development of the social sphere of the village" (UNWTO, 2022).

Rural green tourism is defined as a well-known mechanism for retaining the population, especially young people (more vulnerable to emigration phenomena) due to its ability to create new jobs quickly and the lack of high standards of requirements for these jobs (Müller, Jansson, 2007). Furthermore, the human labor force employed in tourism requires cheaper conversion from existing sectors (e.g. agriculture, low-end industry, or handicrafts). It is therefore not surprising that regions of Southern Europe with demographic decline experienced a reduction in emigration when tourism activities began to flourish (Loukissas, 1982). Tayebi et al. have demonstrated that the tourism industry is associated with economic growth in the case of low- and middle-income countries in Latin America (Tayebi et al., 2007), while Kim and Chen found a long-run equilibrium relationship between tourism and economic growth in Taiwan (Kim, Chen, 2006).

Additional research has revealed another positive and interesting impact of tourism activities related to sustainable development in sensitive, mostly rural, areas: encouraging residents to preserve local heritage, natural or cultural, and to enhance the quality of the visitor experience (Chuang, 2010; Stabler, 1997; Park et al., 2008). In addition to the positive impact on the destination, rural tourism has been proven to contribute to the sustainable economic growth of neighboring rural areas through the well-known contagion effect, thus contributing to sustainable regional development (Pascariu, Tiganasu, 2014). In general, tourism activity generates increased revenues, job creation, modernization of facilities, employment of the rural population, improvement of living standards, and better quality of life (Chang, 2011; Tangit et al., 2014). Thus, it is not surprising that national and local actors around the world have promoted

tourism policies and strategies to revitalize depressed rural areas. Moreover, rural tourism has been perceived as a "panacea" for many rural problems (Bahrami, Noori, 2013; Cánoves et al., 2004).

Thus, rural green tourism is one of the most important areas of rural development and a means of improving the living standards of the rural population. It should be noted that rural green tourism in Ukraine is a new direction in the tourism industry and one of the ways of rural development, which will solve several problems in rural areas based on the replenishment of local budgets. Rural green tourism in the current conditions of tourism market development is becoming increasingly popular. This is one of the directions of sustainable development of the tourism industry. It is aimed at protecting Ukrainian natural, cultural and historical heritage, promoting interethnic tolerance, and encouraging people to actively participate in solving their financial problems, as well as a way to restore the country's economy in the post-war period. Scientific research and experience show that the accelerated development of rural green tourism can play the role of a catalyst for economic restructuring, demographic stability, and solving urgent socio-economic problems in rural areas and the country (Pavlova, 2020).

Thus, the problems of rural green tourism development as a promising area in the post-war period find little reflection in scientific publications in the form of theoretical research and practical research. However, the issue of analyzing the development of rural green tourism in the post-war period remains relevant and open for further research.

### 3 Methods and Materials

The realization of the aim of this research foresees the involvement of such research methods as:

- systematization of the main features of managing the development of farmsteads in the process of implementing a business strategy in the field of rural green tourism
- systematic and logical analysis, method of synthesis of information on the main indicators of rural green tourism development in Ukraine during 2012-2019;
- generalization of statistical data published by governments and accountable organizations to establish an assessment and current analysis of the state of efficiency of rural green tourism development based on the Travel and Tourism Competitiveness Index report;
- a comparative method for differentiating the eco-tourism competitiveness of Ukrainian regions.

The regression analysis has been applied to reflect the dependence of the state of efficiency of rural green tourism development in the regions of Ukraine, based on the results of indicators of tourism and environmental competitiveness.

### 4 Results

Under current conditions, a significant number of players in the tourism market of Ukraine understand the importance of the environmental component. However, it is worth noting that the share of entrepreneurs who know the principles of the concept of "ecotourism" or "green tourism" is relatively small. Figure 1 is compiled following the statistical data published in the WEF's Travel and Tourism Competitiveness Index for the countries of the world in 2017 and 2019 (Fig. 1.).

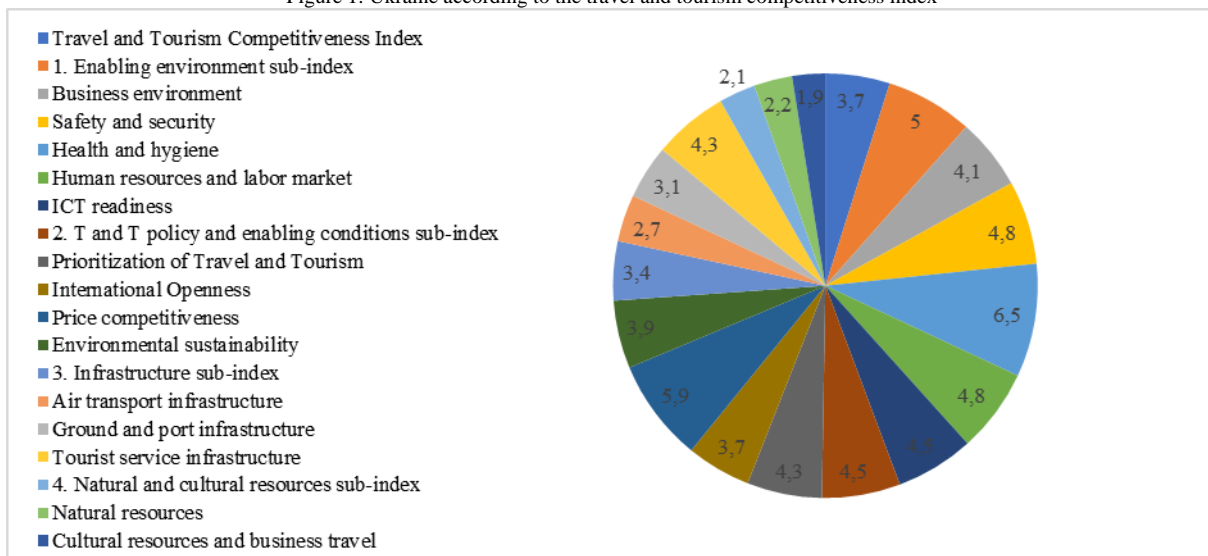
According to the Travel & Tourism Competitiveness Index methodology, the component of the natural resource measures the available natural capital and the development of outdoor tourism activities. Natural capital is defined by the landscape, natural parks, and fauna richness. A key feature of Ukrainian rural green tourism is its unique tourist lifestyle, which is based on the realization of the entrepreneurial potential of the rural population to improve their well-being in the future and to restore the country's economy in the post-war period. The overall

dynamics of rural green tourism development in Ukraine are acceptable. It is worth taking into account the global COVID-19 crisis and the war on the territory of Ukraine, which has had a significant impact on the tourism business. Notwithstanding these challenges, domestic demand for Ukrainian attractions may increase, however, increased demand does not always mean a long-term effect.

The matrix approach to assessing the potential of rural green tourism in the regions of Ukraine combines two integral indicators: environmental competitiveness and tourism competitiveness (Fig. 2). As follows from Figure 2, according to the results of the rating of Ukrainian oblasts, the leaders in terms

of environmental competitiveness from 2019 to 2020 are Lviv, Ivano-Frankivsk, Zakarpattia, Zaporizhzhia and Odesa oblasts. It should be noted that from 2019 to 2020 Ivano-Frankivsk, Chernivtsi, and Lviv oblasts remain the leaders in terms of tourism competitiveness. In 2020, the Cherkasy region ceased to be among the outsiders in terms of environmental competitiveness. Unfortunately, the outsiders in 2019 and 2020 in terms of tourism competitiveness were Donetsk (Ukraine-controlled part) and Kharkiv oblasts. During the analyzed period, Odesa and Cherkasy oblasts significantly increased their tourist competitiveness, while Rivne and Kyiv, on the contrary, worsened and became outsiders in terms of tourist competitiveness.

Figure 1: Ukraine according to the travel and tourism competitiveness index

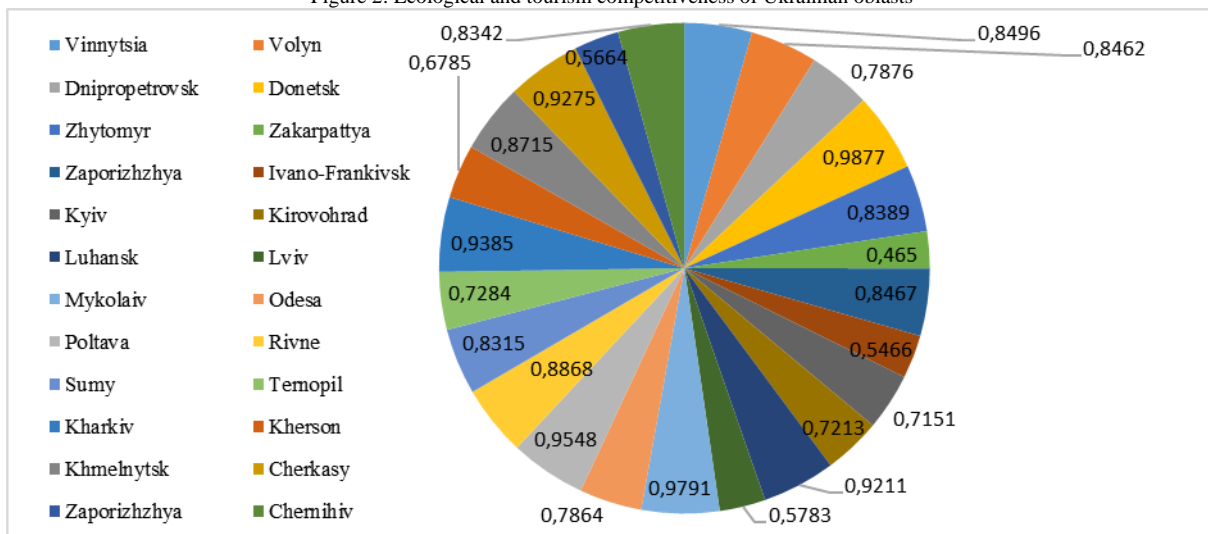


Source: Compiled by the authors based on official data of TTCR, (2017), TTCR, (2019).

We consider it necessary to note the high density of the results obtained for the rest of the regions of Ukraine, which can be qualified as below average. The COVID-19 pandemic has had a significant impact on tourism development. This in turn had a positive impact on the development of rural green tourism. According to Figure 2, environmental competitiveness has increased in 12 oblasts (Volyn, Dnipropetrovsk, Donetsk,

Zhytomyr, Zaporizhzhia, Lviv, Mykolaiv, Odesa, Poltava, Kharkiv, Kherson, Cherkasy), and tourism competitiveness - in 16 oblasts (Dnipropetrovsk, Donetsk (Ukraine-controlled part), Zakarpattia, Zaporizhzhia, Ivano-Frankivsk, Kyiv, Luhansk, Lviv, Mykolaiv, Rivne, Sumy, Ternopil, Kharkiv, Kherson, Chernivtsi, Chernihiv).

Figure 2: Ecological and tourism competitiveness of Ukrainian oblasts



Source: Compiled by the authors based on official data of SSSU, (2020).

Table 1 shows the results of regression modeling to establish the dependence of the state of effective development of rural green tourism in the regions of Ukraine (based on the data in Fig. 2),

based on the results of integrated indicators of tourism and environmental competitiveness:

Effectiveness of development of rural green tourism

$$= (0,7898) + (-0,0006) * Tourism competitiveness + 0,0042 * Ecological competitiveness$$

Thus, the efficiency of rural green tourism development in the regions of Ukraine depends on the current results of tourism and environmental competitiveness indicators. The model parameters are statistically significant, as indicated by t Stat of 0.14 and 0.84 and P-values of 0.8897 and 0.4064.

The value of the determination coefficient indicates that the regression model by 44.5% reflects the direct dependence of the state of effective development of rural green tourism in the regions of Ukraine, based on the results of integrated indicators of tourism and environmental competitiveness. This analysis indicates that there are still a significant number of other factors influencing the efficiency of rural green tourism development in the regions of Ukraine, which are not included in the regression model.

Tab. 1: Results of regression modeling

Regression Statistics								
Multiple R	0,029							
R Square	0,0009							
Adjusted R Square	0,445							
Standard Error	0,15							
Observations	24							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	0,0004	0,0004	0,02	0,89			
Residual	22	0,4961	0,0225					
Total	23	0,50						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0,7898	0,0633	12,48	0,00000000002	0,6586	0,9210	0,6586	0,9210
Tourism competitiveness	-0,0006	0,0044	0,14	0,8897	-0,0098	0,0086	-0,0098	0,0086
Ecological competitiveness	0,0042	0,0050	0,84	0,4064	-0,006	0,014	-0,0061	0,0146

Source: Compiled by the authors.

Rural green tourism is rapidly developing in Ukraine, as evidenced by the growth in the number of farmsteads and the number of people accommodated in them (see Table 2). For example, during 2012-2019, the number of people who visited such farmsteads increased by almost 70% and amounted to about 86 thousand people in 2019. The number of agro-farms in 2019

increased significantly to 389 units, compared to 2012 when 230 agro-farms were operating. It is worth noting that the total area of farmsteads has doubled, in particular, the living space has increased 2.4 times and amounted to about 30 thousand m<sup>2</sup> in 2019. At the same time, the average capacity of farmsteads increased by 50%.

Tab. 2: Analysis of the main indicators of rural green tourism development in Ukraine during 2012-2019

Indicators	Year								Absolute deviation of 2019 to 2012, (+; -)	Relative deviation, 2019 to 2012, (%)
	2012	2013	2014	2015	2016	2017	2018	2019		
The number of farmsteads, in units.	230	285	233	235	375	377	380	389	159	169,1
The number of people accommodated	50724	49948	39311	49253	79891	82570	83211	85995	35271	169,5
The average capacity of farmsteads, beds	11,0	12,6	13,5	12,7	13,2	13,4	14,2	16,5	5,5	150,0
The total area of farmsteads, m <sup>2</sup>	49425	65986	71208	73241	90811	91300	93435	101329	51904	205,1
incl. residential	20787	29988	29201	25558	43764	44056	44736	49912	29125	240,1

Source: Compiled by the authors based on official data of SSSU, (2020).

All this is evidence that the population began to pay more attention to domestic travel and family communication in nature.

Based on the analysis of the legislation of Ukraine on rural green tourism, the main directions of state policy that will contribute to the further effective development of this sphere in the post-war period have been identified. They are as follows:

- improving the regulatory framework for governing relations in this area of activity;
- definition of rural green tourism as an important link in the tourism industry of Ukraine, encouraging domestic and foreign investment in this area and creating new jobs;
- development of external and internal rural green tourism, promoting its transformation into an economically efficient and competitive segment of the tourism industry;

- a creation of appropriate conditions for the development of rural green tourism services, support for priority areas of tourism activities by simplifying and harmonizing tax, currency, customs, border, visa, and other types of regulation;
- comprehensive encouragement of Ukrainian citizens to participate in the development of rural green tourism as a profitable part of tourism activities and an additional source of replenishment of personal income of citizens, and local and state budgets.

The directions of implementation of state support for rural green tourism as a promising area of development in the post-war period are reflected in Figure 3.

Thus, the development of rural green tourism should be supported both at the state level and at the level of public

organizations, where its main aspects are agro-resource, socio-economic, cultural, tourist, and environmental.

**5 Discussion**

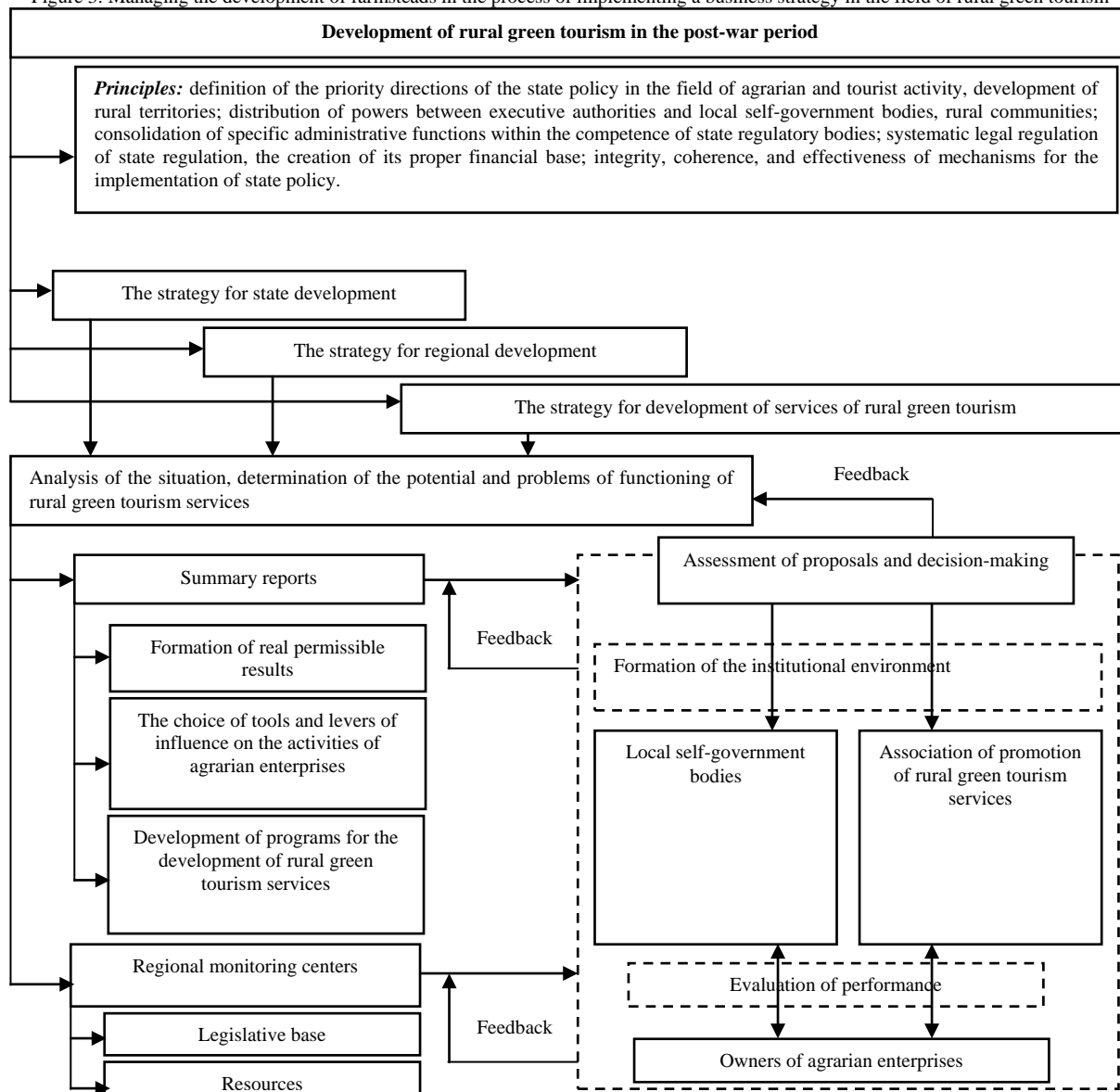
The results of the study of rural green tourism as a promising area of development in the post-war period have led to the following conclusions. It has been determined that rural green tourism involves recreation in ecologically clean natural areas or regions, which is combined with visits to scientific, educational, cultural, and cognitive places, etc. It has been clarified that rural green tourism contributes to the preservation and improvement of the ecological potential of the environment and the well-being of the population. Based on the study, the following main conclusions can be drawn:

1) an approach based on the assessment of the tourism and environmental component by establishing the competitiveness of the regions has been applied. It covers the most relevant array of statistical data and provides a representative assessment of the current state of rural green tourism potential (Ivona, 2021; Ibănescu et al., 2018);

2) according to the rating of tourism and environmental competitiveness, the regions with the highest and lowest potential have been identified. The positive dynamics of rural green tourism development in 2019-2020 have been revealed. It has been determined that Lviv, Ivano-Frankivsk, and Odesa oblasts were the leaders in the ranking of tourism and environmental competitiveness. In 2020, environmental competitiveness increased in twelve regions, and tourist competitiveness - in 16 oblasts of Ukraine. The results confirm that the vast majority of regions are in the unsatisfactory zone;

3) as a result of regression modeling, it has been found that the coefficient of determination indicates that the regression model by 44.5% reflects the direct dependence of the state of effective development of rural green tourism in the regions of Ukraine, based on the results of integrated indicators of tourism and environmental competitiveness. It has been clarified that there are still a significant number of other factors influencing the efficiency of rural green tourism development in the regions of Ukraine, which are not included in the regression model.

Figure 3: Managing the development of farmsteads in the process of implementing a business strategy in the field of rural green tourism



Source: Compiled by the authors based on Kyrylov, Yarovoy, (2018).

Therefore, it is considered necessary to raise consumer awareness of the functioning of rural green tourism facilities and

their competitive advantages. It is essential to focus on legal support and a well-developed training base (how to be profitable



in this area, promote a tourism company, the importance of certification, etc.) This will help orient existing service providers and attract even more people who want to start a business in this area. To gain additional competitive advantages and increase trust among the population, the rural green tourism enterprise has the opportunity to improve the level of recreational facilities by obtaining "green certification" and building a communication policy on this basis (Gryshchenko et al., 2022).

Thus, the established features will ensure a higher level of development of rural green tourism services by farmsteads in a certain territory. They will position it as an important means of stimulating and investing in the development of the country's economy in the post-war period, as well as for the socio-economic development of the countryside, by promoting the development of rural infrastructure, integrated rural development and rural infrastructure, creating new sources of income for the rural population, as well as better recreation of urban residents in the countryside; popularization of Ukrainian culture; dissemination of knowledge and information about the historical, natural, ethnographic features of Ukraine. An in-depth study of this topic will contribute to improving knowledge on the development of rural green tourism as a promising area in the post-war period.

## 6 Conclusion

As a result of the analysis of rural green tourism as a promising area of development in the post-war period, it was found that this type of tourism is defined as a highly promising industry that is important for the economy of Ukraine and its recovery in the post-war period. Legislative regulation of relations in the field of rural green tourism, formulation of the main strategic directions of its development, and provision of quality services will contribute to its popularization, attractiveness, and capacity building. The fulfillment of the tasks set for the regulation and development of rural green tourism will contribute to the quality development, organization, and management of rural green tourism, as well as attract investment in the tourism industry and the economy of Ukraine.

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**Primary Paper Section: A**

**Secondary Paper Section: AH**

## FORMATION OF LABOR RELATIONS IN CRISIS SITUATIONS: LEGAL REGULATION OF THE EU AND UKRAINE

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**Abstract.** Amid the crisis, unemployment is on the rise, some of the most vulnerable workers need social protection, and employers need a reduction in taxation. The article aimed to compare the legal regulation of labor relations in crises as exemplified by the EU countries and Ukraine. The methodology is based on a comparative analysis of legal regulation and legislative initiatives in EU countries (using Austria, Germany, the Netherlands, and Ukraine as examples). LABREF and Eurostat databases have been used for the analysis. Results. In the context of the crisis, legislative changes are being introduced in EU countries, which have mainly been implemented after 2008 by different countries. However, some countries, like the Netherlands, are characterized by a high level of gradualism in labor market reforms and legislation, while others (Germany and Austria) adopted legislative changes after the 2008-2009 crisis. Ukraine lacked labor market reforms during the crisis, resulting in higher unemployment rates compared to EU countries. Furthermore, effective mechanisms to protect the most vulnerable (young people, older people, and families) were also lacking. In times of crisis, EU countries introduce active labor market regulation policies aiming to activate employment centers to tackle regional unemployment problems, cooperation between different stakeholders in labor relations and social dialogue, support for redundancies and employers in times of crisis, reduction of taxation and social contributions, promotion of youth employment, training and retraining of professionals. The 2008 crisis has resulted in increased political activity in most policy sectors in a large number of EU countries.

**Keywords:** legal regulation, labor affairs, labor market, labor regulation, EU labor markets.

### 1 Introduction

Large-scale changes in the organization of work have led to the emergence of new forms of work, which require constant improvement of legal regulation. Legal changes have been particularly accelerated by globalization, characterized by rapid economic integration between countries due to the liberalization of trade, investment, and capital flows, as well as digital transformation and other technological innovations (Bentolila et al., 2012). In particular, digitalization and globalization have led to greater mobility and flexibility in labor markets, resulting in a growing number of workers whose employment status is unclear and who as a result fall out of the labor market, losing the labor protection they are afforded (Möller, 2010). In the context of the crisis, such workers become unprotected due to the lack of legislation regulating digital labor markets and migrant labor rights. As a result, EU member states have started to develop legislation to ensure the rights of different categories of workers and to stimulate employment.

The 2008-2009 crisis necessitated improvements in the EU's particularly traceable legal regulation of labor relations (Castles, 2011). Member States have therefore begun to introduce legislative changes in the labor market, addressing

unemployment due to the crisis, especially for the most vulnerable.

The EU labor market was shaped by the process of EU formation and integration, characterized by a gradual introduction of legislative changes (D'Amuri & Peri, 2014). However, significant reforms of national labor markets started after the 2008 crisis due to accumulated macroeconomic imbalances since the early 2000s. In the post-crisis period, reforms aimed at improving the functioning of labor markets concerned changes in taxation systems, convenient wage-setting frameworks, the development of financial assistance programs, and employment protection mechanisms to promote job creation and overcoming segmentation, pay and activation systems, thus encouraging the unemployed to take up employment. Despite the formation of a common EU labor market due to integration, EU labor markets diverge due to the differentiation of institutions, the structure of the economy in various EU countries, different causes of unemployment, and solution to problems related to it. The aforementioned makes it relevant to study the problems of legal regulation of labor relations in crises using the example of the EU countries and Ukraine.

The article aims to provide a comparative analysis of the legal regulation of labor relations in crises as exemplified by the EU countries and Ukraine.

### 2 Literature review

An employment relationship is a familiar concept in most countries, regardless of the differences that may exist in the national legal frameworks of individual countries. An employment relationship involves a relationship between an employee (wage-earner) and an employer, for whom the former performs work for remuneration under prescribed conditions (ILO, 2020). An employment relationship entails mutual rights and obligations between employer and employee and provides access to employment-related rights and benefits (Lang, Schömann & Clauwaert, 2013). Employment is generally understood as a relationship resulting from a legally recognized relationship between the person doing the work and the person for whose benefit the work is done, with remuneration and under certain conditions provided for by national law and practice (Ashiagbor, 2013). In many jurisdictions, the key element is subordination. Three elements are commonly present: work is done for another; for remuneration; and as part of the subordination (Porte & Heins, 2016).

Labor relations is a universally accepted legal concept, which is explicitly or implicitly addressed in several ILO standards, providing the basis for the labor market in many countries, yet its definition differs significantly depending on the country (Clauwaert & Schömann, 2012).

The concept of an employment relationship has evolved and become more diverse, encompassing situations other than traditional full-time employment, responding to the challenges posed by the needs of entrepreneurs and employees to work on flexible working arrangements. These types of work arrangements also fall within the scope of an employment relationship and differ from the civil or commercial contractual relationships under which the services of self-employed workers can be purchased (Dawson & De Witte, 2013).

### 3 Methodology

The countries chosen to analyze the legal regulation of employment relations in times of crisis are based on the following criteria:

- 1) employment rate (Eurostat, 2022c);
- 2) income inequality (Eurostat, 2022d);
- 3) the annual net income of a full-time employee (Eurostat, 2022a);
- 4) the share of emigrants in the total population (Eurostat, 2022b; 2022e).

These indicators did not differ significantly in the Netherlands, Germany, and Austria and at the same time allowed for a comparison of the effectiveness of legal regulation of employment relations within the EU. In addition, the countries chosen for the analysis are the most efficient and stable according to these indicators, so the legal regulation of employment relations is effective.

Tab. 1: Dynamics of the labor market and quality of life indicators in Austria, Germany, the Netherlands, EU 2012-2021

Country	2012	2018	2019	2020	2021	Average, 2012-2021
Employment and activity, %						
Netherlands	77,5	80	81	80,8	81,7	78,8
Germany	75,8	78,9	79,6	78,2	79,6	77,78
Austria	74,4	76,2	76,8	74,8	75,6	75,11
European Union - 27 countries (from 2020)	66,9	71,9	72,7	71,7	73,1	69,96
Income quintile share ratio S80/S20 for disposable income						
Netherlands	3,61	4,05	3,94	4,15	3,88	3,878
Austria	4,2	4,04	4,17	4,11	4,08	4,127
Germany	4,3	5,07	4,89	4,87	4,88	4,764
European Union - 27 countries (from 2020)	4,98	5,05	4,99	4,89	4,97	5,056
Annual net earnings of a full-time single worker without children earning an average wage, euro						
Netherlands	28387,02	30790,04	31431,5	32381,7	33485,57	30214,62
Germany	24761,84	27819,97	28606,67	29147,08	29766,73	27097,71
Austria	24541,18	27914,77	28211,57	28748,99	29363,54	26831,65
European Union - 27 countries (from 2020)	-	22025,99	22552,21	23000,18	23597,02	22149,10
Emigration share, % from the total population						
Country	2012	2018	2019	2020	2021	Average, 2012-2021
Germany	0,30%	0,65%	0,69%	0,59%	-	0,52%
Netherlands	0,66%	0,64%	0,62%	0,59%	-	0,65%
Austria	0,62%	0,76%	0,77%	0,70%	-	0,70%

Source: Eurostat (2022a-e).

## 4 Results

### 4.1 Legal regulation of labor relations in the EU

The implementation of labor market policies and reforms, reforms of social security systems according to LABREF of the European Commission in cooperation with the Employment Committee for the period 2000-2019 confirms the gradualness of the EU labor markets and legislation development. Between 2000 and 2019, 5,056 legal acts were adopted by different EU countries in the field of labor market development: while in 2000-2007 an average of 180 legal acts were adopted by different countries, and in 2008-2018 329 legal acts were adopted.

For instance, in Austria, 82 normative acts were adopted in the period 2000-2007 and 100 in the period 2008-2019 (Table 2). Belgium adopted 111 and 207 acts during the same periods, Bulgaria 61 and 131 respectively, Croatia 0 and 81, Cyprus 30 and 88, the Czech Republic 73 and 84, Denmark 45 and 75, Estonia 40 and 102, Finland 82 and 103, France 94 and 164, in Germany 92 and 88 respectively, in Greece 62 and 177, in Hungary 69 and 130, in Ireland 59 and 111, in Italy 99 and 179, in Latvia 60 and 142, in Lithuania 60 and 165 and Luxembourg 42 and 65, Malta 50 and 87, the Netherlands 72 and 83, Poland 77 and 99, Portugal 67 and 224, Romania 47 and 123, Slovakia 48 and 128, Slovenia 26 and 89, Spain 128 and 186 and Sweden 82 and 88.

In Austria 13 legal regulations were adopted during the 2008-2009 crisis defining an active labor market policy. In particular, regulations governing direct job creation mechanisms were approved during the crisis period, regional employment regulation programs, special employment programs and

mechanisms for persons with disabilities (integration of persons with disabilities) and youth, and legal regulation of training was approved. In Austria, a special vocational training program was legislated in 2008 in line with specific regional requirements; a mechanism for training and accompaniment of unemployed persons dismissed as a result of enterprise restructuring was approved; legal regulations were adopted to regulate training to support employers and employees in reduced working hours; a special program for women FIT (Frauen in Handwerk und Technik) has been approved; a new Lifelong Learning Strategy has been developed. The regional employment promotion programs in Austria in 2008 included projects initiated by companies and aimed at creating new jobs with financial support from the government through direct subsidies.

The legal regulation of youth labor relations in Austria in 2008 involved the provision of state training guarantees and the reform of student subsidies. Young people in Austria were particularly confronted with employment problems, especially in times of crisis when unemployment increased. The Government, therefore, offered state guarantees for vocational training: all willing graduates were guaranteed employment. The number of participants in the state program rose from 10,300 to 12,000 people in 2008, in this case up to 15,000 are needed. The legislation provided for the reimbursement to the employer of the student's wages for 3 months of the first year of employment after graduation, 2 months in the second year, and 1 month in the third year of employment after graduation.

In response to the crisis in 2008 and 2009, Austria created a special vocational training program tailored to specific regional needs, targeting 6,422 unemployed persons, of whom 4,131 (64 percent) were women. In response to the crisis, the following measures were taken in Austria:

- 1) a program has been developed to support the unemployed who have been laid off since 1 November 2008 as a result of enterprise restructuring, enterprise closures, job cuts, and the closure of some production sectors. Provision is made for training 30,000 unemployed people, of whom 24,000 will return to work;
- 2) support for employers and employees in reduced employment: 150,000 people were planned to be trained and retrained, of whom at least 64,000 were employed and more than 10,000 started their businesses;
- 3) special qualification measures for women, which focus on non-traditional professions for women, have been regulated;
- 4) the new lifelong learning strategy was approved to improve the quality of the workforce by encouraging employers and employees to invest in new knowledge that meets new demands throughout their working life.

Tab. 2: Number of regulations adopted by Austria, Germany, and Netherlands in 2000-2019 in the field of labor market regulation

Country policy domain	Austria	Germany	Netherlands
Active labor market policies	55	51	33
Early Withdrawal	7	4	1
Immigration	14	15	9
Job Protection (EPL)	14	9	31
Labour Taxation	24	28	21
Mobility	4	1	-
Other welfare-related benefits	23	24	29
Unemployment benefits	11	9	12
Wage Setting	11	14	10
Working Time	32	25	15
Total	195	180	161

Source: built by the author based on LABREF (2022).

The legal regulation of labor relations in the Austrian crisis assumed

1) early retirement: a scheme ("Hacklerregelung") has been approved to allow physical workers to retire earlier than office workers;

2) The procedural requirements for the protection of labor (EPL) have been approved:

2.1) Austrian law provides that people dismissed from their jobs after filing a gender discrimination complaint have the right to seek reinstatement only through the courts. The 2008 amendment introduced an alternative approach whereby illegally dismissed citizens for gender discrimination in the workplace could choose financial compensation for both loss of income and psychological harassment instead of returning to work in the same workplace;

2.2) the amendment of the Employment Protection Legislation (EPL) involved improving employment through a temporary work agency: the legislation improved employment opportunities for different groups of people by creating more flexible forms of work opportunities;

3) legislation on labor taxation (social security contributions of employees, income tax) has been improved:

3.1) a reduction in labor costs for low-income earners was secured: employee unemployment insurance contributions were abolished altogether or set at between one and two-thirds. Approximately 1 million workers were affected and the reduction averaged between €300 and €462 per year; unemployment insurance contributions for workers earning less than €1,100 per month were abolished (3% of their gross wages). Workers earning between €1,211 and €1,350 per month had to pay 2% (instead of 3% as before);

3.2) the monthly child tax credit was legislatively increased from €0.9 to €8.4 and the personal income tax credit for lower-income parents was increased to €2,300 to encourage them to take up employment;

3.3) personal income and payroll taxes were reduced (reduction of the tax rate from 38.3% to 36.5%; reduction of the average tax rate from 43.6% to 43.2%, raising tax thresholds for the lowest and highest income segments);

3.4) the non-taxable annual income threshold is increased from €0,000 to €1,000.

Tab. 3: Number of legal documents adopted by Austria 2000-2019 in the field of labor market regulation

Country policy domain	2000-2007	2008-2009	2010-2019	Total
Active labor market policies	21	13	21	55
Early Withdrawal	3	2	2	7
Immigration	7	0	7	14
Job Protection (EPL)	5	2	7	14
Labour Taxation	5	4	15	24
Mobility	1	1	2	4
Other welfare-related benefits	6	4	13	23
Unemployment benefits	8	0	3	11
Wage Setting	3	0	8	11
Working Time	7	2	23	32
Total	66	28	101	195

Source: built by the author based on LABREF (2022).

Other innovations in the legal regulation of labor relations included internal labor market mobility, improved organization of working hours for employees, special programs for young people, regulation of retirement and social benefits, the introduction of reduced work schemes, regulation of social assistance, and part-time work.

During the 2013-2014 economic downturn, Austria legislated additional support for the employment of workers in socio-economic enterprises and public benefit projects; introduced a craftsman bonus, state reimbursement of individual work costs; provided additional subsidies for hiring older workers; equal treatment of parental allowance periods and periods of military and civilian service was regulated; documentation requirements to combat wage dumping were increased; obligations to document working time were relaxed.

In Germany, legislative changes were also introduced during the crisis to improve the regulation of employment relations aimed at shaping active policies, taxation of labor, benefits, wage requirements, and working time regulation (Table 4). In 2008, Germany eliminated inefficient labor market policy instruments, eliminated bureaucracy associated with employment and training support services, and enabled the Federal Employment Agency and employment agencies to test innovative solutions in the field of basic security. In Germany, the transparency of support instruments for vulnerable young people increased during this period.

The active policy of the German government during the crisis suggested:

1. Creation of 5,000 additional positions in employment agencies and joint agencies (consisting of members of the municipality and local employment agencies) focused on employment and the provision of support and benefits.
2. Introduction of a career support program: the ability to individually support weaker students over a longer period in the transition from school to vocational training or the transition system if a position for training in the company is not available. The program aimed to strengthen the direct transition of eligible young people to vocational training in the company through a career support program.
3. A "Special programme to support skills development for low skilled and senior workers" (Sonderprogramm für ältere und gering qualifizierte Arbeitnehmer-WeGeBau) was developed. This expanded the groups of employers eligible by law to include: employees who have completed their vocational training or last attended a state-funded training course four years ago or more; contract workers rehired by employers (temporary employment agencies).
4. A federal program (co-funded by ESF) was introduced to support additional qualification and skills development activities for workers who lost their jobs due to redundancy during the crisis. In this way, specific and general training for companies was supported. The co-financing rate was 25-80% of the training costs.
5. Promoting vocational skills and knowledge through training-related activities aimed at addressing gaps in language skills and education.

Tab. 4: Number of legal and regulatory instruments adopted in Germany in 2000-2019 in the field of labor market regulation

Country policy domain	2000-2007	2008-2009	2010-2019	Total
Active labor market policies	29	8	14	51
Early Withdrawal	2	0	2	4
Immigration	4	2	9	15
Job Protection (EPL)	5	0	4	9
Labour Taxation	3	9	16	28
Mobility	0	1	0	1
Other welfare-related benefits	4	8	12	24
Unemployment benefits	7	0	2	9
Wage Setting	1	1	12	14
Working Time	14	4	7	25
Total	69	33	78	180

Source: built by the author based on LABREF (2022).

An improvement in Germany's labor migration policy should be noted. In 2008, the Federal Government's Action Plan "Using labor migration to secure Germany's pool of skilled labor" was approved: the approved set of measures was intended to regulate labor migration to meet the growing need for highly skilled labor and experts due to demographic change. The action plan provided for the development of a labor market for university graduates from the new member states, which was opened on 1 January 2009. University graduates from non-EU countries were allowed to immigrate to Germany in the absence of emigration by nationals. In 2008, immigration rules for professionals from non-EU countries were changed: applicants need a minimum income of 64,800 euros per year for an unlimited residence permit. The previous income level was €6,400. Foreign graduates from German universities have gained easier access to the German labor market. Former students of German schools abroad have gained easier access to the German labor market.

The legal regulation of taxation of the employment relationship provided for:

1. As of 1 January 2009, the unemployment insurance contribution rate was reduced by 0.5% to 2.8%, which remained so until the end of 2010 as part of the "Pact for Employment and Stability in Germany". From 1 January 2011, the rate increased again from 2.8% to 3%.
2. Social security contributions paid by employers for remuneration under short-term contracts were reimbursed at the rate of 50% for the first six months of employment. However, those employers who provided employees with the opportunity to participate in qualifying activities during the periods of reduced work could reimburse the full amount of the social security contribution due to them. As of 01.07.2009, employers were reimbursed 100% of social security contributions from the seventh month of reduced working hours. This arrangement applied to all of the employer's workplaces, provided that at least one workplace used reduced employment for 6 months from 1 January 2009. The duration of the arrangement was limited until the end of 2010. Such a measure was introduced to avoid redundancies, training, and retraining support.
3. Increase in health insurance contributions to 15.5%. Starting on 1 January 2009, the unemployment insurance contribution rate was reduced by 0.5% to 2.8% by the end of 2010 as part of the "Pact for Employment and Stability in Germany". From 1 January 2011, the rate increased again from 2.8% to 3%.
4. Expansion of taxation of expenditure on employment services. Since 1 January 2009, household-related employment/services expenses (including long-term care services) have been tax deductible up to a maximum of €4,000 per year.

To ensure the welfare of the population during the crisis in Germany, child benefit payments were increased, a school starter package was developed, the duration of reduced work was lengthened, short-term job support was temporarily extended and housing benefits were increased to take account of heating costs. Legislation on working time regulation included the following improvements: extended care for children under the age of three, multi-year timekeeping in the chemical industry, increased working time for municipal employees in western Germany, and the recording of working time in monetary terms. In 2014, Germany introduced new workplace rules, including distance working rules and the implementation of Directive 90/270/EEC on minimum safety and health requirements for working with display screen equipment.

The Netherlands introduced the fewest innovations in labor regulation during the 2008-2009 crisis (Table 5). In particular, active labor market regulation policy included changes in the regulation of Public Employment Services (employment assistance, employment counseling, etc.), regulation of warning and termination payment, regulation of employees' social security contributions and income tax, regulation of reduced working arrangements and social assistance (housing, income-related allowance).

An active labor market policy in 2008 envisaged the creation of 30 new mobility centers in regions facing large numbers of mass redundancies, in cooperation between social partners, training institutions, and job centers. The Mobility Centers are temporary public-private partnerships to intensify early and timely assistance to jobseekers and enterprises in the Netherlands to prevent involuntary redundancies as much as possible. Workers who were threatened with unemployment were helped to find new jobs or temporarily assigned to other employers, if necessary through additional training.

Tab. 5: Number of legal instruments adopted by the Netherlands between 2000 and 2019 in the field of labor market regulation

Country policy domain	2000-2007	2008-2009	2010-2019	Total
Active labor market policies	15	4	14	33
Early Withdrawal	1	0	0	1
Immigration	7	0	2	9
Job Protection (EPL)	1	1	29	31
Labour Taxation	10	2	9	21
Other welfare-related benefits	13	4	12	29
Unemployment benefits	9	0	3	12
Wage Setting	1	0	9	10
Working Time	9	0	6	15
Total	66	11	84	161

Source: built by the author based on LABREF (2022).

The job protection regulation included the following changes: employees whose gross annual income exceeded €75,000 per year were compensated on dismissal at the maximum annual salary limit. This made it cheaper for employers to dismiss workers whose gross annual income exceeded €75,000.0.

In 2008, in the area of tax regulation, the Netherlands abolished unemployment benefits for employees and introduced an earnings-related tax credit (with a pre-existing general tax credit), which encouraged the combination of work and children.

Other measures to regulate labor relations included:

1. The introduction of a temporary measure that allowed companies facing a sudden loss of demand (a 30% drop in turnover in the last quarter and the likelihood of this trend being temporary) to reduce the length of time their employees worked. The employer continued to pay wages, but workers received unemployment benefits for the time not worked (which amounted to 75% of their last wage in the first two months and 70% thereafter). "The Unemployment Agreement" in force in the Netherlands provided for companies to apply in emergencies, including economic crises. Under this arrangement, a reduction in working time could be granted for a period of six weeks and could be extended a maximum of three times up to 24 weeks. Companies could choose the number of employees included in the application and the length of hours for compensation. Employees received unemployment benefits for the reduced number of hours, which was ultimately deducted from their unemployment contributions in the event of redundancy.
2. Increasing the purchasing power of people with chronic illnesses and minimum wage earners by a total of 460 million euros.

In 2009, the Netherlands approved an Action Plan that included:

- 1) a proposal for a Youth Investment Act (WIJ) obliging municipalities to provide young unemployed people under 27 with job/study offers; 2) combating early school leaving (School Ex program with 16 million euro in funding); 3) providing workplaces for students, besides providing unemployment benefits, reimbursement for training costs. The maximum period for which reimbursement is made was 3 months; 4) the Leerwerkloketten program to improve the transition from education to the labor market. In 2009, 30 regional employment centers linked to mobility centers set up training and work services, which also received structured funding; 5) a retraining grant for workers facing redundancy to encourage employers to accept workers from other industries, as well as retraining grants for workers. A "new" employer was entitled to a grant of 50% of

the retraining costs, up to a maximum of €2,500. A prerequisite for the grant was its use for training resulting in a diploma or qualification; 6) the provision of additional resources for the Accreditation Programme for Prior Learning (APL). In case a former employer allows an unqualified worker to participate in an APL program, the government will reimburse 50% of the costs.

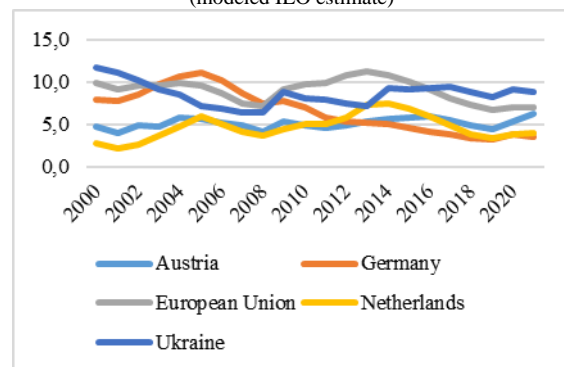
#### 4.2 Legal regulation of labor relations in Ukraine

Labor relations in Ukraine are regulated by labor legislation. The Labor Code of Ukraine (hereinafter the Code), adopted in 1971, is Soviet in both content and spirit and demonstrates the strong dominance of the regulatory function of the paternalistic state in the sphere of labor relations, inherent in a planned socialist economy, in which the de facto employer in all economic relations was the state.

The current Code was shaped by an orientation toward an industrial economy and the existence of systemic large enterprises, which were the flagships of the economy. In the current context, where the number of workers in the manufacturing sector has declined more than threefold since 2000, there is an urgent need to adapt labor law to the needs of new relationships and new areas of the economy that absorb a liberated labor resource and profess a different philosophy of labor relations.

Although the Code has been amended on several occasions, the basic principles on which labor law is built have remained unchanged. Over the last 20 years attempts to adopt a new Labor Code have contained the same problems and in part because of this they have not been sufficiently effective. As a consequence, Ukraine has a higher unemployment rate than Austria, Germany, and the Netherlands, not only in crisis periods but also after economic recovery (Figure 1).

Figure 1: Unemployment, total (% of the total labor force) (modeled ILO estimate)



Source: World Bank (2022).

According to the State Statistics Service of Ukraine, the number of the informally employed population over the age of 15 as of 2020 was 3,316,400. The largest share of the informally employed population is in agriculture (45.2%), construction (16.8%), wholesale and retail trade, and repair of motor vehicles and motorbikes (15.7%). At the same time, according to estimates of the State Institution "Institute for Economics and Forecasting" of the National Academy of Sciences of Ukraine, the share of the economically active population receiving shadow income reaches 26.5% (4709.53 thousand people), and the monetary mass of unofficial income, which is received by the working population of Ukraine at 25.2% of payroll (264.3 billion UAH). At the same time, the vast majority of working people (59.8%) would agree to work officially and are willing to receive part of their income in an envelope. 48% of respondents have a negative attitude towards informal employment, 25% are indifferent and only 14% are positive.

During the long period of formation of a market economy in Ukraine, the current Code has failed to keep up with the tendencies of labor market development, including the need to account for globalization processes and increased competition and, as a consequence, the need for business to optimize costs, including social infrastructure, increased foreign investment in the national economy, a significant change in the attitude of parties to labor relations to traditional forms of their organization. This fails to achieve one of the main objectives of state regulation, which is to ensure decent wages and prevent poverty among workers.

A characteristic feature of modern labor law is that it includes a significant number of by-laws. They contain many norms, which often contradict the norms of the acts of higher legal force. This "labor bureaucracy" significantly complicates the application of labor law both for the employer and for the protection of workers' rights.

Consequently, the Code is a mixture of legal norms adopted under different historical and economic conditions, most of which are outdated and cannot adequately regulate modern labor relations. This requires reform and implementation into national law of the provisions of international legal instruments binding on Ukraine and the acts of the European Union.

Labour law reform and liberalization should ensure equality of the parties to the employment contract, increase the competitiveness of businesses and enable them to enter new markets, increase investment inflows, and introduce modern forms of employment (distance working, seasonal work, flexible working hours, etc.). A liberal labor law should make it easier for employers to create new high-quality jobs, raise the best workers, and pay higher wages. It is advisable to create a level playing field and provide incentives for businesses that create formal jobs. Legal regulation should create an environment in which employers and employees find it more profitable to work legally than to hide "in the shadows". Simplification of employment law, in particular through the introduction of a wide range of employment contracts (short-term, seasonal, telecommuting, apprenticeship, domestic workers), will contribute to legalizing the recruitment of workers and expanding the scope of employment contracts.

Ukraine has developed a draft Labor Law (Ministry of Economy of Ukraine, 2022) in pursuance of subparagraph 4 of paragraph 3 of Section II of the Law of Ukraine "On De-Sovietisation of Ukrainian Legislation". The Draft complies with Ukraine's obligations in the field of European integration, including international legal obligations (European Social Charter (revised), and the law of the European Union (EU acquis)). The Draft Act is designed to implement the obligations defined in Annex XL to Chapter 21 "Cooperation in the field of employment, social policy and equal opportunities" of Section V "Economic and sectoral cooperation" of the Association Agreement between Ukraine and the EU. In addition, the Cabinet of Ministers of Ukraine was instructed by subparagraph 4 of paragraph 3 of Section II of Act No. 2215-IX of 21 April 2022 "On the De-Sovietisation of the Law of Ukraine" to draft the Labor Code of Ukraine, and submit it to the Parliament within one year following the entry into force of the Act. The draft act aims to create equal rules on the labor market and balance the interests of employees and employers, provide incentives for socially responsible business development, invest in the national economy, simplify entry-exit from employment relations combined with effective protection mechanisms against sudden job loss, facilitate finding a new one and reduce unemployment. The draft Labor Act ensures the principle of gender equality in the provision of social leave, improving mechanisms for the implementation of the right to social leave by parents of a child, family support, and formation of responsible motherhood or parenthood by adapting national labor legislation to EU regulations and standards.

## 5 Discussion

In the academic literature, scholars argue that especially since the 2008 economic recession, the EU labor market has been in a constant and rapid state of change, requiring the development of a skilled workforce capable of responding flexibly to market needs (Dawson & De Witte, 2013; Lang, Schömann & Clauwaert, 2013). Before the 2008 crisis, employment regulation policies were rigid and needed policy guidance to ensure labor market flexibility. During the 2008-2009 crisis the legal regulations contributed to the development of active labor market policies as seen in Austria, Germany, and the Netherlands. Active labor market policies continue after the 2008-2009 crisis (Clauwaert & Schömann, 2012; Ashiagbor, 2013; Porte & Heins, 2016).

In Austria, Germany, and the Netherlands active labor market regulation policies were introduced during the crisis. Meanwhile, in Austria 13 regulations were adopted during the 2008-2009 crisis to regulate direct job creation mechanisms through subsidies, approval of regional employment regulation programs, special programs, and employment mechanisms for people with disabilities (integration of people with disabilities) and youth, approval of legal regulation for training and accompaniment of unemployed laid off during the crisis. During the economic downturn of 2013-2014, Austria legislated additional support for the employment of workers in socio-economic enterprises and public benefit projects; introduced a craftsman bonus, state reimbursement of individual work costs; provided additional subsidies for hiring older workers; equal treatment of parental allowance periods and periods of military and civilian service was regulated; documentation requirements to combat wage dumping were increased; obligations to document working time were relaxed.

In Germany, legislative changes were also introduced during the crisis to improve the regulation of employment relations aimed at creating active policies and eliminating inefficient labor market policy instruments, labor taxation, employee benefits, and social protection, setting wage requirements, regulating the working time, eliminating bureaucracy related to employment and training support services, increasing transparency of instruments to support disadvantaged youth. In times of crisis in Germany, the Federal Employment Agency and the employment agencies have been allowed to test innovative solutions in the field of basic security. Active German government policies during the crisis included: the creation of 5,000 additional positions in employment agencies and joint agencies; the introduction of a career support program; the development of a "Special Programme to Support Skills Development for Low-Skilled and Senior Employees"; the introduction of a Federal Programme to support additional qualification and skills development measures for workers who lost their jobs due to redundancy during the crisis; promoting skills and knowledge development through training-related activities aimed at bridging language and education gaps. Owing to such measures, as Möller (2010), Rinne & Zimmermann (2012) point out, the German labor market has responded gently to the 2008-2009 crisis. An important factor in this development is the strong economic position thanks to the recent labor market reforms. As Krause & Uhlig (2012) point out, "during the global crisis of 2008/2009, the German labor market featured mainly declining unemployment rates".

The Netherlands introduced the least amount of innovation in the regulation of employment relations during the 2008-2009 crisis because of the gradual policy of law reform between 2000 and 2007. In particular, an active policy of labor market regulation included changes in the regulation of Public Employment Services (employment assistance, employment counseling, etc.), regulation of warning and redundancy payments, regulation of employees' social insurance contributions and income tax, regulation of reduced working arrangements and social assistance (housing, income-related allowance).



Thus, an analysis of the legal regulation of employment relations in Austria, Germany, and the Netherlands shows similarities and differences. Hastings & Heyes (2018) argue that since 2008, labor policy in the EU has shown general trends, but support for measures to achieve flexibility in employment relations has weakened. Hastings & Heyes (2018) highlight the differences in the approaches of EU member states to the regulation of labor relations, usually seen as members of the same institutional family, as well as the similarities in countries' labor policies.

## 6 Conclusion

In the context of the crisis, legislative changes are being introduced in EU countries, which have mainly been implemented after 2008 by different countries. However, some countries, such as the Netherlands, are characterized by a high level of gradualism in labor market reforms and legislation, while others (Germany and Austria) adopted legislative changes after the 2008-2009 crisis. Labor market reforms were lacking in Ukraine, which resulted in higher unemployment compared to EU countries, and a lack of effective mechanisms to protect the most vulnerable population (young people, older people, and families). Labor market reforms introduced by the European Commission after 2010 aimed at reducing the scope of employment law (EPL) with the expectation that legislative initiatives would stimulate "job creation in sclerotic labor markets while addressing segmentation and adaptation issues". In times of crisis, EU countries introduce active labor market regulation policies aimed at activating job centers to tackle regional unemployment problems, cooperation between different stakeholders in labor relations and social dialogue, support for redundant workers and employers in times of crisis, reduction of taxation and social contributions, promotion of youth employment, training and retraining of professionals.

The 2008 crisis led to increased political activity in most policy sectors in a large number of EU countries, in particular in areas of macrostructural importance (employment law, unemployment benefits, wage setting). Between 2000 and 2011, labor market reforms within the EU were generally implemented in countries that were characterized by low labor market performance, high initial regulation, or a high fiscal burden. Tax and benefit reforms between 2000 and 2011 reduced unemployment and increased the activity rate of citizens. At the same time, the reform policy envisaged the implementation of a deregulatory reform program

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## Primary Paper Section: A

## Secondary Paper Section: AG

## ECONOMETRIC ASSESSMENT OF THE IDENTIFICATION OF STRUCTURAL PROCESSES IN THE ICT SECTOR OF THE UKRAINIAN ECONOMY

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**Abstract.** The development of the ICT sector of Ukraine's economy has been influenced by globalization, European integration, and the policy of digitalization of the economy. Since the early 2000s, the ICT sector has undergone significant structural shifts, in particular, due to growing external demand for ICT services and imports of ICT goods. The paper has aimed to conduct an econometric assessment to identify structural processes in the ICT sector in Ukraine. The methodology of the study is based on a mixed-method design combining qualitative and quantitative assessments of the structural processes of the Ukrainian ICT sector over the period 2000–2021, in particular, statistical analysis and regression analysis of ICT sector dynamics. The results of an econometric estimation of structural processes in the ICT sector in Ukraine show the following shifts: 1) growth of the ICT sector's share in the economy in 2000–2021 to 4.6%; 2) the dominance of telecommunications, and computer programming and information services in the ICT sector by the number of companies and the volume of their sales; 3) the key external factor for the growth of the ICT sector in Ukraine is the growing external demand for the services of the sector, while the internal factors restraining the growth of the industry are insufficient demand and financial constraints for enterprise development; 4) econometric analysis shows that a 1% increase in Internet usage increases the share of ICT in GDP by 0.018% and a 1% increase in the share of imports of ICT goods increases the share of ICT in GDP by 0.364%. The practical value of the research findings lies in the empirical assessment of the structural processes' key factors in the ICT sector in Ukraine. In particular, this includes the demand for services, imports of foreign equipment for the production of services, and the level of Internet usage in Ukraine.

**Keywords:** ICT sector structural processes, ICT and economic growth, ICT sector development factors, ICT sector structural shifts

### 1 Introduction

The accelerated use and expansion of the Internet as a means of communication, mobile Internet, social networks, and commercial platforms, usually perceived as digitalization, have significantly shaped the functioning and state of the economy, businesses, and public institutions in Ukraine. The integration of information and communication technologies (ICT) has contributed to the development and structural shifts in Ukraine's ICT sector. Ukraine has identified digital transformation as a policy priority, marked by recent successes in the implementation of ProZorro and eHealth, the 4G mobile network, and the introduction of e-services in the public and private sectors. Digitalization in Ukraine is a joint effort of the expert and business communities, and in 2018 the government adopted the Ukrainian Digital Economy and Society Development Concept and Action Plan for 2018–2020. Priorities for the Ukrainian digital agenda include legislation on the digital economy and telecommunications, digital infrastructure, including a broadband strategy. This includes a cashless economy program on e-commerce, e-trust, and cybersecurity, as well as the "Smart Cities – Smart Regions" initiative, focused on decentralization and implementation of e-skills, e-health, and e-commerce in all regions of Ukraine. The above-mentioned features of ICT integration require a detailed study of the structural processes in the ICT sector and the main factors affecting changes in its dynamics and structure.

The paper aims to conduct an econometric assessment to identify structural processes in the ICT sector in Ukraine.

### 2 Literature review

The scientific literature studies the dynamics and development of the ICT sector and its interaction with economic growth, economic openness, investment, and trade. Quantitative analysis, including the use of econometric methods to study the ICT sector, has been carried out in the works of Holm & Østergaard (2015), Murshed (2020), Erumban & Das (2016), Latif et al. (2018), Barefoot et al. (2018), Jorgenson & Vu (2016), Lee & Brahmaresne (2014), Vu (2013), Bilan et al. (2019), Xing, Ye & Kui (2011), Park, Meng & Baloch (2018), Nordhaus (2015), Bahriani & Qaffas (2019), Sassi & Goaid (2013), Whalen,

Milios & Nussholz (2018), Salahuddin & Alam (2016), Salahuddin, Alam & Ozturk (2016), Partanen & Möller (2012), Holm & Østergaard (2015). They study Denmark's ICT sector in the context of regional growth and employment. Murshed (2020) examines the non-linear trade openness effects of the ICT sector based on empirical analysis. Erumban & Das (2016) examine the relationship between the ICT sector and India's economic growth, looking at the impact of ICT sector investment on the economy and ICT productivity growth. Latif et al. (2018) assess the dynamics of the ICT sector, foreign investment, globalization, and economic growth for BRICS economies over 2000–2014, showing the long-run elasticity between ICT and economic growth, and the causal relationship between globalization and ICT. Barefoot et al. (2018) identify the growth of the US digital economy. Jorgenson & Vu (2016) explore the ICT sector revolution and the impact of ICT investment on global economic growth. Lee & Brahmaresne (2014) estimate the impact of ICT on South Asian economic growth based on 1991–2009 data, showing a significant positive relationship between the variables. Vu (2013) argues for the significant impact of ICT on Singapore's economic growth over the period 1990–2008. In particular, it refers to the impact of ICT intensity on value-added and productivity. At the same time, ICT investment accounts for 1% of the country's GDP growth. Bilan et al. (2019) prove the impact of ICT on foreign economic growth through correlation analysis. Xing, Ye & Kui (2011) investigate the evolution of convergence of China's four ICT manufacturing sectors over 1997–2002. They found a higher level of supply-side convergence of the manufacturing sectors compared to the convergence of the services sectors in 2002. In addition, they found a high complementary convergence between some of China's ICT manufacturing and services sectors; the prevalence of ICT supply convergence over ICT services convergence, and little structural change in the demand convergence of China's diverse ICT sub-sectors.

Park, Meng & Baloch (2018), based on panel data from EU countries from 2001–2014, failed to show a positive impact on the use of ICT sector technologies on sustainable development. Nordhaus (2015) explores the problem of singularity through technology and artificial intelligence. Bahriani & Qaffas (2019) estimate the impact of information and communication technology (ICT) on economic growth over the period 2007–2016 using data from the Middle East and Africa. Econometric modeling results show that ICTs are major drivers of economic growth in developing countries. Sassi & Goaid (2013) use the example of MENA countries to show the significant positive impact on economic growth, particularly the financial sector at a certain level of ICT integration. Pradhan, Arvin & Norman (2015) examine the dynamics of ICT infrastructure, economic growth, and financial development in a case study of Asian countries over the period 2001–2012, identifying the short- and long-term relationship of the variables.

Thus, the empirical results and linkages of the ICT sector and economic growth have been sufficiently covered in the literature, particularly in the context of economic growth through ICT investment, productivity, competitiveness, sustainability, financial sector development, etc. At the same time, few studies have identified structural processes in the ICT sector of the Ukrainian economy. Most of the research on the ICT sector in Ukraine deals with ICT dynamics in the context of EU ICT sector studies, Eastern Europe, quantitative assessment of ICT sector dynamics, etc. Therefore, it is advisable to assess the structural processes, shifts, and quantitative changes in the ICT sector in Ukraine.

### 3 Methodology

The study is based on a mixed design combining qualitative and quantitative assessments of the structural processes of the ICT sector in Ukraine over the period 2000–2021. To quantify the

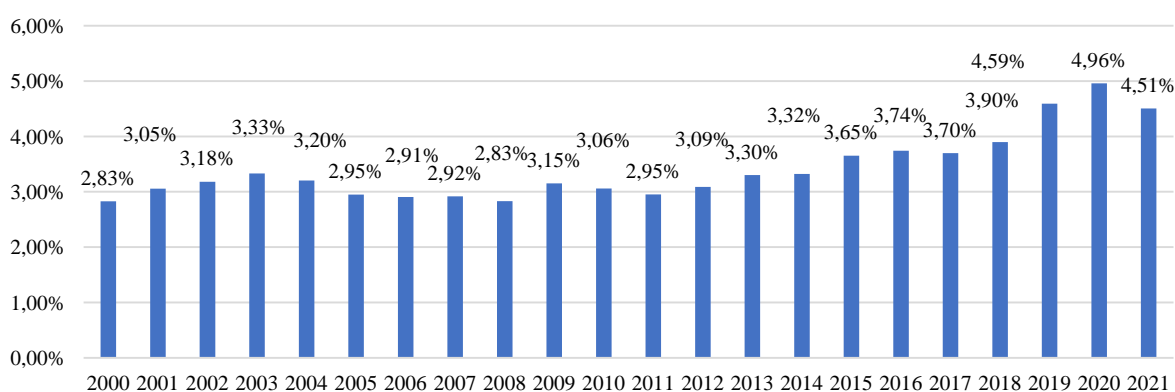
structural processes of the ICT sector, the method of statistical analysis of the following indicators has been used: 1) dynamics of the share of ICT in GDP in Ukraine; 2) the number of operating ICT sector enterprises in Ukraine by sub-sector; 3) dynamics of product sales by enterprises in general and by the ICT sector in Ukraine by sub-sectors; 4) dynamics of ICT service exports in Ukraine; 5) dynamics of the influence factors on the ICT sector according to the survey of enterprises (demand, labor force, infrastructure and equipment, financing); 6) macroeconomic factors of influence on ICT sector: GDP growth (annual %), ICT goods exports, individuals using the Internet, ICT goods imports. The key indicators to assess the structural processes of the ICT sector were the evolution of the number of enterprises and their sales volume in the following sub-sectors: software publishing, telecommunications, computer programming, consulting and related activities, provision of information services (including data processing, web hosting, and related activities; web portals.

Econometric evaluation of structural processes in the ICT sector was carried out using linear regression, the statistical significance of which was tested using Fisher's F-Test and coefficient of determination. The statistical significance of regression equation coefficients was assessed using t-statistics and p-value with an error rate of 5%. The econometric assessment involved the construction of regression equations between the share of the ICT sector in Ukraine's GDP and GDP growth rate, the share of exports, imports of ICT goods in total exports, and the share of Internet users in Ukraine.

#### 4 Results

Ukraine has shown rapid growth in innovation in the ICT sector, which has become an important segment of the country's economy and has made striking progress in the deployment of high-speed broadband. The ICT sector's share of the country's GDP has reached 4,6% and the number of mobile phone service contracts is over 125% (Figure 1).

Figure 1: Dynamics of ICT as a share of GDP in Ukraine, 2000–2021



Source: calculated by the author according to the State Statistics Service of Ukraine (2022a).

In comparison, the average share of the ICT sector in EU-27 GDP was 4,1% in 2008–2018 (Eurostat, 2022b), having grown

by 0,34% in ten years. Table 1 presents a ranking of EU countries in terms of ICT development between 2008 and 2018.

Tab. 1: Classification of EU countries in terms of ICT development based on 2008–2018 data

Average value	Group I countries – high level of development	Group II countries – intermediate level of development	Group III countries – low level of development
The average share of the ICT sector in the EU-27 GDP, %	Malta 7,97%, Bulgaria 6,1%, Hungary 5,95%, Sweden 5,94%, Estonia 5,38%	Latvia 4,92%, Finland 4,85%, Czech Republic 4,56%, Denmark 4,56%, Croatia 4,45%, Germany 4,4%, France 4,31%, Slovakia 4,13%, Iceland 4,03%, Belgium 3,96%, Romania 3,74%, Poland 3,59%, Slovenia 3,59%, Austria 3,58%	Norway 3,37%, Italy 3,29%, Spain 3,28%, Lithuania 3,13%, Greece 2,49%
The average share of people employed in ICT as a percentage of total employment, %	Malta 4,77%, Sweden 4,75%, Estonia 4,3%, Latvia 4,15%	Finland 3,79%, Hungary 3,6%, Denmark 3,51%, The UK 3,43%, Slovakia 3,31%, Germany 3,16%, Switzerland 3,16%, Czech Republic 3,13%, Norway 3,08%, France 3,07%	Belgium 2,85%, Bulgaria 2,85%, Slovenia 2,72%, Lithuania 2,64%, Austria 2,63%, Croatia 2,57%, Poland 2,54%, Romania 2,52%, Spain 2,48%, Italy 2,43%, Greece 1,51%

Source: formed by the author according to Eurostat (2022a; 2022 b).

All countries can be classified by the level of ICT sector development into three groups: 1) high level of development with a share of ICT in GDP of more than 5%, which includes Malta 7,97%, Bulgaria 6,1%, Hungary 5,95%, Sweden 5,94%; Estonia 5,38%; 2) Intermediate level of development with ICT share in GDP being in the range of 3,5% to 5%, including Latvia 4,92%, Finland 4,85%, Czech Republic 4,56%, Denmark 4,56%, Croatia 4,45%, Germany 4,4%, France 4,31%, Slovakia 4,13%, Iceland 4,03%, Belgium 3,96%, Romania 3,74%, Poland 3,59%, Slovenia 3,59%, Austria 3,58 3) Low development level, with less than 3,5% share of ICT in GDP, which includes Norway 3,37%, Italy 3,29%, Spain 3,28%, Lithuania 3,13%, Greece 2,49%. Accordingly, the share of people employed in the ICT sector and the labour market demand for ICT professionals differs across EU countries (Eurostat, 2022a). The average share of those employed in ICT was 2,79% in the EU-27 between

2009 and 2018. The countries with the highest share of ICT employment are Malta 4,77%, Sweden 4,75%, Estonia 4,3%, Latvia 4,15%, which can be classified as the group with the most developed digital economy, where the share of employment exceeds 4%. The group of countries with an intermediate ICT employment rate in the range of 3–4% includes the following: Finland 3,79%, Hungary 3,6%, Denmark 3,51%, UK 3,43%, Slovakia 3,31%, Germany 3,16%, Switzerland 3,16%, Czech Republic 3,13%, Norway 3,08%, France 3,07%. The group of countries with low rates of ICT employment includes (less than 3%): Belgium 2,85%, Bulgaria 2,85%, Slovenia 2,72%, Lithuania 2,64%, Austria 2,63%, Croatia 2,57%, Poland 2,54%, Romania 2,52%, Spain 2,48%, Italy 2,43%, Greece 1,51%. The number of operating ICT sector enterprises in Ukraine averaged 4,04% of the total number of all enterprises in 2014–2020. At the same time, the dynamics of the number of enterprises in the

ICT sector exceeded the rate of the number of enterprises in general (Table 2), amounting to 20,53% and 9,62% respectively. The highest growth rates were in the following ICT sub-sectors: computer programming (76,35%), computer hardware management activities (68,06%), provision of information

services (41,96%) and web portals (132,14%). At the same time, computer programming (22%), IT consulting (9%), information services (17%) and telecommunications (electro communication) (13%) sub-sectors accounted for the largest share of sales volumes according to the 2014–2020 average.

Tab. 2: Number of operating enterprises in general and the ICT sector in Ukraine, 2014–2020

Types of economic activity	2014	2018	2019	2020	Absolute deviation, +/-	Growth rate, %
Total	341001	355877	380597	373822	32821	9,62%
information and telecommunications	13319	14515	15917	16054	2735	20,53%
software release	358	381	411	397	39	10,89%
computer games release	58	57	63	63	5	8,62%
release of other software	300	324	348	334	34	11,33%
telecommunications (electrocommunication)	1694	2017	2006	2008	314	18,54%
activities in the field of wireline telecommunications	1189	1454	1442	1454	265	22,29%
wireless telecommunications activities	252	264	255	230	-22	-8,73%
satellite telecommunications activities	24	18	21	22	-2	-8,33%
other activities in the field of telecommunications	229	281	288	302	73	31,88%
computer programming, consulting, and related activities	4194	5278	6152	6499	2305	54,96%
computer programming	2491	3374	4031	4393	1902	76,35%
consulting on information issues	1234	1311	1440	1443	209	16,94%
computer hardware management activities	72	94	115	121	49	68,06%
other information technology and computer systems activities	397	499	566	542	145	36,52%
provision of information services	2047	2553	2854	2906	859	41,96%
data processing, web hosting, and related activities; web portals	1081	1344	1500	1537	456	42,18%
data processing, web hosting, and related activities	997	1182	1319	1342	345	34,60%
web portals	84	162	181	195	111	132,14%
provision of other information services	966	1209	1354	1369	403	41,72%

Source: State Statistics Service of Ukraine (2022b).

The volume of sales by the ICT sector was slightly higher than the volume of sales by the enterprises as a whole (Table 3). At the same time, the share of the ICT sector's sales volumes averaged 1,95% over 2014–2020. The following sub-sectors of the ICT sector in Ukraine had the highest growth rate: computer games publishing (940,46%), computer programming (407,71%), informatization consulting (278,24%), and computer hardware management activities. (728,95%), provision of information services (323,03%), data processing, posting of information on websites and related activities (339,9%), and web portals (567,9%). The largest share of the Ukrainian ICT sector is represented by the following sectors: telecommunications (telecommunications) with 41% including 12% wireline telecommunication activities and 29% wireless telecommunication activities; computer programming, consulting, and related activities with 33% including 25% computer programming and 5% IT consulting; information services with 10% including 8% data processing, website hosting, and related activities.

Among the growth drivers of Ukraine's ICT sector is the growing external demand for the sector's services (Figure 2). While in 2000 the share of the ICT service exports in Ukraine was 1,2% of the total, in 2010 it was 3,9%, in 2020 – 33,3%, and 2021 – 38,1%. At the same time, the dynamics of EU ICT service exports are less vibrant.

According to a survey of the managers of the ICT sector conducted by the State Statistics Service of Ukraine, the performance of the ICT sector in Ukraine is constrained by insufficient demand and development constraints (Table 4). The factors positively influencing the activities of the ICT sector

enterprises are the availability of a qualified labor force and equipment.

Managers of surveyed ICT enterprises in January–March 2022 claimed no change in demand for ICT services (61% of respondents), 19% reported a future increase in demand and 20% reported a decrease (Figure 3).

Factors influencing the ICT sector include the growth of the economy and industries actively integrating ICT to optimize their operations and ensure competitiveness and growth in productivity (Table 5). It should be noted that Ukraine experienced an average GDP growth rate in 2016–2019, with a decline of 3,75% in 2020 due to the pandemic, forcing domestic enterprises to search for external markets for services and to enter new markets. Meanwhile, exports of ICT goods from Ukraine amounted to only 0,73% of exports, while imports of ICT goods stood at 5,95% in 2020. Thus, the ICT industry in Ukraine is service-oriented through the purchase of foreign equipment to produce ICT services. A significant factor influencing the development of ICT is the demand of the population, as evidenced by the growth of Internet users in Ukraine from 23,3% in 2010 to 75,04% in 2020.

The correlation analysis shows a high direct correlation between the share of ICT in GDP and people's use of the Internet (0,839), and a high direct relationship between the ICT share in GDP and imports of ICT goods (0,871). At the same time, an inverse low correlation was found between the share of ICT in GDP and GDP growth (-0,257) and exports of ICT goods (-0,205). This means that exports of ICT goods are a drag on the growth of the ICT sector in Ukraine.

Tab. 3: Dynamics of product sales by enterprises in general and the ICT sector in Ukraine, 2014-2020, bln UAH.

Types of economic activity	2014	2018	2019	2020	Absolute deviation, +/-	Growth rate, %
Total bln. UAH	4170,66	9206,05	9639,73	10049,87	5879,21	140,97%
information and telecommunications	84,10	165,28	198,28	218,14	134,04	159,38%
software release	0,62	1,23	1,56	1,95	1,34	216,48%
computer games release	0,04	0,27	0,33	0,41	0,37	940,46%
release of other software	0,58	0,96	1,23	1,54	0,97	167,20%
telecommunications (electrocommunication)	44,83	59,71	67,98	75,64	30,80	68,71%
activities in the field of wireline telecommunications	13,31	16,64	18,61	19,72	6,41	48,16%
wireless telecommunications activities	30,75	41,40	47,40	53,56	22,81	74,19%
satellite telecommunications activities	0,07	0,08	0,11	0,08	0,00	1,55%
other activities in the field of telecommunications	0,70	1,59	1,87	2,28	1,58	225,77%
computer programming, consulting, and related activities	18,55	59,81	73,85	87,34	68,80	370,92%
computer programming	13,48	47,33	57,61	67,64	54,16	401,71%
consulting on information issues	3,32	9,31	10,64	12,57	9,25	278,24%
computer hardware management activities	0,08	0,51	0,72	0,63	0,56	728,95%
other information technology and computer systems activities	1,66	2,66	4,88	6,49	4,83	290,11%
provision of information services	5,89	18,51	22,41	24,90	19,01	323,03%
data processing, web hosting, and related activities; web portals	4,92	15,50	18,76	21,63	16,71	339,90%
data processing, web hosting, and related activities	4,85	15,30	18,50	21,21	16,35	336,96%
web portals	0,06	0,20	0,26	0,42	0,36	567,90%
provision of other information services	0,97	3,01	3,65	3,27	2,30	237,51%

Source: State Statistics Service of Ukraine (2022c).

Figure 2: ICT service exports (% of service exports)



Source: World Bank (2022a).

Tab. 4: Estimated impact of ICT constraints (average shares for 2015–2022), %

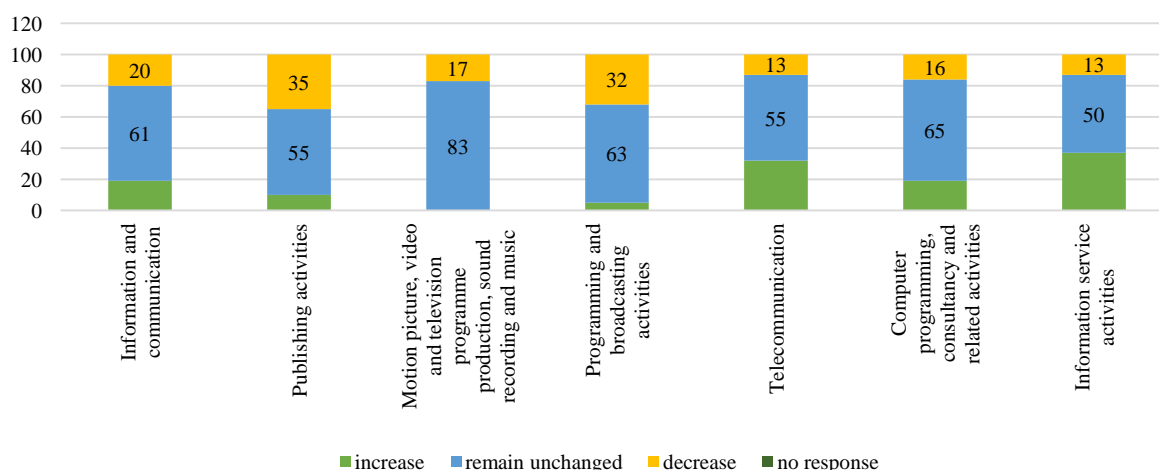
	insufficient demand	shortage of labor force	shortage of space, equipment	financial constraints	other factors	nothing is hindering
Information and telecommunications	31,34	6,17	2,83	31,86	39,38	19
Publishing activities	38,41	3,00	2,76	41,17	35,14	17
Production of the motion picture, videos, television programs, and sound recordings	33,21	0,93	3,83	38,10	34,62	19
Radio and television broadcasting activities	39,83	2,14	0,69	38,48	43,34	12
Telecommunications (electric communication)	20,97	5,86	2,17	41,97	55,28	10
Computer programming, consulting, and related activities	28,93	11,62	4,07	18,31	34,10	25
Information service activities	26,21	8,14	2,17	22,17	35,72	25

Source: State Statistics Service of Ukraine (2022d).

Regression analysis suggests that Internet use and imports of ICT goods affect the share of the ICT sector in Ukraine's GDP. With a significance level of 5%, a 1% increase in Internet usage accounts for a 0,018% increase in the share of ICT in GDP. At the same time, the 70,3% regression equation explains the change in the share of ICT in GDP by the change in the share of Internet users. The significance of the t-statistic is tested by calculating a p-value not exceeding 5%.

With a significance level of 5%, a 1% increase in the share of imports of ICT goods would result in a 0,364% increase in the share of ICT in GDP. A 75,9% regression equation explains the change in the share of ICT in GDP by the change in the share of imports of ICT goods.

Figure 3: Expected changes in demand on ICT services (of turnover) at SCT service enterprises over the next 3 months (January–March 2022), %



Source: State Statistics Service of Ukraine (2022d).

Tab. 5: Main impact factor on ICT industry development in Ukraine, 2000–2020

Indicator Name	2000	2010	2016	2017	2018	2019	2020
GDP growth (annual %)	5,90	4,09	2,44	2,36	3,49	3,20	-3,75
ICT goods exports (% of total goods exports)	1,52	1,07	0,95	0,93	0,98	0,83	0,73
Individuals using the Internet (% of the population)	0,72	23,30	53,00	58,89	62,55	70,12	75,04
ICT goods imports (% total goods imports)	2,50	3,19	4,88	5,13	5,80	6,59	5,95

Source: World Bank (2022b).

Tab. 6: Correlation factor: ICT share and main impact factor

	ICT share in GDP, %	GDP growth (annual %)	ICT goods exports (% of total goods exports)	Individuals using the Internet (% of the population)	ICT goods imports (% total goods imports)
ICT share in GDP, %	1,000				
GDP growth (annual %)	-0,257	1,000			
ICT goods exports (% of total goods exports)	-0,205	0,090	1,000		
Individuals using the Internet (% of the population)	0,839	-0,452	-0,134	1,000	
ICT goods imports (% total goods imports)	0,871	-0,151	-0,233	0,863	1,000

Source: author calculation based on data World bank (2022b).

Tab. 7: Regression analysis

Factor	GDP growth (annual %)	ICT goods exports (% of total goods exports)	Individuals using the Internet (% of the population)	ICT goods imports (% total goods imports)
Regression	$ICT\_share = 3,408 - 0,021 GDP\_growth$	$ICT\_share = 3,787 - 0,449 ICT\_goog\_exp$	$ICT\_share = 2,837 + 0,018 Indiv\_us\_In$	$ICT\_share = 2,004 + 0,364 ICY\_good\_imp$
R	0,066	0,042	0,703	0,759
F	1,338	0,831	45,175	59,907
f-test	0,261	0,373	2,008	0,000
t-statistic	26,566, -1,156	7,869, -0,911	27,238, 6,721	11,265, 7,740
p-value	0,000, 0,262	0,000, 0,373	0,000, 0,000	0,000, 0,000

Source: author calculation.

#### 4.1 Dynamics of the IT sector of the Ukrainian economy

As of today, the state of ICT development in Ukraine is far ahead of the state of development of legislation in this area. The state of development of the information society and the ICT sector in Ukraine, compared to global trends, is insufficient and does not meet the strategic development goals of Ukraine.

Legislation in the field of telecommunications does not meet the needs of operators, telecommunications providers, or the interests of consumers of telecommunications services. Improving and reforming legislation in the sphere of information and communication technologies is the main task of legislative development in Ukraine.

IT clusters are engaged in the development of the IT industry in the city, bringing together leading companies and partners working in software product development and export outsourcing. Ukraine has about 185,000 developers and 4,000 IT companies, and the technology sector was the country's second-largest export sector in 2018. Moreover, 20% of global leaders, including Microsoft, Samsung, ABBY, and Huawei, have offices in Ukraine. According to the Fortune 500 list, more than 100 companies use the services of Ukrainian firms, with 18 outsourcers from Ukraine in the top 100 outsourcing companies in the world (Sokolenko, 2020).

There are 22 IT clusters in Ukraine in such cities as Kyiv, Kharkiv, Lviv, Dnipro, Odesa, Ternopil, Konotop, Sumy,

Chernihiv, Cherkasy, Vinnytsia, Lutsk, Mariupol, Zaporizhzhia, Ivano-Frankivsk, Kolomyia, Mykolaiv, Kherson, Khmelnytskyi, Chernivtsi, Severodonetsk, Zhovti Vody. The five most active IT clusters in Ukraine have 192,000 specialists or 89.7% of the total number of people employed in the IT sector in Ukraine (Table 8).

The dynamics of the IT market are measured primarily by the number of the main asset – personnel. In recent years, this market has shown stable growth of 10–12% year on year. This is one of the few areas of the labor market that, despite the crisis phenomena, not only is not shrinking but is also showing consistent growth.

Tab. 8: Number of companies and IT professionals: Top 5 IT clusters in Ukraine.

Name of IT Cluster	Number of staff employed by IT companies	Number of IT companies
Kyiv IT Cluster	90,000	58
Kharkiv IT Cluster	45,000	511
Lviv IT Cluster	31,000	511
Dnipro IT Cluster	16,000	378
Odesa IT Cluster	10,000	6
Zaporizhzhia IT Cluster	7,000	–
Vinnytsia IT Cluster	5,000	–
Mykolaiv IT Cluster	4,000	2
Ternopil IT Cluster	3,000	–
Kherson IT Cluster	3,000	16
Total:	214,000	1482

Source: compiled by the author based on IT Ukraine Association, Office of effective adjustment (2018).

In 2015, N-iX estimated the number of IT professionals in Ukraine at 91,000 and profits at \$2.7bn. 2018 estimates that the number has already reached around 154,000, of which 39,000 (25%) work for the largest 25 IT companies: Epam, SoftServe, GlobalLogic, Luxoft, Ciklum, Infopulse, NIX, ELEKS, EVOPLAY, DataArt, etc. As of 2019, there were 184,500 IT professionals, over 4,000 technology companies, and \$4.5 billion in exports (Pyshchulina, 2020). By the end of 2019, the number of IT professionals in Ukraine was around 200,000. In 2020, the figure rose to 214,000 professionals. GlobalLogic Ukraine estimates that, under favorable conditions, the IT sector could grow to \$8.4bn or 2.3 times by 2025 (Pyshchulina, 2020). This rapid growth can easily be explained by the perspective, prestige, and dynamism of the IT sector in Ukraine. There are also some advantages in terms of the working environment, from access to advanced technology to flexible working hours in most offices.

The main forms (models) of IT business organization are the following (Pyshchulina, 2020):

1. Freelancing. As part of self-employment, the development of information technology in Ukraine has led to the spread of remote employment (remote work, teleworking, freelancing). Most Ukrainian freelancers work either in the IT sphere or in related areas. The Ukrainian freelance market share by categories was as follows: IT (Web, Mobile & Software Development) – 83%, design and creative – 6%, other categories (translation, SMM, sales and marketing, engineering, architecture, etc.) – 11%.

According to some experts, it is the private sector in Ukraine that shows the greatest interest in digitalization, which supports the claim that the digitalization of economic activity and the widespread application of information technology contributes to productivity growth and the efficiency of entrepreneurial activity. The field of information technology in Ukraine is practically based on sole proprietor workers. Data on the number of registered sole proprietors became available in April 2016. The share of individual entrepreneurs in the IT sector among other individual entrepreneurs increased from 5% to 7.5%. According to Opendatobot, the number of individual entrepreneurs in the IT sector has increased by 45% (by 40,7 thousand) since 2016 (while the total number of individual entrepreneurs has decreased by 8%). Thus, the positive dynamics

are characteristic of the IT sector solely. In other types of activities, the dynamics are negative. According to Mind24 (regarding the IT Ukraine Association), according to open data from the register of individual entrepreneurs at the beginning of 2018, there were 127,000 registered programmers. About 90% of them are registered as sole proprietors (Pyshchulina, 2020).

2. Outsourcing. According to experts, the Ukrainian IT market is mainly outsourced. That is, it provides services to foreign companies and is not in too much of a hurry to set up its own technology companies. Outsourcing companies may exist and actively develop even without the institutional capacity of the state and proper infrastructure. The market for outsourcing services in Ukraine is developing at a superfast pace. According to various expert estimates, the market growth is in the range of 10–25% annually. Business process outsourcing is more common, involving the transfer of standardized routine operations (e.g. handling customers' phone calls in specialized call centers, usually located in places with a cheaper workforce). According to studies in Ukraine, outsourcing is more common: IT services (40.5%), logistics (35.1%), resource support for production processes (27%), marketing services (21.6%), recruitment (18.9%), accounting (13.5%), payroll (13.5%), information processing and systematization (8.1%), outsourcing of medical representatives (8.1%), HR records and personnel support (5.4%), administrative functions (2.7%) (Pyshchulina, 2020).

## 5 Discussion

An econometric analysis of the structural processes of Ukraine's ICT sector indicates that there is no correlation between the share of ICT in GDP and the growth rate of Ukraine's economy. Similar conclusions are drawn in Erumban & Das (2016), in which the authors found a mediating effect of ICT on overall factor productivity growth in the ICT-using and ICT-producing sectors. Erumban & Das (2016) found that investment in India's ICT sector drives aggregate economic growth in the services sector. This study finds that the share of ICT in GDP depends on imports of ICT products from other countries. Thus, ICT imports drive Ukraine's services sector, which is mainly export-oriented. India also has similar characteristics of an export-oriented ICT sector, which is boosting its fast-growing services economy. As in Ukraine, India's ICT is limited to the manufacturing sector.

both countries have great potential for the use of ICT in the manufacturing sector. The Government of Ukraine has developed a digitalization of industry projects. It will help harness the potential of the ICT sector to ensure the growth of the domestic manufacturing sector and, as a consequence, the growth of the economy, productivity, and investment in ICT. In Ukraine today, though, ICT is focused on the provision of services to external markets: analysis shows a predominance of the telecom, computer programming, information services, and ICT services export growth sectors. In addition, evidence of the significant potential of domestic ICT services for the Ukrainian economy is that business leaders have identified insufficient demand and funding as key constraints to development. It should be considered that empirical studies indicate a long-term elasticity between ICT and economic growth, suggesting that ICT positively contributes to economic growth (Lee & Brahmašre, 2014; Latif et al., 2018). Therefore, Ukraine's industrial digitalization project may become a future strategic document for realizing the potential of Ukraine's ICT sector in the context of meeting the needs of the economy. As Jorgenson & Vu (2016) point out, "policy approaches are crucial to stimulate an ICT revolution to promote economic growth". Jorgenson & Vu (2016) show, using China and India as examples, how regulatory policies for the ICT sector contribute to economic growth.

## 6 Conclusion

An econometric assessment of structural processes in the ICT sector in Ukraine reveals the following shifts in the industry: 1) growth of the ICT sector's share in the economy to 4,6% in 2000–2021; 2) the dominance of telecommunications, and computer programming, along with the information services in the ICT sector by the number of companies and the volume of their sales; 3) the key external factor for the growth of Ukraine's ICT sector is the growth of external demand for the sector's services, while the internal constraints on the sector's growth are insufficient domestic demand and financial constraints on enterprise development. Econometric estimation shows that a 1% increase in Internet usage increases the share of ICT in GDP by 0,018%. A 1% growth in the share of imports of ICT goods would result in a 0,364% growth of the ICT share in GDP. Thus, an empirical assessment of the key factors of structural processes in the Ukrainian ICT sector proves that the demand for ICT services, imports of foreign equipment for the production of ICT services, and the level of Internet usage in Ukraine are the driving factors of structural processes in the industry. At the same time, no correlation has been found between economic growth and the growth of the ICT sector's share of Ukraine's GDP and the growth of the ICT sector's export share. This is due to the ICT sector's focus on service exports and the sector's long-term impact on economic growth.

Further research should focus on the dynamics of related industries in the ICT sector and their relationship to ICT development in Ukraine, in particular, assessing the short- and long-term effects of the impact.

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**Primary Paper Section: A**

**Secondary Paper Section: AH**

## PROVISION OF QUALIFIED PSYCHOLOGICAL ASSISTANCE AS A RESULT OF CRISIS-TRAUMATIC EVENTS

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**Abstract:** The development of methodology and tools of psychological assistance is due to the negative factors taking place in the world, in particular caused by the pandemic and the war in Ukraine. The peculiarities of modern approaches to the provision of psychological assistance are acute in psychological science. Prevention, detection, and overcoming of crises and traumatic events are essential for stabilizing the mental functioning of the human brain and restoring socio-economic and domestic activity. From this point of view, the research conducted in the article is relevant and timely with the increasing impact of global negative trends. The issue of the formation of psychological assistance, methods of its selection, and identification of critical points of influence on the human body is the subject of the study. The characteristic features of the study are the analysis of definitions and conducting an experimental study on the development of crisis and traumatic events and the consequences of negative factors occurring in the world space. The research aim is to study the peculiarities of providing psychological assistance to victims of crisis and traumatic events and to identify the key factors of the impact of war on human consciousness. The objectives of the research are to conduct an empirical study on the development and formation of the implementation of psychological assistance given current world events. The research methodology consists of the formation of qualitative tools of human activity following its internal environment and stimulation of cognitive-emotional intelligence. A range of scientific research methods has been used in the article. The given methods create conditions for empirical experimental research and provide an opportunity to study aspects of the development of psychological assistance and factors of crisis and traumatic events in the modern world. These factors have been investigated using synthesis and induction methods. In the article, the essence and types of psychological assistance have been studied, and the sources of crisis and traumatic events and their formation have been characterized. Moreover, an experimental study on the destabilization of the psychological state of servicemen has been conducted and recommendations for improving the provision of psychological assistance have been given.

**Keywords:** anxiety, existential crisis, nervous system, psychological diagnosis, psychological state, rehabilitation, psychotherapy, servicemen.

### 1 Introduction

Nowadays, there are significant transformations in the global political space, which directly affect the activity of the human psyche. Crisis and traumatic events are key factors of negative impact on the socio-economic activity of a person and hinder the progress of personal development and the possibility of acquiring cultural and spiritual advantages over one's ego. The problem of the modern dimension of development is an imperfect system of psychological assistance, which is used only in cases of mental illness, and an imperfect system of detection and prevention of traumatic events. The global coronavirus pandemic has led to the partial development of psychological assistance, which was able to overcome the basic negative consequences and stabilize the human psyche. However, humanity today is faced with a new problem, the emergence, and development of the war in Ukraine, for which society was not ready. This development of events stimulated the rapid development and emergence of crisis and traumatic events that qualitatively affect the cognitive-emotional behavior of people. That is why, to overcome such phenomena, it is necessary to identify critical points of influence on the psyche and to form relevant modern means of overcoming the consequences of the

war, since, through the use of modern technologies of influence on human psychological and social activity, it becomes possible to improve the psychological stability of a person and improve its functioning. An important issue regarding the provision of psychological assistance is the nature of the methodology. It should be based on comprehensive measures and contain preventive nature to return people to society and the possibility of activity in it. The problem of military conflicts and their negative consequences is known in the world. This is evidenced by the example of the war in Afghanistan and a significant number of soldiers who could not return to normal life after the hostilities. The war in Ukraine is the largest since the Second World War. It caused significant transformational processes not only in the ideological views of people, and the approach to building the system, but also led to the development of processes of restructuring the psychological state of people. Rethinking of values, an existential crisis, both in direct participants of hostilities and in people involved, is a mass phenomenon that generates global mental problems in world society. Therefore, the search and identification of the problems of its development is a priority task for today. Through the use of effective means of acquiring such activities, it is necessary to take into account the causes and trends in the development of crisis and traumatic events for a person, which led to a literature review on the subject of the article.

### 2 Literature review

Modern scientific approaches to psychological assistance and identification of crisis and traumatic events are ambiguous, due to the wide range of applications and impact on the cognitive-emotional activity of a person and his psychological state. The peculiarities of the development and acquisition of factors regarding the possibility of applying modern empirical and analytical methods to identify the most vulnerable areas of the human psyche remain a controversial issue. The issue of the development of traumatic events as a result of war creates additional areas of research, which are recognized as a post-war syndrome. However, recent studies have shown that the negative factors of war and isolation, which is a characteristic challenges in modern society, have much deeper roots and origins. According to the scientist Bursztyn (2020), the main factors in the development of crisis and traumatic events are the experience of overloading the human nervous system and the impossibility of its normal functioning. This is caused by global processes and creates the need to find tools to improve psychological perception in society. Another scientist Yuan (2016) notes that the peculiarities of the development of psychological assistance to victims of crisis and traumatic events can form qualitative approaches to the formation of its methodology. The scientist directs his attention to the fact that the construction of the methodology should be based on three key concepts. The first is the identification of the primary sources and factors of negative psychological impact on a person. The second concept is aimed at localizing psychological damage, which can describe the most vulnerable psychological aspects of normal cognitive and emotional behavior. The third is the analysis of tools and practices in the provision of psychological assistance and the possibility of its improvement. This concept is most appropriate from the point of view of systemic treatment of psychologically traumatic events that occurred as a result of certain critical consequences because with their help a person can acquire appropriate characteristics of their activities and direct them to solve these problems in the long term.

According to Chatmon (2020), psychological assistance in its current form is imperfectly provided. In addition, it is mainly not medical, but personal. The lack of a clear mechanism for providing psychological assistance hinders the development of human psychological activity and inhibits its functioning in modern socio-economic life. According to the scientist Zohren (2020), it is important to introduce institutions at the state level

that could provide quality psychological care and stimulate their financing at the expense of the state and corporate social responsibility.

Foreign scientist Zhang (2019), determines that psychological assistance should be combined with physical therapy and medical treatment. Acute crises and traumatic events stimulate a person not only to restructure their psyche but also to partially change the processes in the body, which can adversely affect their activities. The importance of such approaches is due to the qualitative modern development of the use of psychological assistance tools and means of their improvement at the emotional, conscious and unconscious levels. Thus, the analysis of literature sources indicate the relevance of conducting a study on the provision of psychological assistance, the basic principles of its formation, and opportunities for further development. With the help of quality tools for creating and providing psychological assistance, it is possible to overcome the negative phenomena of the pandemic and war in Ukraine.

### 3 Research aims

The purpose of the article is to analyze psychological assistance to victims of crisis and traumatic events, and the main methods of its provision. Significant for the study is to identify the definition of psychological assistance and crisis and traumatic events. According to the analysis of the essence, this creates the problem of identifying the causes of mental destabilization and as a result, requires the creation of a treatment and prevention program. The objectives of the study are to identify current trends and features of psychological assistance in the context of the spread of global negative processes that affect the psychological climate in society.

Solving the purpose of the study will create opportunities for improving modern methods of providing psychological assistance. Moreover, it will develop quality tools for its implementation in the modern global social space and the context of global geopolitical challenges.

### 4 Materials and methods

When writing the article and conducting the research, the applied methodology of its implementation is used. It is based on the use of a line of scientific research methods. Such methods can describe the current state of psychological care and identify the primary sources of the development of current crises and traumatic events, such as the global disease of human mental disorders. The research methodology is based on three stages. The first stage is characterized by the study of the essence of the concept of psychological assistance, its meaning, the possibility of measurement, and the types of its provision. The second stage involves identifying the factors of influence crisis and traumatic events and their general concept. They directly affect a person and can weaken cognitive-emotional activity, creating negative consequences for human activity. The third stage involves conducting an experimental empirical study. According to its approach, it involves the development of the most popular criteria for negative crisis and traumatic events, their identification with military personnel and people involved in the war, and grouping along with analysis of the results. The final stage will be the formation of recommendations and the processing of results. Such methods can be used to create a qualitative study on psychological assistance to victims of crisis and traumatic events, based on current challenges. According to such approaches, it will be most appropriate to use the method of synthesis to identify critical areas of formation and formation of crisis and traumatic events that negatively affect the human psyche and can cause destabilization. An important feature is also the use of the analysis method. It can determine the key means of influencing the psychological state of the environment, explore the role of society in human life and characterize the basic principles of building a method of psychological assistance. In particular, by using modern tools for the development of human psychological activity in the existing paradigm of the world, it is possible to describe complex research methods following the inductive and deductive

methods. With their help, it becomes possible to describe the modern impact of digital technologies on the human psyche. Empirical research methods were used to analyze the characteristic features of the psychological state of victims of crisis and traumatic events. They allow an improvement in the quality of its development under the global trends of our time. Thus, the described results can help to determine the characteristic features of the impact on the psychological state of a person. Furthermore, they can also create an effective methodology for its development under global challenges, which led to the relevant research results.

### 5 Results

The development of civilization causes the transformation of the socio-economic and psychological life of a person. The process of psyche formation and its role in ensuring human activity forms a set of means to stabilize the reflexes of perception of the environment, the ability to think analytically, and the formation of human cognitive function. Psychological assistance is a rehabilitation, prevention, and restorative tool aimed at improving cognitive and empirical human activity. Means of psychological assistance provide an opportunity to improve the epistemological interaction with the environment. In addition, they allow an improvement in the process of personality formation as a mechanism of human functioning. Psychological assistance is the most effective tool for creating opportunities for human activity in a space that has experienced certain traumatic events or psychological disorders. In the scientific works of Prykhodko (2021), psychological assistance is interpreted as a tool aimed at restoring thinking and stabilizing human mental processes.

The human psychological crisis is formed due to the influence of external non-verbal factors on the psychological state of a person. It can cause several shocks in a person functioning with the environment. Human crises can be divided into certain characteristic directions of their occurrence. Internal - ontological and existential crisis, accompanied by many transformations and perception variables. External - caused by external factors that change the spiritual culture of a person, and directly affect the worldview and hierarchy. crisis and traumatic events are a manifestation of the external human psychological human crisis, which completely changes the traditional views of a person on the worldview and the ability to normal life. Due to traumatic crisis events that arose as a result of social and domestic reasons or were caused by global processes, the cognitive state of a person is suppressed. Consequently, there is a significant destabilization of the functioning of the human psyche.

Crisis and traumatic events in the research of scientists are both key tools for human development and progress, which stimulates the psyche to transformation and the possibility of finding new means, and is the main negative factor that suppresses human psychological activity. The main indicators of negative factors are a decrease in the speed of thinking, the inability to make decisions effectively, the inhibition of basic empirical processes, and the restraint of their development. Despite several negative processes, crises, and traumatic events, according to the research of scientists, namely Matsehora (2021), have become a catalyst for the development of human brain activity. In times of increased psychological stress, they encourage a person to search for effective tools to resolve the situation. During full psychological stress, the human body stimulates the organs of perception to high neuronal conductivity, which overloads the limbic system. The frontal part of the brain can suffer from overload. In the long-term process of human development, this will restrain the factors of social and domestic activities and reduce cognitive activity. This part of the brain is responsible for planning, motivation, and attention, and the overload of neural systems caused by external factors stimulates the inhibition of this part of the brain. The issue is that the brain part is not involved until it is artificially brought out of a temporary rehabilitation state. Psychological assistance is a qualitative tool that can bring human brain activity to the previous level.

Scientists, namely Prykhodko (2018), consider the positive impact of the crisis and traumatic events to be the ability of a person to change the paradigm of world perception and develop adaptation. Such crises and traumatic events can stimulate the search for effective human solutions and transform the personality by reassessing values and cultural life.

The development of global geopolitical processes directly affects the psychological activity of a person and causes several problematic factors in their activity and the ability to function in society. Through the formation of effective means of developing psychological assistance, negative factors such as Covid-19 and the war in Ukraine can reduce their impact on the psychological state of a person. The main problems of the pandemic are long self-isolation and the inability of a person to be in society and function as a unit of the social system. Due to the psychological nature of human interaction in society, there is a problem of deterioration of psychological health and the formation of negative consequences that temporary isolation leads to. Psychological shock creates several negative factors that significantly worsen the possibility of psychological activity, reduce the motivation to interact with society, and suppress the analytical capabilities of an individual. The war in Ukraine has caused global upheavals in the modern world space, as its development has become a problem for every person. Death is an innate instinctive human fear that causes increased protection of the human body. The activity of the nervous system becomes inhibited, and the process of production of vital enzymes: reduces the state of endoenzymes and exoenzymes that provide energy metabolism and provides the necessary level of dopamine. Moreover, modern war has caused some psychological processes aimed at transforming the personality of a person and reassessing internal values, which are key factors in causing traumatic events. Personality change and reassessment of values is a high internal crisis. During its implementation, the psychological activity of a person increases, but later it significantly decreases. The issue of psychological assistance during such phenomena is extremely important.

An equally important modern tool for the development and formation of human crisis phenomena is the rapid pace of development of the information society and information technology. The problem is that when interacting with digital technologies, a person, according to Bolshakova (2021), suppresses his analytical thinking capabilities, and loses concentration, which negatively affects social activity. Furthermore, digital technologies create several problems that can affect the formation of relationships with the social environment. The problem with information technology is a significant reduction in contact with the surrounding social environment. According to surveys, the main problem of the 21st century appears to be the feeling of loneliness and the inability to form positive social relationships (Tang, 2019). The social problem of communications has become a global crisis and a traumatic event for humanity. The problems of using digital technologies are widely studied. All the negative factors of these phenomena remain unknown because information technology tools are aimed at improving and enhancing human activities in the socio-economic environment. However, on the other hand, these tools contain several negative consequences that can significantly reduce the quality of human functioning.

Psychological assistance in the development of crisis and traumatic events is aimed at solving issues that a person can not do on their own. Adaptation to the perception of a new world and dimension in which a person finds himself, as a result of external stimuli, often slows down or stops completely the ability to analyze and the possibility of natural adaptation processes. Thus, a problem is created regarding the ability of a person to solve this problem independently and encourages the search for material solutions to these problems, which is not effective. Psychological assistance is aimed at a comprehensive systematic approach to solving the problem of human formation and activity in society and stimulates the solution of internal crises and existential issues.

According to the directions of psychological assistance, it can be divided into the following factors:

1. Psychological counseling is aimed at diagnosing the mental state of a person and identifying possible problems. They are used to direct further factors of the development of psychological rehabilitation of a person and the possibility of using effective means of its activity following the acquired social standards.
2. Psychological correction is the first stage that forms the problems of the human psyche and is localized by converting attention to this problem and the possibility of adapting the human psyche to the desired spiritual and cultural institutions. Psychological correction of traumatic events is aimed at partial elimination and reduction of the risk of developing psychological diseases. It uses techniques aimed at the psychological health of a person.
3. Crisis intervention is used through increased load on the social environment of a person. It allows us to solve the problem and create an effective social space. In addition, crisis intervention is the most effective means of shaping the psychological activity of a person, because of the possibility of influencing a person through society and the environment.
4. Psychological rehabilitation is the possibility of using methods not only aimed at finding effective solutions for the development of the human psyche and its stabilization but also aimed at the physiological relaxation of the person. It may involve taking medications to ensure cognitive functionality. The rehabilitation process should consist of a set of solutions. Namely, the formation of methods of psychological transformation of a person, the spread of contacts with the social environment and communication in a favorable environment, and physiological rehabilitation. These factors can eliminate the threat of crisis traumatic phenomena that were caused by certain events.
5. Psychological training, as a rule, has a purely cognitive and preventive nature. The essence of this method is to familiarize people with the most relevant, to date, negative processes aimed at destabilizing the psychological activity of a person if we consider the crisis and traumatic events. Psychological training is aimed at overcoming the negative consequences in advance and the possibility of their prevention.
6. Psychotherapy is a communication solution to human problems. It will help to improve cognitive-emotional behavior, as well as enhance the quality of human perception of the environment. In addition, with the help of psychological therapy, a person can solve an existential problem through the constructed method of influence of the psychotherapist.

These types of psychological assistance are most widely used in the European space and can qualitatively improve the functionality of a person in the modern environment. An important factor in the implementation of psychological assistance for the acquisition of crisis and traumatic events is the formation and development of human emotional intelligence. Human emotional intelligence is aimed at stabilizing the activities of psychological sectors and improving the perception of the world. This, in turn, can positively influence the dynamics of the formation of key tools for the development of human psychological activity and eliminate the negative consequences of the crisis and traumatic events.

Let us consider the example of Ukraine as the country that has experienced the greatest geopolitical factor in the development of traumatic events. The pandemic and war have led to the development of several crisis processes that completely destabilize the socio-economic situation of people and cause critical processes in the psyche. The problem of war is a massive violation of human psychological activity and exacerbation of the main negative processes aimed at fear, suppression of communicative and analytical abilities of people, and the ability to make effective decisions. In addition, traumatic crisis events

during the war concern people who lost their homes, or relatives and changed their place of residence. To this are added such negative economic factors as the development of the inflation in the country and the rapid growth of prices. This leads to the development of crisis and traumatic events.

Given the above, the largest proportion of victims is military personnel and law enforcement agencies, which are most affected by the war. Therefore, to achieve an effective solution to this problem, attention should be paid to specialized internal formations aimed at providing psychological assistance in all six areas that have been characterized as the most effective.

An experimental study will be conducted on the return of servicemen from the combat zone and the possibility of identifying their psychological stress and the development of traumatic crisis events. One hundred servicemen who directly participated in combat operations and returned for temporary rehabilitation with the possibility of a further return to the front will be selected for the sample. The methodology of the study involves the use of empirical surveys and the methodology of shifts, which can show key indicators of the negative impact on the state of servicemen and the level of development of crisis and traumatic events. The list of indicators is presented in Table.

Tab. 1: Indicators of the manifestation of crisis and traumatic events

№	Never	Rarely	Sometimes	Constantly
1. Any reminder of this event (situation) made me relive everything that happened.	0	1	3	5
2. Lack of normal sleep	0	1	3	5
3. Some things made me think about what happened to me all the time	0	1	3	5
4. Constant anger and annoyance	0	1	3	5
5. Trying to avoid the event, isolating from it	0	1	3	5
6. Thoughts about the immutability of events, the inability to influence	0	1	3	5
7. Feeling of loss of reality, the impossibility of such a course of events	0	1	3	5
8. Trying to lose the associative connection with the war and what is connected with it	0	1	3	5
9. Constant memories and images of war, thoughts that follow every day	0	1	3	5
10. Constant tension, increased sense of threat	0	1	3	5
11. The desire to isolate from society	0	1	3	5
12. Understanding the presence of constant worries and the inability to eliminate them	0	1	3	5
13. Feeling of paralysis in social activities and any activity not related to the war	0	1	3	5
14. Constant feeling that I am in a war zone	0	1	3	5
15. Difficulty sleeping, insomnia	0	1	3	5
16. Hard feelings about the loss of friends or relatives	0	1	3	5
17. Artificial elimination of experienced memories	0	1	3	5
18. Difficulty concentrating	0	1	3	5
19. Feeling of rapid heartbeat, difficulty breathing, stress	0	1	3	5
20. Nightmares and bad visions	0	1	3	5
21. Constant expectation of hardships	0	1	3	5
22. Lack of desire to communicate about the hostilities	0	1	3	5

\*Source: compiled by the author.

As we can see from the above table, it can be concluded that the peculiarities of the functioning of servicemen during combat operations are in unsatisfactory state. There is a strong increase in traumatic crisis events, which is characterized by the need for preventive measures to restore and improve the perception of psychological stress. Servicemen faced several existential problems, increased anxiety, and fear. In some cases, an increased level of aggression can be observed. This indicates the need to provide psychological assistance in three stages. The first stage is the identification of key factors in the development

of traumatic events, and their localization. The second is the selection of individual methods for solving each of these factors and the possibility of its conclusion in a single group with other militaries, which will improve the quality of problem-solving. The third is psychological rehabilitation to eliminate the key problems that occur with the military and the possibility of establishing the means of perception of the main problems and problematic factors of its activity. Given this mechanism, the indicators will be grouped and displayed in Table 2.

Tab. 2: Distribution of crisis and traumatic events of war victims, IES-R methodology.

Scale Object	IN – invasion	AV – avoidance	AR – physiological reactivity	IES-R total score
Servicemen	5,76±5,72	7,16±6,71	6,51 ±6,99	26,64 ±24,75
Refugees	20,10 ±8,11	21,27 ±8,79	7,24 ±7,46	9,62 ±12,76
Members of rescue services	5,95 ±1,91	5,09 ±5,47	3,15 ±3,61	24,40 ±22,05
Doctors	7,65 ±6,12	9,16±6,08	5,50 ±6,28	81,42±27,11

Source: compiled by the author.

The indicators indicate a high rate of development of traumatic events and the need to address the psychological problems of servicemen. According to this approach, it is necessary to carry out a comprehensive assessment of the possibility of rehabilitation and strengthen the formation of effective methods of rehabilitation of the military. As can be seen, the problem of the effectiveness of servicemen's activity partly depends on their psychological state. Therefore, the issue of providing psychological assistance to the most affected during the hostilities should be a priority to ensure the effectiveness of morale and eliminate socioeconomic problems for society in Ukraine.

The results of the study indicate the rapid aggravation of traumatic events in Ukraine and the world, which stimulates the search for effective means of solving them. The study shows that servicemen and people who were directly involved in the war directly or indirectly have existential disorders and increased symptoms of crisis problems. Because of this, it is necessary to improve the world's methods and practices of analysis, identification, and prevention of crisis and traumatic events, which has led to the discussion of this issue.

## 6 Discussion

The study encourages the formation of opportunities for the development of new tools and approaches to the possibility of

providing psychological assistance to victims of traumatic events. The importance of further research is due to the need to improve the social policy of the state to protect citizens and improve the living standards of the population as a strategic goal of the country. In addition, modern science needs to establish a clear correlation between the negative factors of the pandemic and the war in Ukraine on the psychological state of a person. Through the use of innovative methods of providing psychological assistance, it will be possible to widely implement the financing of the psychological assistance sector as one of the advanced principles of ensuring the development of human capital.

One of the key areas of further research should be the peculiarities of the impact of crisis traumatic events on the nervous system at the biological level. Analysis of the production of enzymes, hormones, and aspects of the limbic system and hypothalamus should be carried out in medical institutes. This will help to identify key changes in the human body. Human psychology mustn't be perceived as an imaginary spatial unit. The human psyche is the result of brain activity, so the need for further research is to analyze special tools and modeling of human psychological activity and the possibility of providing psychological assistance for correction and rehabilitation.

Also, an important area for further research should be the use of digital technologies and their impact on human cognitive and emotional behavior. This can become a significant factor in the influence and development of activities in a global society. The use of digital technologies changes the social and everyday functionality of a person. However, based on sociological surveys, depressive moods are rapidly growing in the European space. In the Chinese region, the level of loneliness reaches critical levels. It is possible to trace the concept that psychological diseases and negative phenomena in the human psyche are rapidly developing in the most digitized countries of the world. Therefore, the further direction of analysis should be the study of the relationship between the use of digital technologies and the psychological state of a person.

The issue of war in Ukraine has a key role in psychological assistance because the war has caused significant changes not only in the Ukrainian dimension but also in general. Such principles create the problem of testing hypotheses about the effectiveness of modern mechanisms of psychological assistance for the military. It is worth analyzing what methods are available, what is their effectiveness, the number of relapses, etc. It is important to observe time intervals in conducting the study because the aggravation and escalation of the war in Ukraine have their character of development and cause negative trends regardless of the quality of approaches to psychological assistance.

Thus, the issue of psychological assistance to victims of crises and traumatic events is a relevant topic for research in scientific circles. It requires a detailed analysis both at the physiological level and at the level of identifying methods of preventing this problem.

## 7 Conclusion

The conducted research enables us to conclude that psychological assistance in the modern world is imperfectly developed. It requires significant improvements by the state and representatives of psychotherapeutic assistance. The most effective means of providing psychological assistance to victims of crisis and traumatic events is the use of psychotherapy, counseling, and a full range of analysis and prevention of destabilization of the psychological state.

Modern conditions that cause traumatic consequences for the human psyche are the main factor that has a destructive impact on the human psyche in general. The war in Ukraine has caused several processes to reassess values, and change the spiritual culture of Ukrainian space and the world. It started the tendency

of transformation of human consciousness. However, despite this, it caused some global problems in the psychological state of a person. Based on empirical research, it was found that the key negative consequences are the increase of existential problems, aggravation of aggression and anxiety, and the formation of low communication ability.

Further research on psychological assistance should concern the tools for the development and application of qualitative methods for providing psychological assistance to people as a result of traumatic events. Thus, psychological assistance to victims of crisis traumatic events should be implemented by the support program of international organizations and be aimed at stabilizing the psychological state of people as a priority in the world.

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**Primary Paper Section:** A

**Secondary Paper Section:** AN

## CHOREOGRAPHIC ART IN THE SYSTEM OF INTERCULTURAL COMMUNICATION

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**Abstract.** The degree of development of national culture is always in direct correlation with the scope of its intercultural communicative capacities. A country will become respected and authoritative on the world stage only when it constantly demonstrates its significant cultural achievements to the general public. The diversity of spirituality, lifestyle, style, and everyday life of ethnic peoples of any region and country is reflected in the choreographic and plastic images of everyday life in regional dance art. The folklore basis of dance art is called to create modern forms of everyday life choreography as a leading achievement of national culture forming the features of communicative relations. The values of modern social life require the renewed aesthetics and real transformation of the plastic vocabulary of the regional choreographic art that would affect the socialization of young people and formation of the thinking and truly distinctive personality. Social and everyday dances are an integral part of the general cultural values of the ethnic group, it is an organic layer of possibilities forming the personality. According to the social requirements of the environment, the choreographic style forms the type and form of intracultural and intercultural communication among people.

**Keywords:** choreography, intercultural communication, folk dance, intercultural competence, multicultural community, intercultural education.

### 1 Introduction

Folk dance has been a powerful means of harmonizing life for centuries, achieving integrity and unity with the environment, society, and individual harmony with oneself.

Nowadays the world is becoming increasingly aware of the positive role of dance in areas such as health care, youth education, and art therapy. The peculiarity of choreography is its versatile effect on the body, which is due to the nature of dance as a synthetic art form. The choreographic training improves the dancer's physique, influences the development of imagination and the emotional sphere of the personality, and trains creative and productive thinking. All these processes are now taking on the scale of intercultural interaction, and the topic of this paper, given the high rate of globalization, requires thorough research to find effective communication tools to serve the process of communication.

The theoretical part of the research substantiates the relevance of the issue of intercultural communication development in choreography, factors of formation of multicultural choreographic environment, concepts and components of intercultural competence, and factors and directions of development of the mentioned components of intercultural communication components.

The practical part of the research includes an evaluation of the development of different forms of intercultural communication in the field of choreography, the skills that are crucial for effective intercultural communication, the most important areas of training activities in choreographic education institutions to create prerequisites for effective intercultural communication of future professionals, as well as the most important types of folklore.

According to the results of the study, conclusions were made regarding the issues raised, namely, it was found that the most developed among the main means of intercultural interaction of choreographic art subjects today are festivals, competitions, and individual cooperation, especially at the world and national levels. Among the professional skills formed in the process of training and crucial for effective intercultural communication, the respondents named the ability to perform instrumental musical works of different genres, styles, and epochs at the highest artistic and technical level. This also includes the willingness to reproduce the artistic and aesthetic essence of the musical material in their model of interpretative mastery using modern performance and expressive techniques. To create preconditions for effective intercultural communication, the applicants determined the most important directions of the training activity in choreography schools in the future to convey to different age groups the national color and purity of the national dance and the main sacred places of each nation; to raise awareness of the importance of restoring ancient and forgotten cultures and traditions of their own and other nations; to involve scientists and managers of cultural establishments in study and preservation of folklore and arts. Respondents identified ethno-choreographic compositions, examples of authentic folklore, and folk dance as the most important types of folklore, which are the most relevant in terms of their application in intercultural communication processes.

### 2 Literature review

The development and transformation of choreography as a self-valuable art form depend on distinctive geographical, religious, socio-political, and everyday factors, and the commonality and unity of such characteristics in their local manifestations allow the results of artistic activity of previous generations to be examined.

At the same time, the fact that in today's world tolerance is considered a value and norm of civilization, which manifests itself in the right of all individuals and certain groups to be different, is relevant today. This is the main condition for interrelations and activities in a multicultural society, for effective intercultural communication (Braslauskas, 2021).

A great number of scientific studies by Russian and foreign scholars have been devoted to the study of the difficulty of intercultural communication. Differences in the specifics of everyday life and the traditional culture of various cultures have become the basis for their rapid diffusion and synthesis with autochthonous art (Alexandrache, 2019).

At the present stage of development of the European academic space, the problems of the development of choreographic art and the improvement of professional training of future dancers become topical. The path of European and global integration requires intensive changes in the field of education. The idea of raising the status of art education (choreography in particular) is the focus of the International Association of Experts and Practitioners in Education and the Arts, established by UNESCO. Therefore in recent years modernization processes in the sphere of dance education have been implemented in the following main directions: preservation of national dance traditions, development of modern dance education, and development of choreography in the context of international



communicative development of art pedagogy, and art therapy (Fantini, 2019).

Crucial to the current level of development of choreographic training in its relevance is dance as a complex work of art, appealing to all the senses of the human body (Kajzer Mitchell & Walinga, 2017).

According to scholars, the nature of creativity “includes internally integral systems of aesthetic concepts and notions of beauty, its nature, structure, functions, etc., involves a specific sense and understanding of created forms” and is formed in different regions of the world at different stages of development of artistic culture and is a stable dynamic system of artistic thinking at subsequent stages of development in this very culture (McConachy, 2018), (Tang, 2019), (Tang, 2017).

The study of different cultures implies the creation of pedagogical conditions for quality professional training of highly qualified, mobile, competitive music teachers with a high level of professional competence, intellectual activity, English-speaking communication, social responsibility based on the best multicultural traditions, promising professionals ready for innovative pedagogical activities (Zare & Flinchbaugh, 2019).

### 3 Aims

The survey aims to determine the position of dance professionals and dance practitioners in higher education on the specificities of the process of intercultural communication by means and in the field of choreography.

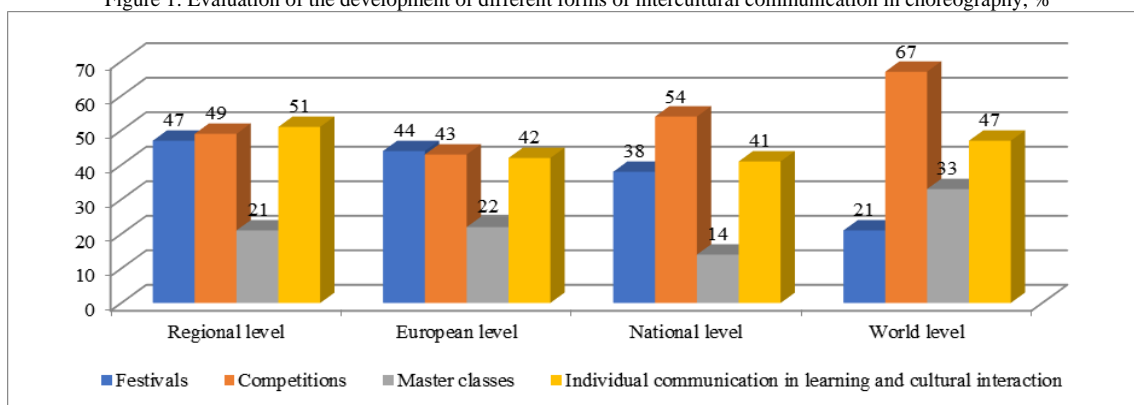
### 4 Materials and methods

Practical research on contemporary trends of choreographic art in the system of intercultural communication was conducted by interviewing 211 scientists and 64 choreography teachers who teach at 14 institutions of higher education in Lviv, Ivano-Frankivsk, Zhytomyr, and Kyiv regions of Ukraine. The survey was conducted using the Simpoll service. All respondents gave their consent to the disclosure and publication of the information they provided. Permission to conduct the study was granted by the ethics committees of the educational institutions whose teachers and students took part in the survey.

### 5 Results and Discussion

According to the survey participants, the different types of intercultural communication in the field of choreography have undergone special development and importance at different levels today in the context of active intercultural interaction (Figure 1).

Figure 1: Evaluation of the development of different forms of intercultural communication in choreography, %

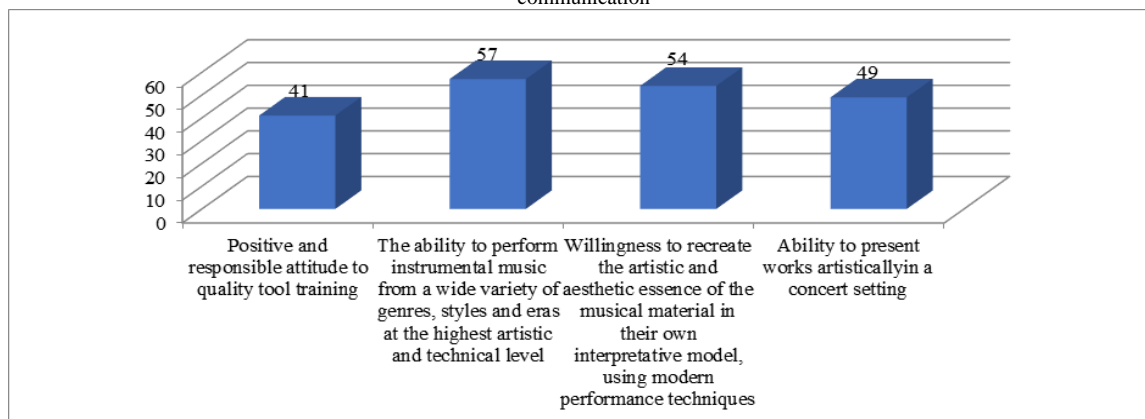


Source: built by the authors.

As can be seen from figure 1, festivals, competitions, and individual interaction, especially at the global and national levels, are by far the most developed according to the participants in the survey.

In the course of the survey, the following types of professional skills were identified through the responses received from the respondents, which are formed by choreographers in the training process and are crucial for effective intercultural communication (Figure 2).

Figure 2: The most important types of skills that choreographers develop in their training and are crucial for effective intercultural communication

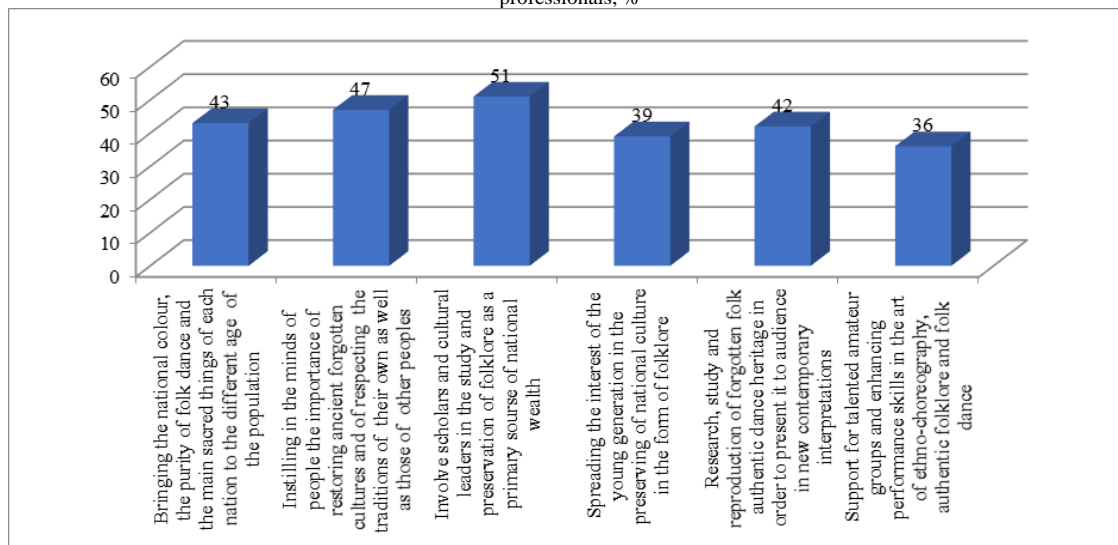


Source: built by the authors.

The survey showed that such skills are the ability to perform instrumental musical works of the most diverse genres, styles, and eras at the highest artistic and technical level and readiness to reproduce the artistic and aesthetic essence of the musical material in their model of interpretative mastery using modern performing and expressive techniques.

An important result of the survey is the identification of the most important learning activities in dance education institutions to create the prerequisites for effective intercultural communication in the future (Figure 3)

Figure 3: Critical training activities in dance education institutions to create prerequisites for effective intercultural communication of future professionals, %

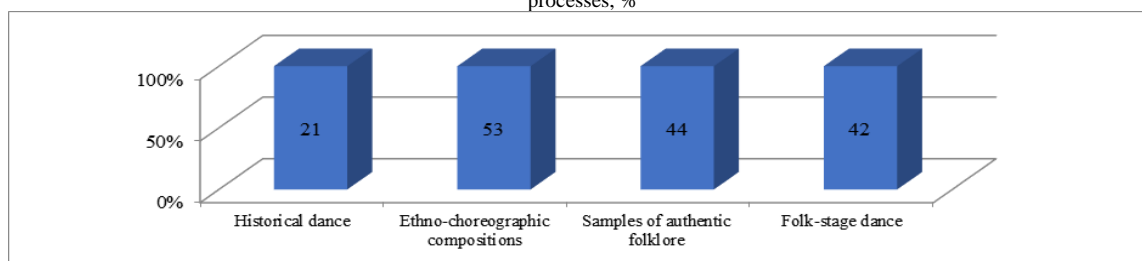


Source: built by the authors.

- Bringing to different ages of the population the national color, the purity of folk dance, and the main sacred things of each nation;
- educating people about the importance of restoring ancient forgotten cultures and respecting the traditions of their own as well as those of others;

- involving scholars and leaders of cultural institutions in the study and preservation of folklore as a primary source of national wealth;
- research, study, and reproduction of forgotten folk authentic dance heritage to present it to the audience in new contemporary interpretations.

Figure 4: The most significant types of folklore, the mastery of which is most relevant in terms of application in intercultural communication processes, %



Source: built by the authors.

In addition, respondents during the survey identified the most important types of folklore, the mastery of which is most relevant in terms of application in intercultural communication processes:

- Ethno-choreographic compositions;
- Samples of authentic folklore;
- Folk stage dance.

The modern system of higher choreographic education is a poly-structural phenomenon implemented in different organizational forms, levels, and directions of training. Taking into account the general laws of the development of art education, each of its links has its objectives and content characteristics.

In studying the specifics of the development of the modern system of higher choreographic education in European countries, it is appropriate to emphasize its multi-structured nature. Several educational institutions provide multilevel professional training for future choreographers-performers, teacher-choreographers, college choreography teachers, choreographer-directors, ballet

dancers, directors, and heads of amateur and professional dance companies. As we can see, the range of choreographic specialties in the system of higher humanitarian education is quite wide. (Harvey, Tordzro & Bradley, 2022), (Gonçalves Matos & Melo-Pfeifer, 2020), (Harvey & Bradley, 2021), (Harvey, McCormick, Vanden, Collins & Suarez, 2019).

One of the key features of a modern choreographer's professional activity is its social context - an extremely diverse environment in ethnocultural, linguistic, and religious aspects. The teacher or educator's perception of each of the numerous professional functions - pedagogical, developing, didactic-methodological, social-pedagogical, value-guiding, as well as the function of professional and personal self-perfection - today needs knowledge and consideration of ethnocultural peculiarities of different cultures; justification and selection of content, methods, and techniques of teaching and education, the ability for productive dialogue and fruitful cooperation with the families of educational applicants (Holubnycha, Kostikova, Soroka, Shchokina & Golopych, 2021).

An important concept in the context of the issue under consideration is the intercultural competence of a choreographer. Through the intercultural competence of a choreographer, we understand the ability to recognize and respect the cultural diversity of modern society, to understand its value as a resource for personal development, and to practically use its educational and socialization potential. The structure of this type of competence includes three components: personal-psychological, cognitive, and operational (Figueredo-Canosa, Ortiz Jiménez, Sánchez Romero & López Berlanga, 2020).

As intercultural competence is a stable characteristic of a capable personality, the first parameter of the effectiveness of the process of forming intercultural competence of choreographers is the degree of formation of the psychological component of the specialist (Gregersen-Hermans, 2017).

Tolerance of the manifestations of alien cultures, an orientation towards tolerant attitudes towards representatives of other ethnic cultures, and a striving for self-determination in the field of intercultural communication are very important for the development of the above-mentioned components (Holubnycha, Kostikova, Leiba, Lobzova, Chornovol-Tkachenko, 2019).

The cognitive component of intercultural competence as an important prerequisite for effective intercultural communication outlines the theoretical foundations of the professional activity of choreographers in an ethnocultural diverse society, namely knowledge of the essence of intercultural education of the younger generation, its history and current state, as well as the main national and international normative documents of intercultural education (Malazonia, Maglakelidze, Chiabrishvili, Gakheladze & Tarman, 2017).

The active component of the investigated competence includes the formation of skills:

- working with a multicultural group of children;
- individual work with children from different ethnic and cultural backgrounds;
- co-operation with a multicultural social environment, especially the parents of schoolchildren and representatives of NGOs and national minorities (Sain, Kužnin, & Roje, 2017).

Special importance is attached in the scientific works to the training of intercultural competence of a dance teacher, who stands at the origin of the formation of the personality of a young professional, who has in his hands an extremely effective tool - art, whose influence on the emotional sphere of children and youth can hardly be overestimated (Risager, 2021).

Intercultural education of students by a teacher of modern HEI should be aimed at the formation of a responsible and respectful attitude towards own history and culture; the formation of a tolerant attitude towards diversity and the creation of a pleasant multicultural environment, popularization of history and culture of different nations, skills of verbal and non-verbal communication, learning languages of their neighbors, tolerance for linguistic differences between representatives of different nations, teaching elementary skills of dialogue and resolving disputes according to democratic principles and the principles of a "culture of peace", etc (Allen, 2021).

## 6 Conclusions

Thus, the analysis of scientific literature on the research topic and the results of the questionnaire survey proved that the primary task of choreographic art development today, regardless of the specifics of the future professional realization of the choreographer, is to form his/her competitiveness in the modern labor market. This implies theoretical training and effective mastery of the technique of applying intercultural communication tools in everyday work.

It should be noted that the issue of choosing effective tools for dialogue between different cultures in the sphere of choreography needs further research to find optimal tools that can be used by choreographers.

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**Primary Paper Section: A****Secondary Paper Section: AL**

## CHORAL ART OF UKRAINE AS A SOCIO-CULTURAL PHENOMENON

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**Abstract:** National development and symbols of spiritual potential are one of the main factors in the formation of the socio-cultural image of the state. Ukraine has historically formed the aesthetic phenomenon of choral art, which preserved the national peculiarities of the language, traditions, and values inherent in the Ukrainian ethos and accumulated the socio-cultural experience of generations. The choral art of Ukraine is a phenomenon that imitates the singing ethnocultural archetype implemented in multicultural dialogues, so its scientific understanding has obvious prospects. The research aims to determine the current trends of scientific developments in the development of choral art and study its socio-cultural phenomenon, as well as to clarify some practical aspects of the development of Ukrainian choral art as a leading direction of modern artistic culture. Methodology. During the study, the analytical and bibliographic method was used to study the scientific literature on the development of choral art, as well as an online questionnaire survey for the practical clarification of certain sociocultural aspects of the phenomenon of this art form in Ukraine. Results. According to the results of the study, the directions of studying Ukrainian choral art as a sociocultural phenomenon by scientists are highlighted and some practical aspects of the study and development of its components are analyzed.

**Keywords:** choral art, social factors of cultural development, folk song style, trends in choral performance, specifics of Ukrainian choral creativity, musical and aesthetic education of society.

### 1 Introduction

Globalization changes that are taking place today in all spheres of human activity, including in the cultural and artistic sphere, erase the peculiarities of national cultures. At the same time, there are tendencies to search for cultural determinants. The values of generations, ideals of national culture, and, accordingly, the revival of historical cultural heritage are formed on their basis. The development of culture is significantly influenced by social factors. Folklore heritage, created as a set of works of folk art and popularized in society, can have a stimulating effect on the processes of regeneration and renewal of folk art culture. The forms and methods of its preservation, dissemination, and transfer of artistic values deserve attention. Folk culture has a mechanism of functioning and preservation of culture aimed at strengthening the spirituality of society. Ukrainian choral art today meets the requirements of the present and the needs of the socio-cultural sphere (Sadovenko, 2022).

The theoretical part of this study substantiates the trends in the formation of choral art in Ukraine, its functions, and its components.

The practical part of the study includes an assessment of the most common trends in choral art in Ukraine, which deserve the attention of scientists in terms of the social phenomenology of their development, clarification of the features of Ukrainian choral art that cause interest in the world socio-cultural space,

features of amateur choral creativity, as well as the most dynamic features and the most problematic issues in the field of choral art in Ukraine.

Based on the results of the study, conclusions were drawn on the issues raised. In particular, it was found that in Ukrainian choral art it is possible to distinguish varieties of choral singing that deserve the attention of scientists in terms of the social phenomenology of their development. This refers to the singing of scientific and experimental groups that reproduces the original performance, the selective use of traditional singing by academic choirs, and the stylization of folk choirs and ensembles to folk song traditions. The primary features of choral art in Ukraine, which caused the emergence of great interest in this art form in the global sociocultural space, are warmth, love for nature, and connection with ancient rites. At the same time, the features of amateur choral creativity, which leads to its popularization in the world, include the active participation of choir members in various types of social activities, their focus on self-knowledge, that is, "self-discovery" in amateur choral creativity, as well as spiritual and aesthetic experiences of participants in choral activities. The most striking advantages of choral art were named by the respondents. These are the expansion of the range of genre-stylistic transformations in choral music; modern performance activity, in which a special place is occupied by the intonation and tone "play" of vocal styles; theatricalization, plastic, and light visualization of musical images. There are problems and difficulties in the field of choral art in Ukraine, which need to be improved and can be the object of further research by scientists in this field. These are the need for new types of skills and activities of the choir director (conductor, choirmaster) and the formation of the need for new types of competencies of the choir artists are highlighted.

### 2 Literature review

Trends in the formation of choral art in Ukraine and its development are complex and sometimes contradictory, therefore this process requires a culturological understanding (Bermes & Polyuha, 2017).

Ukrainian choral art has a long tradition. The origins of choral art on the territory of modern Ukraine go back to ancient times. Its development was continuous for many centuries. The Ukrainian peasantry was completely isolated from the artistic achievements of the world. However, an original, unique culture was cultivated among the ethnic group. The choir played a decisive role in the work of talented folk singers. The phenomenon of singing has been actively developed and improved in various forms of choral sound for many centuries (Sinenko, 2020).

The formation of the national style of folk singing took place based on those features of the singing performance that arose in the central region of Ukraine. At the same time, the number of amateur choirs increased in all regions of Ukraine (Havrylenko, Hrytsun, Kondratenko & Sukhova, 2022).

Changes in historical realities and forms of social life in the early 20th century led to the emergence of new elements in music. Amateur choirs began to meet not only aesthetic needs. Folk singing begins an active path to professionalization - performance technique and repertoire are improved, and public performances and tours are organized (Dovzhynets, Govorukhina, Kopeliuk & Ovchar, 2022).

In the activity of Ukrainian choirs, one can trace the aspiration to achieve the highest artistic level. In the early 20th century, solid foundations were laid for the development of national poetry and prose, necessary for the development of musical art. An important role in the formation of Ukrainian choral art was played by passionate conductors who introduced Ukraine to the world (Nerubasska, Palshkov & Maksymchuk, 2020).

Taking into account the fact that local singing traditions were not yet known to the general public, the standard performing style, the basis of folk song performance was recognized to be the sound of the choir (Choi & Lee, 2019).

The problems of managing folk song material were implemented by conductors in two directions. First, folk performance is subject to the principles characteristic of academic choral singing. In the second case, the basis for working with song material is a sample of folk singing, which originated in Dnieper Ukraine. It has subsequently established itself in the minds of a standard of national Ukrainian folk singing for all regions (Gilstrap et al., 2021).

Folk music was associated with a characteristic chest singing. Until recently, it was called in the musicological literature "white tone" or "open tone" singing. This way of singing became a model and quickly spread to all regions and different song styles (Gintere, 2020).

Choral art has always maintained a close connection with Ukrainian composers. Nowadays, the mission of Ukrainian choral artists (directors, conductors, singers, accompanists, organizers, patrons, etc.) is to preserve Ukrainian choral culture and choral art from the influence of the commercial sphere (Samikova, 2020).

Choral art of Ukraine is a dynamic artistic phenomenon that successfully develops and occupies an increasingly important place in the national culture. The choral art of Ukraine forms emotional and value foundations, ideals, and moral principles. This kind of art, as an integral part of artistic culture, can reflect the dynamics of cultural development, all socio-political and moral views of society in a certain historical period, and at a particular stage of society's existence (Zubai, 2022).

The specifics of the development of Ukrainian choral creativity on the territory of Ukraine testify to the decisive influence of social conditions on the development of musical art. Periods of formation of new social relations open the way for the movement of art, and periods of social decline and historical

depression inhibit creative impulses. However, the creative personality is always inherent in a special psychological upsurge, the search for new, unknown. The thirst for creativity, a special "language of feelings", is always unquenchable and is the living source of the ethnos, through which the genetic code of spirituality of Ukrainian society has been shed for centuries. Even in times of significant social upheaval, this feeling cannot disappear from life. It is in this holistic approach to the nature of singing that the spiritual and moral essence of the artistic culture of Ukraine is formed (Fahey, Phela, Clift & Moss, 2022).

The choral art of Ukraine always reveals the unity of man and nature. Furthermore, it expresses folk wisdom based on the eternal laws of human existence with ease and simplicity.

### 3 Aims

The paper aims to determine the position of specialists and teachers of choral art on the most common features of the use, spread, and modern development of varieties of choral singing in Ukraine.

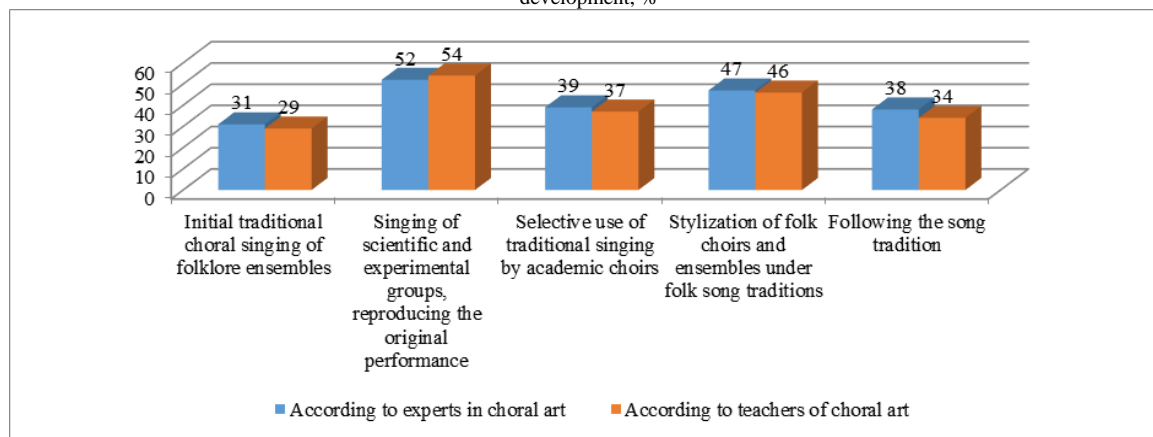
### 4 Materials and methods

A practical study of modern trends in the development of choral art as a socio-cultural phenomenon was conducted through a survey of 211 practitioners and 164 teachers of choral art, who teach in 24 higher art education institutions of Volyn, Rivne, Zhytomyr, and Kyiv oblasts of Ukraine. The study was conducted using the LimeSurvey service.

### 5 Results and Discussion

Nowadays, in the context of the rapid socialization of society and globalization of cultural processes, in Ukrainian choral art, it is possible to distinguish varieties of choral singing that have arisen historically and are more or less represented in the continuous process of Ukrainian choral culture. The survey participants were asked to assess the most common trends, which, in addition, deserve the attention of scientists in terms of the social phenomenology of their development (Figure 1).

Figure 1: The most common trends of choral art in Ukraine that deserve the attention of scientists in terms of social phenomenology of their development, %



Source: constructed by the authors.

According to the survey participants, such areas are the singing of scientific and experimental groups, which reproduces the original performance; selective use of traditional singing by academic choirs and stylization of folk choirs and ensembles to folk song traditions.

In the course of the survey, the respondents have identified the primary features of choral art in Ukraine. These features cause the emergence of great interest in this art form in the global sociocultural space (Figure 2).

As can be seen from Figure 2, the main of these are warmth, love of nature, and connection with ancient rituals.

Amateur choral art is an integral part of choral art.

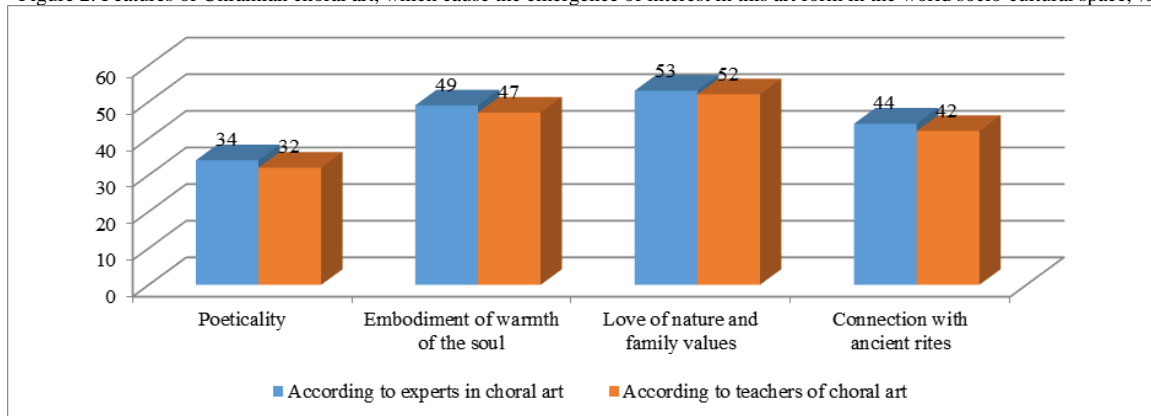
In the course of the survey, the respondents' opinion on the characteristic features of amateur choral creativity was examined, which is the reason for the spread of this art form in Ukraine and causes its popularization in the world.

According to the survey, the most important of these features are as follows (Figure 3).

- active participation in various types of social activities;
- focus on self-knowledge, that is, “self-discovery” in amateur choral creativity,
- spiritual and aesthetic experiences of participants of choral activity, starting from creative mastering of choral art and ending with stage embodiment in the form of artistic interpretation.

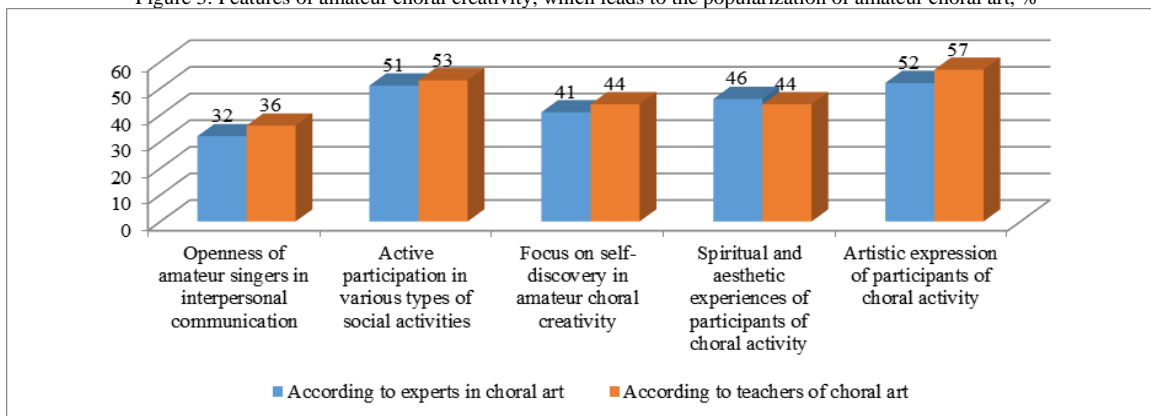
As for the most striking features of contemporary Ukrainian choral art, which, according to the survey participants, are undeniable advantages and attract interest to contemporary choral creativity, the respondents named the following (Figure 4).

Figure 2: Features of Ukrainian choral art, which cause the emergence of interest in this art form in the world socio-cultural space, %



Source: constructed by the authors.

Figure 3: Features of amateur choral creativity, which leads to the popularization of amateur choral art, %



Source: constructed by the authors.

- expanding the range of genre and style transformations in choral music;
- modern performance activity, in which a special place is occupied by intonation and timbre “play” of vocal styles;
- sound imitation;
- theatricalization;
- plastic and light visualization of musical images.

An essential stage of the survey was to identify the existing problems and difficulties in the field of choral art in Ukraine, which need to be improved and may be the subject of further research by scientists in this field (Figure 5).

- the need for new types of skills and activities of the choir director (conductor, choirmaster);
- formation of the need for new types of competencies of choir artists.

The present promotes the comprehensive restoration of the ancient tradition of folk choral art of the Ukrainian people. Even the most radical civilizational shifts cannot radically change the basis on which this tradition grew up. The intersection of tradition and innovation generates quite interesting artistic samples that require their own theoretical, methodological, and practical understanding (Dingle et al., 2019).

In the current socio-cultural situation in Ukraine, choral art is one of the most active types of musical creativity, which is

realized in the activities of a large number of choirs. The academic singing prevailing today arose based on the synthesis of the primary ritual song tradition and the church singing canon (Byzantine and Western European models), which entered the folk song with the introduction of Christianity in Ukraine (Garry et al., 2020).

From the phenomenological point of view, the choir is one of the subsystems of several other, more significant systems - cultural and civilizational, spiritual, socio-economic, political, and socio-psychological (Liu et al., 2019).

Modern Ukrainian folk art culture is a kind of symbiosis of different types, forms, and interpretations of folk traditions, customs, and beliefs. Ukrainian folk choral art in its various manifestations has long traditions. It preserves the ethnocultural archetype of the singing tradition in a versatile socio-cultural space (Sheppard & Broughton, 2020).

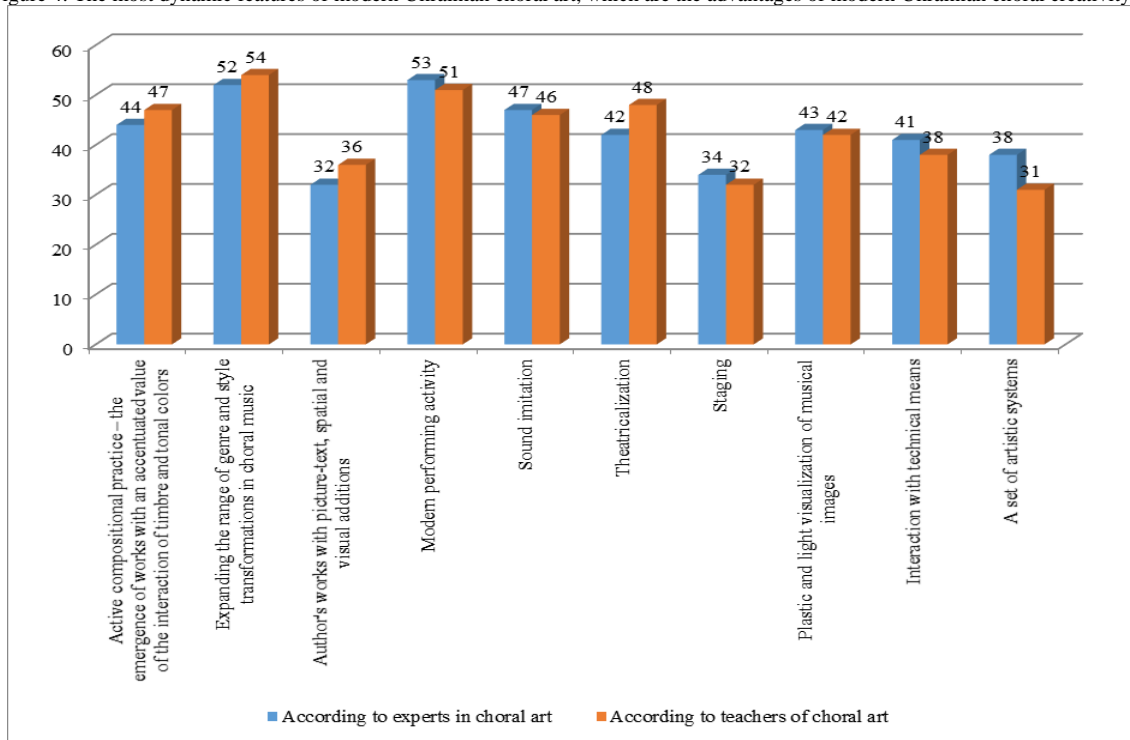
In the social environment, artistic culture appears as a means of spiritual, intellectual, moral, emotional, and aesthetic enrichment of the individual in the process of his creative life. From these positions, choral culture as a whole is established as a universal system of values even in the conditions of significant socio-dynamics of modern cultural life. At the same time, it has a potential impact on social development (Filar-Mierzwa et al., 2017).



As a multifaceted socio-cultural phenomenon, choral art in a unique visual and sound form reflects socio-historical events, influencing the views, thoughts, and moral and ethical attitudes of society. Therefore, choral amateur activity is one of the means of spiritual, intellectual, moral, emotional, and aesthetic enrichment of the individual in the process of his artistic creativity. As a type of cultural and leisure activity, amateur

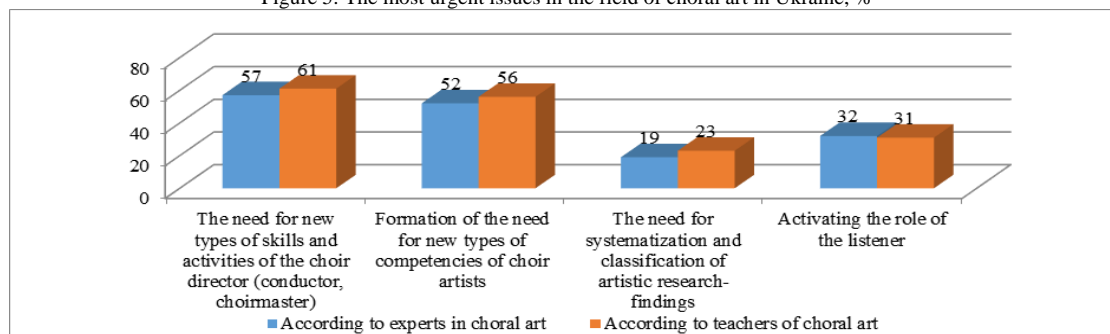
choral activity promotes holistic perception and assimilation of knowledge about the multifaceted palette of the art. It is an effective means of forming the creative potential of its participants, developing skills, inclinations, and talents, and socializing them with their further objectification in the individual sphere of life creativity (Jiao, 2022).

Figure 4: The most dynamic features of modern Ukrainian choral art, which are the advantages of modern Ukrainian choral creativity, %



Source: constructed by the authors.

Figure 5: The most urgent issues in the field of choral art in Ukraine, %



Source: constructed by the authors.

The analysis of scientific literature has made it possible to identify specific functions of amateur choirs. They reveal its pedagogical potential aimed at the intellectual and creative development of participants, contributing to the individual accumulation of one's own cultural and personal experience.

Choral activity as a type of cultural and leisure activity performs an educational function. Its implementation takes place in the process of professional activity and provides for the achievement of artistic results that are important not only for its participants but also for their future listeners.

Musical education and musical and aesthetic education of the society through concert activities is also a demonstration of the creative achievements of the amateur choir. For many people, it becomes more understandable than the performance of professional groups. The musical repertoire by its genre, figurative and emotional content of musical language, and

popularity to some extent meets the musical requirements of both participants and audience (Xu, 2021).

## 6 Conclusions

Thus, the analysis of scientific literature on the research topic and the results of the survey showed that Ukrainian choral art is a socio-cultural phenomenon. It is characterized by national and stylistic originality, and has historical and artistic forms (professional, amateur, experimental), revealing its specificity in artistic and stage interpretations based on musical folklore and the appropriate manner of performance. Due to its deep spiritual essence, folk choral art plays an influential role in the revival and renewal of artistic values, integration, and cultural development of Ukrainian society. Ukrainian folk choral art, as an integral part of Ukrainian folk art culture, actively responds to changes in all spheres of society. Involving a person in the process of creativity and communication, Ukrainian folk choral



art reflects these processes in cultural and artistic creativity, thus representing the national communicative, meaningful cultural component of a dynamic socio-cultural phenomenon.

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#### Primary Paper Section: A

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## INTERNET ADVERTISING AS AN IMPORTANT TOOL FOR BUSINESS DEVELOPMENT

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**Abstract:** The relevance of the research topic lies in improving the quality of entrepreneurial activity in the conditions of an uncertain environment and geopolitical challenges. The importance of developing a high-quality enterprise strategy is determined by several negative factors in the corporate market of many countries. Digital technologies, as a product of human scientific and technical progress, greatly simplify entrepreneurial activities, and Internet advertising ensures long-term viability on the market. Using Internet advertising and special software has become a key factor in the development of entrepreneurial activity in current conditions. It was with the help of the formation of quality strategies and innovative approaches to developing a digital marketing strategy that it was possible to improve the features of the enterprise's activities in a global environment. The purpose of the academic paper is to study the use of Internet advertising in a real example and outline the fundamental principles of its implementation. The research objective is to analyze the essence of the definition of Internet advertising in the context of an uncertain environment on the market and to study the key advantages and disadvantages of using Internet advertising. The research object is Internet advertising as a modern innovative tool for implementing the enterprise's marketing policy and strategy. The research methodology consists of the possibility of forming qualitative approaches to developing entrepreneurial activity and using open software for digital marketing. The obtained research results can improve the planning of business activities and stimulate the development of their web resources as prerequisites for implementing effective Internet advertising. The academic paper investigates the features of implementing Internet advertising. Thus, the scientific article provides several practical results for the possibility of using Internet advertising by entrepreneurs in European countries.

**Keywords:** digital marketing, internet advertising, advertising budget, conversion, indexing, SEO optimization, search engines, websites.

### 1 Introduction

In current conditions, the development of Internet advertising, as an important tool for the formation of entrepreneurial activity, plays a key role in implementing an enterprise's advertising campaign and marketing strategy. The main principles of the effectiveness of conducting and using Internet advertising became the possible comprehensive coverage of the social audience in the market and the creation of the human capital's reserve, which is processed with the help of "big data" technologies. Unlike any other kind, online advertising can study qualitative indicators of reach, conversion and user migration. Moreover, with the development of information technologies, it is possible to conduct extensive surveys and questionnaires, which can determine why the customer has refused to purchase or what motivated him to choose the service of another company or organization. In fact, Internet advertising is a catalyst for developing the company's competitiveness, forasmuch as the toolkit for market research is as simple and operational as possible. With the help of technology, one can explore key competitive advantages and determine one's future activities. The development of information technologies has made it possible to create remote communications between the enterprise and the client. This can qualitatively improve its activity in the

long-term perspective. By virtue of this format, entrepreneurial activity is transformed to a new level. After all, the use of modern digital tools increases the efficiency of the enterprise's functioning in the domestic market, and stimulates it to wide internationalization. Current geopolitical events, such as the war in Ukraine and the massive shortage of energy resources in Europe also cause the importance of using Internet advertising. The development of such events stimulates the search for the use of tools of a remote nature and the reduction of real presence on the market (that is, renting offices, physical visits of employees, etc.). In the coming years, it is predicted that the market of Internet services will grow almost twice or even three times. According to this approach, the issue of developing Internet advertising is important in the implementation of entrepreneurial activity, and it indicates the possibility of improving the available resources of a modern entrepreneurial strategy. Scientists argue about the effectiveness of implementing Internet advertising on various platforms and the methodology of its introduction because there is a variable link in the fulfillment of advertising campaigns on the Internet. Considering that this market segment is still incompletely studied, the advertising campaign takes place in several stages with the possibility of partial changes in key parameters and indicators according to which it is configured. The use of software in processing the Internet advertising results is equally important as the use of Internet advertising itself. Each advertising campaign should be analyzed to provide opportunities for improving the business in the market and identify key factors of its advantages and disadvantages. This is precisely why the issue of analyzing the company's marketing campaign is of the highest priority in implementing digital marketing activities.

### 2 Literature Review

The research problematic lies in the possibility of widely use of modern tools to implement Internet advertising. Each platform has its own features for implementing an advertising campaign by applying digital technologies. For instance, social networks have their system of setting and pricing for an advertising campaign. Websites have a more structured approach to using Internet advertising, which has led to their becoming the market leader as a tool for introducing advertising. According to scientists' viewpoints (Stephen, 2021), Internet advertising is a product of the development of digital technologies, and it will become the main factor in the development of business activities. One can agree with this statement, forasmuch as online advertising contains many indicators that can reflect information about the enterprise's activities. Based on Internet advertising, it is possible to investigate whether a product or service is interesting for the target audience. The possibilities of Internet advertising are also reflected in the financial policy of the enterprise by optimizing the budget of marketing campaigns and improving the flow of customers. This is crucial for the development of product-oriented enterprises. The scholar (Shankar, 2021) believes that Internet advertising is developing rapidly, leading to total society digitalization. In addition, the author notices the danger in advertising due to its direct influence on the human psyche. After all, the application of animation and special media technologies stimulates people to purchase and apply the company's services. Such a standpoint makes sense forasmuch as the need to regulate and observe the ethical and cultural norms of the advertising campaign must correspond to the legislation, which is the prerogative of the future digital legal system. The scientist (Andrade, 2022) considers the importance of the introduction of Internet advertising; he believes that it is with its help that commercial success can be achieved in the modern world. By the way, the author emphasizes the necessity to invest in advertising and carry out advertising campaigns, which can enhance the quality of the enterprise's marketing activities and stimulate its effectiveness. Moreover, it is the use of effective tools of advertising campaigns that can be aimed at studying the quality of a product or service. The scholar (Oncioiu, 2021) adheres to

an interesting opinion, who determines that currently, the only way out for the functioning of business after outbreaks of the pandemic is to transfer it to the information environment, the transition of employees to remote work and emphasis on using Internet advertising. The development of a marketing strategy in today's conditions, according to the author (Rivera, 2020), should make up more than ninety percent of the use of Internet technologies. And only a small part is proposed to be used for traditional marketing, such as visiting exhibitions and fairs, which can strengthen the company's brand. The author's opinion (Mihai-Yiannaki, 2021) is also reasonable, who notes that Internet advertising has changed the corporate vision of the world of entrepreneurs. The emergence of information technologies can significantly accelerate the pace of enterprise development and find customers worldwide, according to customized segmentation. Another scholar (Ioannou, 2021) emphasizes that the development of Internet advertising is a positive phenomenon, but ensuring its implementation and digital security should be a priority direction of development, not a consequence of advertising. In addition, the author notes that digital security should apply to all levels of business activity, both at the level of developing an advertising campaign and during its implementation. Great attention is given to Internet advertising technology through media technology; according to the scientist's viewpoint (Nanda, 2021), modern media technology and the increasing influence of virtual reality can create a new platform of competition in subsequent future. The scholar hypothesizes that the development of information technologies will create more and more platforms for the possibility of online advertising, forasmuch as it is a resource for receiving and providing material benefits to enterprises and customers. The scholar (Kapoor, 2018) has an interesting viewpoint on advertising. He believes that in the current uncertain environment, the application of digital technologies is of particular importance, because Internet advertising can be easily adjusted according to the needs of the enterprise. Therefore, the issue of Internet advertising is widely discussed and subject to consideration in scientific circles, which has led to determining the further goals and objectives of the conducted research.

### 3 Research Goals

The purpose of the research lies in analyzing Internet advertising and the features of its use in the modern business environment. The research's key goals are analyzing the definition and means of Internet advertising implementation. An important direction for conducting the analytical research is analyzing an uncertain environment according to social-economic and geopolitical factors and forming a further strategy of entrepreneurial activity.

A significant objective of the academic paper is to reveal modern and future prospects for Internet advertising, and to identify key advantages and disadvantages. Due to the relatively young market of information technologies, it is expedient to characterize modern types and tools of Internet advertising.

The academic paper pays particular attention to the possible development of entrepreneurial activity in an uncertain environment and the planning of one's marketing activities as a factor in the development of increasing the enterprise's competitiveness. Based on the grounds outlined, it is important to use up-to-date means and tools to implement online advertising in the digital environment and to attract the most popular measures accepted in the world community.

### 4 Materials and Methods

In the course of the research, the methods of scientific studies are applied, which make it possible to most fully characterize the aspects of using Internet advertising in business activities under the condition of an uncertain environment. Moreover, to achieve the goals set, it is possible to create one's research toolkit, which will be based on the features of analysis and determination of the most promising direction of Internet advertising. By using the analytical method, the features of the quality functioning of

entrepreneurial activity in the context of the global digital development of technologies in the corporate sector have been determined. By applying the synthesis method, the definition of Internet advertising has been determined and the key approaches to its implementation have been characterized. Developing the concept of Internet advertising as a marketing category is quite controversial in the scientific discourse according to the level of classification features. It is proposed to consider Internet advertising from the viewpoint of using digital technologies in the online environment. An important factor in conducting the research is applying the deduction and induction method to determine the basic principles of planning and fulfilling the company's advertising campaign, which can qualitatively improve the marketing environment and contribute to the development of the enterprise's strategy. By applying the method of abstraction, the conditions of the modern development of entrepreneurial activity are characterized as unstable and difficult to predict due to the stabilization processes caused by the war in Ukraine and the spread of the coronavirus pandemic, have been investigated. Studies of web resource indicators have been carried out using modern software, namely Ahrefs and the Screaming Frog program, applying for marketing and SEO audits. The obtained results testify to qualitative approaches to forming and planning Internet advertising in an uncertain environment. The methodical approach to the quality formation of developing Internet advertising has been introduced in the academic paper, as well as the opportunity of its application in the domestic market. Moreover, particular attention is paid to the advantages of using web resources as a key means of improving the quality of entrepreneurial activity. It is on the basis of information technologies and the ability to carry out advertising campaigns, the company can gain its competitive advantages in the market. The approaches of Internet advertising in business activity testify to the qualitative and stable development of the necessity to improve this direction and the prospect of digitalization of enterprises as a trend of future corporate activity. Thus, the proposed scientific research methods and specialized software can provide evidence of the effectiveness of using Internet advertising by a particular enterprise. The positioning of the described methods stimulates the conduct of the analytical research.

### 5 Results

Currently, due to the global impact of digitalization on business activity, it is necessary to create high-quality tools for developing activities in the corporate market. Many enterprises, using their potential opportunities in the market of remote communications and electronic commerce with the help of Internet technologies, qualitatively improve the functioning of all enterprise departments. The use of Internet technologies in the company's activities has several advantages, and Internet advertising is the crucial one of them. With the development of digital infrastructure and the improvement of existing operating systems, it has become possible to implement technology that will cover large social environments and influence the purchasing power of people with the help of special media files or various non-verbal technologies.

In essence, Internet advertising consists of disseminating information about one's goods or services through remote and indirect contact with the customer. As a rule, advertising can be placed on web resources and created with the help of special marketing software. In addition, to use effective tools for the distribution of Internet advertising, it is necessary to implement modern software that can improve the policy of the enterprise's operation in the market of technologies and products.

Let's consider the key types of Internet advertising and give their characteristics in Table 1.

The data in Table 1 indicate that at this stage of the development of digital marketing, there are diversified types of Internet advertising. Each of them has its features, but the application of SEO optimization is considered to be the most important one. The significance of the benefits of SEO optimization lies in the

possibility of increasing the website's position in search queries on the part of the user. The first ten websites displayed to the client during his search request are the ones that will be able to sell his product. In order to implement the possibilities of SEO optimization, it is necessary to use a long-term strategy of increasing the level of trust of search engines in the web resource

through the placement of links to the website, the creation of high-quality content and the avoidance of plagiarism in photos, videos and text materials. Search systems qualitatively analyze the activity of a web resource, its subject matter and key indicators of network activity.

Tab.1: Types of Internet advertising and their characteristics

SEO optimization	It consists of the technology of increasing the position of the website in search queries. SEO optimization includes a wide range of tools for auditing and improving the informational component of a web resource.
Contextual advertising	It is characterized by tracking the actions of Internet users on the network and identifying the key information of their search queries. The browser and provider record the user's Internet behavior and classify it according to his needs. Processed results are provided to the customer, identifying people who have been most interested in the product in which the entrepreneur operates. After data processing, the user receives permanent advertising banners during his searches on the network, which can motivate a purchase due to real and keen interest.
Media advertising	Media advertising is characterized by creating quality media content with the help of songs, ordering reviews or comments. Media advertising can include any advertising that uses animation and aims to attract a customer using verbal indicators.
Teaser advertisement	Teaser advertising is based on using the features of forming the relevant factors of a partnership between two web resources. It is on the basis of the partnership of both web resources, an advertising campaign is carried out by placing advertising banners from both companies.
Advertising in social networks	Advertising in social networks consists of the possibility of implementing SMM activities to increase the company's brand recognition. Currently, social networks are a key source of brand recognition and distribution. In addition, social networks provide several tools for implementing an advertising campaign, which can improve the quality of the company's marketing strategy formation.
E-mail advertising	E-mail marketing consists in the mass mailing of template letters about the product or its description. This method is outdated; however, this type of Internet advertising can be effective for older age groups and conservative businesses.

Source: compiled by the author.

In the modern scientific circle of studies, considerable attention is paid to the issues of the principles of implementing advertising campaigns on the Internet. The following key features of Internet advertising in the information market are distinguished, namely:

- The ability to track and maintain statistics on views, clicks on links, etc. Such a feature provides a key advantage for the implementation of marketing campaigns. The rational distribution of the advertising budget and control of the flow of funds is particularly important in business activities. When conducting Internet advertising, one can follow the main trends of its development and formation on the market. Moreover, during the initial testing of the advertising campaign, it is possible to determine which market segment has been most interested in advertising and what has prompted the purchase.
- Low price compared to traditional advertising. Most advertising in the information space is relatively cheap and effective in its perception. For instance, when placing an advertisement in conventional means of communication with the required audience: banners, television, etc., the cost of advertising will be much more expensive than placing a link on a well-known web resource.
- The opportunity of process management. Internet advertising, according to the scholar's viewpoint (Lim, 2019), is the art of remote communication between an enterprise and its people. This opinion is reasonable, forasmuch as with the help of modern advertising tools, it is possible to introduce effective means of communication with customers and create the necessary funds for the further development of the enterprise.
- Variability. Internet advertising contains a significant number of characteristic features regarding its implementation. For instance, the formation of an effective advertising campaign can be divided into several key stages, which make it possible to implement the basic principles of its formation in the short and long term. Moreover, to use modern tools for developing Internet advertising, it is essential to improve software and special platforms that provide the possibility of implementing digital advertising campaigns.

Under the conditions of spreading the coronavirus pandemic and the global political and economic instability caused by the war in Ukraine, using Internet advertising has become a key priority for most companies nowadays. The advantages of using Internet advertising in the modern space can create several bonuses for the enterprise, as this type of advertising does not require the physical presence of employees. During the global lockdown, most businesses that neither used internet advertising tools nor had powerful software failed to survive on the market. This is precisely why the issue of implementing Internet advertising is the most important tool for forming and developing the company's marketing policy. For this purpose, various means of influencing a person are applied by using non-verbal contacts and playing on a person's emotional needs. Internet advertising provides visual benefits through animation.

In addition, modern means of Internet advertising provide entrepreneurial activity with several advantages, compared with traditional marketing activities; after all, it is with the help of Internet advertising that the company can acquire a high flow of customers.

For any enterprise, the practice of implementing Internet advertising is of particular importance. The issue of implementing information technologies during the planning of the marketing activities of the enterprise should be based on the key qualities of the advertising budget formation and its distribution: a diversified portfolio of advertising tools and monitoring of trends. According to this principle, an effective policy of conducting advertising activities can be implemented.

Let's consider the basic stages of entrepreneurial activity in conditions of an uncertain environment and the ways necessary for the effective implementation of an advertising campaign based on using Internet technologies, namely:

- Studying and segmentation of the market. This process includes research mechanisms with the help of software, conducting empirical studies: online questionnaires, forming a survey, and modeling scenarios for developing the selected market segment in the long term perspective.

- Choosing which tools of advertising the company will use. In today's world, there are various types of Internet advertising and each of which is effective in its own way. However, the key thing when carrying out Internet advertising is that the entrepreneur should use various information platforms from which he will carry out his activities. These platforms include social networks, websites, and special web resources of distributors in the market.
- Planning and compiling the advertising budget. Such a step is necessary, considering the instability of the external environment for conducting a qualitative study through the implementation of Internet advertising. The enterprise should plan an advertising budget for each technology. When conducting an advertising campaign, it is necessary to monitor statistics and conversion rates carefully, and analyze how profitable advertising has been in financial terms.
- The final stage of entrepreneurial activity in implementing an advertising campaign based on Internet advertising is the analysis of indicators and the formation of marketing conclusions. With the help of statistics, it is possible to single out the key advantages and disadvantages of the conducted campaign and change the blocking policy. For instance, a greater emphasis should be placed on social networks and media or on targeted advertising.

Thus, the considered stages will serve as characteristic features of the quality of implementing Internet advertising in business activities, and they will be able to maximize the effectiveness of its implementation by the chosen strategy.

Currently, the war in Ukraine has become the main global challenge, which has entailed a number of negative factors influencing business processes around the world, namely: job cuts, the high cost of renting premises, the need for remote communication, etc. For such reasons, Internet advertising is gaining relevance as the main means of supporting the enterprise on the market. With the help of Internet technologies, the company can partially level the risks from the political and economic situation. Therefore, the corporate market of Ukraine, namely the construction company "Agent Bud" was chosen as an example. A medium-sized enterprise that is not a market leader and relies mainly on its marketing efforts was chosen. The main business card of the enterprise is its website, forasmuch as the key advertising campaign is carried out precisely on its basis. Let's consider the quality of the website's SEO optimization with the help of special website audit tools and its analysis. The number of links to the website of the company under study is shown in Table 2.

Tab. 2: The number of links to the website included in the index of search engines

SEO optimization	It consists of the technology of increasing the website's position in search queries. SEO optimization includes a wide range of tools for auditing and improving the informational component of a web resource.
Contextual advertising	It is characterized by tracking the actions of Internet users on the network and identifying the key information of their search queries. The browser and provider record the user's Internet behavior and classify it according to his needs. Processed results are provided to the customer, identifying people who have been most interested in the product in which the entrepreneur operates. After data processing, the user receives permanent advertising banners during his searches on the network, which can motivate a purchase due to real and keen interest.
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E-mail advertising	E-mail marketing consists in the mass mailing of template letters about the product or its description. This method is outdated; however, this type of Internet advertising can be effective for older age groups and conservative businesses.

Source: compiled by the author based on the software "Screaming Frog."

Table 2 reflects the characteristic features of developing the company's web resources with the help of SEO optimization. There are a total of 187 links to the enterprise's website, which are taken into account by search engines. The "Indexable" indicator shows that Google search engines have taken into account the quality of the posted links from partners or different sources where these links are based.

A small number of links to the company indicates that it uses white methods of promoting its web resource, or as specialists call it "White hat SEO". This approach is based on a long-term strategy of mastering the market; after all, when searching for the topic of building industry or construction materials, this company's website is the first to appear. The quality of links depends primarily on the platforms on which they have been placed. For this purpose, special software is used to analyze the proposed platform's quality. The key indicator is the Domain Rating or DR indicator. In general, the following approaches should be used by entrepreneurs in conditions of the uncertain environment, namely:

- For websites where  $DR < 40$ : make no more than 10% of all links;
- For websites where  $DR > 50$  and  $DR < 75$ : it is necessary to use about 40% of the total number of links;
- And with  $DR > 75$ , it is necessary to use the largest share of possible links according to the advertising budget of the campaign, which should cover a little more than 50%.

This approach will be able to qualitatively increase the competitive position of the web resource and contribute to its further development in the conditions of global political and social-economic instability. Considering the positions outlined, it is worth investigating the quality of the impact of SEO optimization on the part of the competing company "Agent Bud", as an example of the effectiveness of the enterprise's activities in times of war and spreading the coronavirus pandemic and a significant outflow of customers. Despite the worst-case scenario, in which economic activity can be conducted, "Agent Bud" effectively uses its resources and continues to function on the market precisely with the help of

implementing Internet advertising, and, most importantly, the optimal SEO optimization strategy. Let's carry out an audit of the company's website using the "Screaming Frog" software. The results of the analysis will be displayed in Table 3.

Tab. 3: Audit results of the website of the company "Agent Bud"

Name	Value
Address	https://agentbud.com.ua/
URL Encoded Address	https://agentbud.com.ua/
Content	text/html; charset=UTF-8
Status Code	200
Status	OK
Indexability	Indexable
Title 1	AGENT BUD - Modern full-cycle construction
Title 1 Length	184
H1-1	Construction company "AGENT-BUD"
H1-1 length	31
H2-1	Experts in construction
H2-1 length	24
H2-2	Services and about the company
H2-2 length	15
Canonical Link Element 1	https://agentbud.com.ua/
Canonical Link Element 1 Indexability	Indexable
Word Count	462
Text Ratio	5,11
Crawl Depth	0
Link Score	
Inlinks	187
Unique Inlinks	48
% of Total	84,21
Outlinks	43
Unique Outlinks	22
External Outlinks	19
Unique External Outlinks	17
Hash	7131ad73b036ba963e81f39d317891b8
Response Time	0,81
Last Modified	

Source: compiled by the author based on the software "Screaming Frog"

The data in Table 3 indicate that the company has a high-quality website optimization and a well-developed strategy for promoting its own brand. The company's website has a status code of 200, corresponding to the speed of inquiries. The response speed of the website pages is 0,81 seconds. Most of the main keywords for brand promotion are 15-31 characters (h1-h2 length).

The key indicator is the fact that all links from the advertising campaign have been indexed by Google search engines, which qualitatively supports its activity on the Ukrainian market. With the help of a balanced marketing strategy, entrepreneurial activity, even in the middle sectors of the corporate market, can be effective with the help of using Internet advertising.

Thus, the conducted research has shown that the use of Internet advertising can qualitatively improve business activity in conditions of political, economic and social instability. The example of "Agent Bud" testifies to the fact that the company in the conditions of war and the coronavirus pandemic continues to function effectively on the market, and the indicators of its web resource show that Internet advertising is a key tool for optimizing business activities in an uncertain environment. European companies and entrepreneurs should introduce a complex and effective system for implementing Internet advertising, giving the advantages of SEO optimization as the

principal one. After all, it is precisely based on developing a high-quality search engine optimization strategy that one can increase the level of sales and strengthen the position of the company's brand on the Internet.

## 6 Discussion

The obtained research results indicate the necessity for further studies on the quality of using Internet advertising in entrepreneurial activities. With the help of implementing the practice of using Internet advertising, a company can increase its economic activity in the market, even in the conditions of a global decline in demand and supply. In particular, Internet advertising can save and open new markets, access to which is a much simpler procedure than it has been before. Based on the approaches outlined, it will be expedient to investigate other Internet advertising tools and analyze their influence on the development of the enterprise as a whole. The conducted research characterizes the effectiveness of search engine optimization with the help of "White Hat" technologies; however, an experimental study of "Black Hat" tools and their real effectiveness on the information market would be interesting.

The research results testify to the fact that enterprises that have used Internet advertising in their activities, even under the most unfavorable conditions, where the environment is not predictable, like in Ukraine, can maintain their position on the market and even continue to conduct commercial activities effectively. Based on the positions outlined, further investigations should be aimed at studying a methodology for comparing the use of online advertising on different platforms. For instance, an analysis of advertising campaigns in social networks and contextual advertising should be done to reveal which of them is more effective, at what budget, etc.

Foreign scientists (Hegner, 2017) see the further development of the Internet advertising issue precisely in the use of modern software that can speed up the pace of analyzed information and designate the most characteristic forms of interaction with customers. In addition, software that can segment the market and determine the target audience more accurately is a priority, as the campaign's effectiveness depends on this.

Ukrainian scholars (Romanenko, 2019) note that the key features of Internet advertising are accessibility for small businesses. The importance of entrepreneurial activity, through the implementation of small business, influences the social-economic sector of the country, which serves as a factor of economy development. Therefore, it is worth conducting a study on the possibility of forming an innovative corporate sector and investigating the means of stimulating the use of Internet advertising for a wide range of companies and organizations. In addition, it is expedient to study the most popular social networks and the features of transforming the advertising policy within them and to model the further possible development of these companies and the quality of advertising there.

Prospects for further studies primarily concern the possibility of improving Internet advertising policy in the enterprise's marketing activities. In addition, by using modern research tools, it is possible to form analytical approaches and single out the most accurate results. Modern analytical tools provide complete information on the effectiveness and quality of advertising campaigns. It is also important to analyze the prospects for using artificial intelligence in the direction of Internet advertising and its global improvement in entrepreneurial activities.

## 7 Conclusions

Thus, several conclusions can be drawn from the conducted research regarding the use and formation of Internet advertising as a key anti-crisis tool of entrepreneurial activity in the conditions of an uncertain environment. The research results testify that the most effective marketing strategy nowadays is using various forms of advertising and diversification of the

qualities of conducting advertising campaigns. In order to reflect the most relevant and essential forms of business activity, it is worth implementing the practice of marketing analysis, which is based on using special software.

Internet advertising is an important direction in developing digital technologies, and it creates the need for improvement and development of both entrepreneurial activity and the corporate sector in general. It has been established that the main form of Internet advertising is SEO optimization, as a factor in building a platform from which advertising will be carried out, a factor in increasing the brand's reputation and attracting a larger share of customers in the selected market segment.

The main fundamentals of the research are that Internet advertising is an important form of use in entrepreneurial activity, and it directly impacts on the construction of management and marketing strategies. Therefore, the conducted research characterizes the rapid pace of development of Internet advertising as an important tool for enhancing entrepreneurial activity in the conditions of an uncertain environment.

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#### Primary Paper Section: A

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## THE LINGUISTIC CONCEPT OF MULTICULTURAL AND INTERCULTURAL COMMUNICATION AND ITS SIGNIFICANCE IN THE EUROPEAN AND UKRAINIAN SCIENTIFIC DIMENSIONS

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**Abstract:** The academic paper is dedicated to analyzing the linguistic concept of multicultural and intercultural communication, their sense in narrower and wider meanings in the Ukrainian and European scientific investigations. These concepts' significance in the European and Ukrainian scientific dimensions is analyzed. The authors clarified the essence of the concepts of «multicultural» and «intercultural communication». They pointed out that under «multicultural communication» they understood the verbal and written interaction involving two or more participants who have different cultural values and beliefs, focusing on the dynamics of communication across cultures. «Intercultural communication» occurs within the same cultural group, describing the meaning and implications of interculturality and analyzing the reasons for cross-cultural misunderstandings. It refers to the communication between people from two different cultures, and a key feature of intercultural communication is its interdisciplinary nature, which makes it necessary to turn to many related fields, including linguistics, cultural studies, and social psychology. Multicultural communication has more broader meaning while the intercultural communication characterize is more personally engaged, requiring more deeper knowledge and broader understanding. In intercultural communication, people of one culture try to know the information conveyed to them by other cultures. The authors proposed the frequent overlap between the voice of the researcher and the discourses of problematic field. The authors also emphasized, that linguistics, in this context makes the following contributions: from the perspective of interactional sociolinguistics and bilingualism studies, we need to insist that natural language is the prime mode in which 'Intercultural Communication' takes place. The investigation allowed authors to make the following conclusions: multicultural communication refers to society that contains several cultural or ethnic groups. People live alongside one another, but each cultural group does not necessarily have engaging interactions with each other. For example, in a multicultural neighborhood, people may frequent ethnic grocery stores and restaurants without really interacting with their neighbors from other countries. While intercultural communication describes communities in which there is a deep understanding and respect for all cultures. Intercultural communication focuses on the mutual exchange of ideas and cultural norms and the development of deep relationships. In an intercultural society, no one is left unchanged because everyone learns from one another and grows together.

**Keywords:** multicultural communication, intercultural communication, linguistic concept, cultural group, interactional, sociolinguistics, linguistics.

### 1 Introduction

The challenges that have arisen in the modern world in the context of global political cataclysms and economic difficulties that have occurred in connection with the full-scale invasion of Russia in Ukraine determine not only the search for conflict resolution mechanisms but also the revision of approaches to understanding the concepts of «intercultural» and «multicultural communication» as fundamental concepts for establishing an international partnership, cooperation, mutual respect between nations, peoples, and countries to form a society for sustainable development. It should be noted that the concept of society for sustainable development is not a new idea in the international social and scientific space. A «sustainable society» is one in which we do not damage the environment or overuse resources, and are able to leave a beautiful, peaceful, and bountiful earth that future generations can continue to inhabit (Benesse's action, 2019). The word «sustainable» crops up a lot these days, but what does it actually mean? It is a word formed from the combination of «sustain» and «able», and therefore means that something can be maintained for a long time (Benesse's action, 2019). The vision of a sustainable society is presented in different contexts: some of the international agencies and

business sector see it in «...the creations of a more equitable and inclusive value chain in which everyone works with dignity. Priorities include requiring and securing living wages as well as using our platforms to increase children's access to education and reduce inequalities across the value chain. Based on all our focus areas, human rights are best advanced through collaboration. As an example, we have signed two partnership promises with Unilever on collaboratively advancing living wages as well as supplier equity, diversity and inclusion» (Sustainability, Neste's everyday business, 2022). The Brundtland Report (The Brundtland Report was published in 1987 and was made by United Nations World Commission on Environment and Development and gives a comprehensive overview of the global environmental crisis and proposes solutions for the problems.) defines sustainable development as follows: «Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs». Sustainability is the idea that we should leave the Earth in as good or better shape for future generations than we found it for ourselves. Based on the work of the Brundtland Commission, it is broadly agreed that sustainability consists of three pillars: ecological, economic and social (The Brundtland Report, 1987).

The United Nations World Commission on Environment and Development states: «sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. «The UN Sustainable Development Goals (SDGs) are the blueprint for achieving a better and more sustainable future for all. According to the U.S. Environmental Protection Agency, «sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations» (Learn About Sustainability, 2022).

At the same time, all of the mentioned above is about the strong connection of the sustainability concept with the culture, multicultural and intercultural communication for gaining all goals of a sustainable society. As the Nordic Culture Point director, Per Voetmann, points out «...Sustainability is one of the defining themes of the 21st century. It receives huge amounts of attention, and is vital to the survival of humanity. But it is increasingly clear that sustainability is not just about survival – it is also very much about being able to live a good life. And the concept of a link between a «good life» and culture is interesting» (Culture and sustainability, 2017, p.4).

The Nordic Culture Point scientific team emphasizes that culture and sustainability are also on the political agenda. The fact is that the very definition of sustainability is due to culture's role as a forum for open, dialogue-oriented human interaction. As part of the follow-up to Culture 21 and Rio + 20 processes, etc., in 2014 the UN Secretary-General (Secretary-General, UN, 2019) presented a report on the role of culture in sustainable development. During the process, it has been argued that culture imbues humankind with creativity, critical thinking, empathy, trust, willingness to take risks and mutual respect – to name just a few important traits» (Culture and sustainability, 2017, p. 6). In a sustainable society, art and culture enable individuals participate and help to develop society. In other words, an active cultural life promotes democracy and participation, and generates the preconditions for a good life. Nordic cultural partnerships underpin and enhance active cultural life in the Region. But culture can also play other roles in connection with sustainability. Several European researchers (collectively known as COST (COST Action IS1007)) who have worked together for many years suggest at least three types of roles: The following sections describe these roles. However, it should be emphasized that these subdivisions were outcomes of a process of scientific



analysis. They more or less constitute ideals – and as with other ideals, they don't necessarily exist in reality. In addition, there will often be overlap between the roles, as will become clear in the discussion of real-life examples. However, ideals are useful in terms of describing what can feasibly be achieved and identifying the measures on which we should focus» (Culture and sustainability, 2017, p.6-7).

We also should emphasize that the issue of the sustainable society is realized through Actions for the Sustainable Development Goals, among which there are goals that deal with society intercultural and multicultural communication. These two types and their place in the development of the sustainable society are presented through the following goals: Goal 10: Reduced Inequalities (to reduce inequalities, policies should be universal in principle, paying attention to the needs of disadvantaged and marginalized populations); Goal 11: Sustainable Cities and Communities (there needs to be a future in which cities provide opportunities for all, with access to basic services, energy, housing, transportation and more); Goal 16: Peace, Justice and Strong Institutions (access to justice for all, and building effective, accountable institutions at all levels); Goal 17: Partnerships (revitalize the global partnership for sustainable development (Take Action for the Sustainable Development Goals, 2022; Decade of Action, 2019).

Thus, the issue of multicultural and intercultural communication is in high need to be discussed and is the aim of the provided investigation the topic of which «The linguistic concept of multicultural and intercultural communication and its significance in the European and Ukrainian scientific dimensions».

The purpose of the research is to clarify the essence of the concepts of «multicultural» and «intercultural communication» and the peculiarities of applying these concepts in modern scientific dimensions in European and Ukrainian contexts.

The object of research is the differences between concepts of «multicultural» and «intercultural communication» in the content aspect.

The subject of research is ethnolinguistic and social-cultural background of the concepts «multicultural» and «intercultural communication» in the content aspect approaches to understanding the phenomenon under study in the research of Ukrainian and European linguistics and social-pedagogical context.

## 2 Methodology

The research methodology involved the gradual application of a set of interrelated methods: collection and processing of factual research material - scientific articles, monographs and materials of dissertation research of Ukrainian and European scholars on the origin and development of the concepts «multicultural» and «intercultural communication»; description and analysis of dictionary articles and illustrative contexts, as well as a selection of contexts with cultural and language patterns, synthesis and generalization of the received analytical material, analysis of concepts of activity of the European centers that deal with transcultural education and intercultural organizations (Center for intercultural Dialogue, East European educational and cultural center, Research Center for Transcultural Studies in Health, Karl Jaspers Center for Advanced Transcultural Studies etc.).

## 3 Results

Linguistics is connected with «multicultural» and «intercultural communication» concepts. The first that should be mentioned for the place and connection of linguistics with the concepts «multicultural» and «intercultural communication» is it deals with communication as the process of decoding and transferring information and messages.

Cultural and linguistic contact may occur in the flows of information and mass media, and in the flows of actual people in migration and tourism. Given the ubiquity of cultural and linguistic contact, mergers and hybrids, it is unsurprising that there should be a strong interest in Intercultural Communication, both outside and inside academia. Linguistics as a discipline makes two key contributions to the study of Intercultural Communication. (i) It is the key contribution of discourse analysis and anthropological linguistics to take culture as empirical and cultural identity, difference and similarity as discursive constructions. (ii) Intercultural Communication by its very nature entails the use of different languages and/or language varieties and sociolinguistics, particularly bilingualism studies, illuminates the differential prestige of languages and language varieties and the differential access that speakers enjoy to them (Piller, 2007).

We need to mention that there is an investigation of Ukrainian linguists on the concepts «multicultural» and «intercultural communication» (Bakhov, I., Gracheva, I. and Polishchuk, G. and Tsukanova, N. and Kokieł, A., 2021), but this investigation is mostly oriented on the translation as a type of intercultural communication. The essential and meaningful characteristics of the translation, main types of translation, and conceptual conclusions about the meaning of translation in the light of intercultural communication were formulated. The principal difference between concepts wasn't indicated. Thus, this study is an attempt to make a kind of differentiating characteristics.

The investigation logic leads us to distinguish the main concepts of «multicultural» and «intercultural», «communication». As the notion «communication» is the prioritized concept that is predicted by the concepts «multicultural» and «intercultural communication», we'll point out that we understand the notion as the act of giving, receiving, and sharing information - in other words, talking or writing, and listening or reading. Good communicators listen carefully, speak or write clearly, and respect different opinions (Merriam-Webster dictionary).

### 3.1 Multicultural communication

The next point of our investigation is the distinguishing differences. What is the difference between multicultural and intercultural? While they all might be under the same roof, they describe entirely different rooms. The differences in the meanings have to do with the perspectives we take when interacting with people from other cultures.

According to Homestay Host Multicultural Communication is the verbal and written interaction involving two or more participants who have different cultural values and beliefs (Homestay, 2019).

In the context of the tasks, the Multicultural Communication concentration focuses on the dynamics of communication across cultures. It explores not only what happens when people of two different cultures meet, but also what happens when people from a variety of cultures and ethnicities come together in one organization, community or country (Melnyk, Biletska & others, 2021).

Many definitions of multicultural competence are joined with efficiency in communication between cultures (ethnicities or races). A. E. Fantini (2007) talks about the fact that intercultural competence is a complex of skills necessary for effective and appropriate interaction with linguistically and culturally distinct individuals. Fantini and many other authors use the term «intercultural». For better orientation in the issues in this article we work with both the term «multicultural» and «intercultural», but perceiving them to be very similar but not identical. R. L. Pope and A. L. Reynolds (1997) similarly provide a clear description, saying that multicultural competence is the awareness, knowledge and skills necessary for effective work across ethnic and cultural differences of various groups. The concept of multicultural competence as a construct aimed at effective communication is also evident with D. K. Deardorff

(2006). The scholar understands intercultural competence as the ability to communicate effectively and appropriately in intercultural situations, based on in cultural knowledge, skills and attitudes.

Donnikova connects the notion of multicultural communication with multiculturalism, which means the preservation of cultural identity, and the polyphony of subcultures in a multinational state. Donnikova's (2019) studies on ethics and philosophical anthropology defined the problem field in the anthropology of morality. She mentions the conceptual provisions of phenomenology for the disclosure of the semantic uncertainty of human existence as a prerequisite of moral search; existential philosophy substantiates the essential relationship of a man and culture. The originality of the results obtained consists of 1) understanding multiculturalism as a «dialogue of people» (V. Mezhev), in which the moral search of every person is actualized; 2) justifying the demand for inter-individual communication of «negative» ethics (A. Guseynov): its requirement not to commit immoral acts stimulates a person to moral search, reveals the specifics of the existence of a «person navigator» (S. Smirnov); 3) in the definition of intercultural communication as the creation of opportunities for the search for tolerant (non-conflict) forms of existence (Donnikova, 2019).

Our understanding of multicultural competence agrees with Hladik (2016), according to which it always represents complex capabilities (which are often divided into components). Its acquisition by an individual should be a guarantee of non-conflictual negotiations in intercultural contact. In the prevention of conflicts, we clearly identify the preventive function of multicultural competencies (Jakub Hladik, 2016).

### 3.2 Intercultural communication

An understanding of intercultural communication is crucially related to an account of the ways how the spoken and written word may be interpreted differentially, depending on the context. ...Although speakers engaged in intercultural communication typically choose a single language to communicate, individuals typically bring their sociocultural expectations of language to the encounter. Speakers' expectations shape the interpretation of meaning in a variety of ways. To manage intercultural interaction effectively, speakers need to be aware of the inherent norms of their own speech practices, the ways how norms vary depending on situational factors, and the ways in which speakers from other language backgrounds may have different expectations of language usage and behavior (Durant, Shepherd, 2011).

Intercultural communication may be defined as a continuous occurrence of a mutual transfer of information resulting from happenings in the past and the past actions of the concerned parties. Intercultural communication arises when different groups of varied cultures gather and convey information correctly and skillfully in a manner acceptable to the group's diverse opinions (Intercultural Communication, 2020). Intercultural communication is that which occurs within the same cultural group, describes the meaning and implications of interculturality and analyzes the reasons for cross-cultural misunderstandings, and refers to the communication between people from two different cultures (Chen & Starosta, 1998:28). Intercultural communication is a symbolic, interpretive, transactional, contextual process, in which people from different cultures create shared meanings. (Lustig & Koester, 2007:46). Intercultural communication refers to the effects on communication behavior when different cultures interact together. Hence, one way of viewing intercultural communication is as communication that unfolds in symbolic intercultural spaces (Arasaratnam, 2013:48).

A key feature of intercultural communication is its interdisciplinary nature, which makes it necessary to turn to many related fields, the main ones being linguistics, cultural studies, and social psychology. The interdisciplinarity of intercultural communication ensures the effectiveness of its

practical application in wide areas: from learning foreign languages to diplomatic activities and various international exchanges, the ultimate goal of which is always to achieve mutual understanding and establish contacts between people belonging to different national and cultural communities.

Intercultural communication (IC) is a science that studies the peculiarities of verbal and non-verbal communication of people belonging to different national and linguistic and cultural communities.

The object of intercultural communication is the communication of representatives of different national and linguistic and cultural communities. The subject is the linguistic stereotypes and norms of behavior accepted in national communities, communication, certain «cultural scenarios» of various actions, established models of perception and evaluation of objects and phenomena, socially normalized habits, traditions, rituals, permissions, prohibitions, etc.

Among all the means of communication that mankind has created, the main one is language, for which the communicative function is decisive. Therefore, the focus of intercultural communication is always language, which reflects the key features of the human personality and the entire national and cultural community.

Knowledge of another nation's language is essential intercultural communication and the first step to establishing successful communication between representatives of different nations and cultures. Addressing a person tactlessly for a certain culture due to ignorance of linguistic features can make communication impossible even before it begins. Ignorance in the system of metaphorical and symbolic meanings leads to various interpretations and linguistic comparisons, which are so rich in linguistic pictures of the world. Misusing cross-language homonyms causes misunderstandings, comical situations, and sometimes even conflicts. However, knowing a language and mastering it is not the same thing. Proficiency in language, that is, the ability to speak and understand freely, to think with the help of language, is a natural phenomenon, a universal property to which a person gets used from an early age and to a greater extent, does it automatically, on the border of the conscious and subconscious. Knowledge of a language is already a fully conscious perception of language as a treasure trove of certain knowledge about man and the world, which are imprinted in vocabulary, phraseology, grammar, and other ways of language expression. Conscious and deep knowledge of the language or languages appears most often in the process of comparison. «Who does not know foreign languages», wrote Y.-V. Goethe - has no idea about his own either». Knowledge of languages in this sense serves as the primary source of knowledge about the national and cultural characteristics of different peoples, forms intercultural competence, without which the achievement of mutual respect and understanding is impossible.

The task of intercultural communication is the formation of intercultural competence, necessary knowledge about different peoples and cultures to avoid interethnic and intercultural conflicts and establish comfortable conditions of communication in various spheres and life situations.

Depending on the immediate subject of study, certain components of intercultural communication are singled out. The main ones are cultural, linguistic, ethical, social-communicative, psychological, and professional-applied.

Dialogue of cultures is the interaction of cultures in the process of intercultural communication, mastering foreign languages, etc. It ensures the mutual enrichment of linguistic and cultural communities in contact. From the point of view of intercultural communication, culture is primarily the inherited and established norms of social practice of people belonging to certain national or ethnic communities. The features of such social-cultural activities are stored in the collective memory («mental

program»), instilled from an early age, materialized and known through systems of cultural codes.

Cultural code is how a specific culture member, categorizes, structures, and evaluates the world surrounding each person belonging to a certain national community. Codes of culture correlate with the ancient ideas of a person and form a coordinate system that contains and reproduces standards of culture, traditions, customs, behavior, and the whole life of a certain national-ethnic society. They are unique markers of consciousness and subconsciousness, by which they recognize belonging to a certain culture and identify it. This is the language in which culture «speaks», the signs by means of which it reveals itself. At first glance, you can distinguish the architecture of an Orthodox cathedral, a Catholic church, a Muslim mosque, and a Buddhist temple. One listening to the song is enough to guess to which people - Eastern or Western, Southern or Northern - it belongs. Without special education, it is possible to determine the belonging of people to general types of cultures - European, Eastern, Asian, and African, based on national clothing.

The most interesting manifestations of cultural codes are the peculiarities of communication between people, by which one can recognize temperamental Italians, slow Estonians, restrained Britons, loose Americans, emotional Greeks or Gypsies, etc. According to the American anthropologist and linguist Edward Hall (1914-2009), «culture itself is communication, and communication is culture» (Melnyk, 2021). Language, which is the main component of communication, can also be considered a self-sufficient cultural system, which led to the emergence of a separate science - linguoculturology, which studies the interaction of culture and language, summarizes all possible ways of preserving and transmitting information about the culture of the people with the help of language.

Thus, the cultural code covers the entire range of material manifestations of the life and culture of peoples: artifacts, architecture, nationally determined symbols, music, songs, dances, rituals, folk customs, national cuisine, as well as various forms of leisure, relationships in the family and with friends, even the semantics of colors, smells and sounds that are saturated with the life of the nation. It is implemented in a cultural context.

Cultural context is a socio-historical environment in which the system of cultural facts and values accepted in society is realized, perceived and functions. This context contains many components that ensure complete social comfort for a person. But suppose the cultural code is a means of materializing cultural preferences and habits then the cultural context is a place and time, an indivisible continuum that conditions and ensures the life of culture. The concept of «small homeland» is also a cultural context, that is, the environment in which a person grows up and fully understands others, knows that they will understand him as well.

Cultural traditions are unshakable, therefore, in intercultural interaction, it is necessary to tolerantly perceive the peculiarities of life, art, beliefs, and traditions of other peoples.

Linguistic aspect. It involves the study of language differences that can affect communication between speakers of different languages. There are many cross-language homonyms, the meanings of which do not coincide in different languages. For example, in Ukrainian, rector is the head of a higher educational institution, and in English and some other languages, rector is the head of a theological seminary, as well as a parish priest, a pastor. The English call a priest a minister, while in most European languages a minister is a member of the government, the highest position in the executive power; but the rector of the university in English is chancellor or president (especially in the USA). The collective of teachers in the universities of the USA and Europe is called faculty, which should not be confused with the concept of «faculty», which is referred to as college, school or department. Although most often, a department is a university

department. The word «college» in America is often used to refer to a higher educational institution, that is, a university, and in Ukraine it is an institution of pre-university, mostly secondary special education. The English aspirant post is not a graduate student, but rather a person who strives to achieve something. This word can be used in a context that is incomprehensible for Slavic culture: presidential aspirants — a candidate for the post of president, but post-graduate student — this is a graduate student in the English version.

Linguistic component is not limited to identifying semantic features of words of different languages. It also covers the comparison of different communicative situations, ways of organizing the world through linguistic means, and comparing the linguistic behavior of representatives of different cultures.

Ethical component. It is aimed at understanding the differences in ethical norms that are inherent in different countries and nations. These include, in particular, norms of morality, behavior, interpersonal communication, speech etiquette, etc. For example, in Poland, when paying in a restaurant, the word «thank you» can be interpreted as a refusal of the rest in favor of a tip.

Gesture serves as an important expression of information. However, the same gestures in different cultures can have a different ethical meaning. Yes, a thumb raised for a Ukrainian, as well as for most Europeans, means «very good», «great», «super». In America, it is used to stop a car on the road, but in New Zealand it is interpreted as a sexual insult. This gesture also has different numerical values: for Italians and French it is «one», for Englishmen and Americans it is «five». Clothes, make-up also belong to the elements of etiquette, and therefore are the subject of attention in intercultural contacts. For example, Slavic women, unlike Western European and American women, use a lot of cosmetics and jewelry in everyday life, wear elegant clothes and high heels. When foreigners arrive in Ukraine or Russia, they feel confused because they don't know what clothes to wear and when to wear them, so as not to be overdressed or, on the contrary, underdressed.

Social and communicative component. It includes models accepted by society, norms and rules of communication, establishing and maintaining contacts in general. Each social stratum in each country has accepted rules of social behavior and communication determined by many factors. In monarchical countries, for example, Great Britain, certain ceremonial models are established, which are observed in clothing, language addresses, manners, the distance between persons, etc. Youth societies in almost all countries differ from adults in language (youth slang), appearance, clothing, and looseness in behavior. Very correct, bookish English from the mouths of foreign students sometimes shocks Americans. In such cases, you can hear from them: Don't speak English to me — you sound like a guide.

Thus, the essence of the social-communicative aspect is to study various styles of communicative behavior, peculiarities of the manner of communication depending on the specific situation and social environment of the interlocutors.

Psychological component. It involves the study of the psychological reaction of people in the conditions of communication with representatives of other states and ethnic groups. Psychologists, together with specialists in the field of MC and ethnology, develop special recommendations, the observance of which reduces the discomfort of being in a foreign environment. It helps prevent discomfort for others from their stay or inappropriate behavior for a certain national environment. For example, Ukrainians and Russians differ from other Slavs and most peoples of Western Europe in their propensity for live communication; they easily come into contact with a stranger and immediately start discussing with him serious questions about the economy, politics, and the meaning of life.

In Western European psychology, silence is also considered impolite, even in the presence of strangers. In order to avoid awkward silence, they developed a tradition of social conversations about nothing («about the weather»). On the contrary, in some northern cultures, talking to a stranger is considered dangerous, so their representatives maintain silence, after which they gradually enter into communication. A person who does not know these features can get confused; he perceives such behavior as a manifestation of impoliteness, suspicion. Eastern people also rarely take the lead in a conversation, preferring silence and listening.

The psychological aspect of MC closely interacts with the linguistic, especially when it comes to communicative styles or professionally determined situations of communication with foreigners.

Professional and applied component. It includes areas of application of knowledge in intercultural communication. Currently, intercultural management is actively developing, which aims to teach the basics of intercultural communication to specialists who work in the field of international business or multicultural teams. According to research by German scientists, from 10 to 20% of employees sent to work abroad cannot adapt to a foreign cultural environment, other rules of business communication and return home prematurely. The consequence of communicative failures in the business sphere is economic losses. For example, many European companies were unable to conquer the Eastern market due to their own unpreparedness for the socio-cultural characteristics of other countries.

The sphere of professional communication in different cultures is not the same in terms of the degree of formality/informality of

communication strategies, i.e. the relationship between a superior and a subordinate. In American society, the relationship with the boss is more democratic and relaxed than in the countries of «late democracy» (in particular, Ukraine), where a challenge to the boss is still accompanied, as a rule, by psychological stress for the subordinate. This is caused by two main factors: the long Soviet bureaucratic tradition and the religious belief of Christians that all power comes from God. A similar postulate also exists among Muslims, so the democratization of social, including professional relations here has its own specificity, and sometimes looks artificial.

Depending on the scope of application or functioning of intercultural contacts, other aspects of MK are also distinguished: national features of media communications, the Internet, theater, children's communication, youth and other cultures and subcultures. For example, the presentation of the same event in the mass media of Eastern countries will differ from the American way of covering information. According to the mental stereotypes of the Eastern peoples, the notification of the fact should be preceded by a preparatory preamble, which creates a peculiar mood of perception of the event and ensures its adequate assessment. The nature of media communication in American and European standards is direct, which implies direct and as clear as possible coverage of the event without additional layers that can interfere with the perception of information.

#### 4 Discussions

The analysis of the notions and their linguistics context opens the possibility to present the comparative Table where the differences are visible.

Table 1: The analysis of the notions and their linguistic context

Concept and components	Multicultural communication	Intercultural communication
Definition	complex capabilities (which are often divided into components), whose acquisition by an individual should be a guarantee of non-conflictual negotiations in intercultural contact	is that which occurs within the same cultural group, describes the meaning and implications of interculturality and analyze the reasons for cross-cultural misunderstandings and refers to the communication between people from two different cultures
Objects	Communication Understanding the peculiarities of different subcultural issues Inepreition of behavior Dialogue	Long term objectives: 1. To develop tolerance, empathy, and adaptability in ambiguous communication situations. 2. To develop intercultural competence. Short-term objectives: 1. To learn the basics of cross-cultural communication 2. To be aware of our own identity (culture and values) 3. To be aware of the way we communicate (family, friends, colleagues, etc.). 4. To reflect upon our own prejudices and their consequences. 5. To reflect upon different theories of internationally recognised experts in cross-cultural communication.
Means	Language, IT, cultural connections	Language
Tasks	The studying of the dynamics of communication across cultures	The formation of intercultural competence, necessary knowledge about different peoples and cultures in order to avoid interethnic and intercultural conflicts and establish comfortable conditions of communication
Aspects	Efficiency in communication, Skills necessary for effective and appropriate interaction with linguistically and culturally distinct individuals, Awareness, cultural knowledge, skills and attitudes	cultural, linguistic, ethical, social-communicative, psychological, professional-applied
Components	Multicultural knowledge Skills of communication	Cultural code, Linguistic component, Ethical component, Social and communicative component, Psychological component, Professional and applied component

Source: compiled by the author

As can be seen from Table 1, multicultural communication has a broader meaning while intercultural communication is characterized by more means and is more personally engaged, requesting more profound knowledge and broader understanding. In intercultural communication, people of one culture try to know the information conveyed to them by other cultures. For example, in a hotel establishment, the hoteliers

assess their customers' requirements, and tastes, and provide services accordingly. The customers also inform the hoteliers of their needs. Distinct cultures arise from nations, races, religions, managers, workers, linguistics, philosophical beliefs, commerce, officers, genders, etc. To share information and ideas among cultures, it is necessary to know one's own culture, the cultures of other surrounding groups, the dominating group's culture, and

co-cultures of gender, religion, or age group, etc. (Intercultural Communication, 2020).

We agree with the conclusions of Ingrid Piller (2007), who says, that Intercultural Communication is a vibrant field of study that is based in widely circulating discourses about culture and cultural difference. The frequent overlap between the voice of the researcher and the discourses in which it is embedded also make it a deeply problematic field. Linguistics can make at least two contributions to this field: from the perspective of interactional sociolinguistics and bilingualism studies, we need to insist that natural language is the prime mode in which 'Intercultural Communication' takes place. The analysis of linguistic interaction, particularly between speakers with different kinds of linguistic trajectories and resources, always involves a consideration of the resources available to those speakers and the actual verbal and nonverbal detail of their interactions. Research in interactional sociolinguistics has shown that, when misunderstandings arise, 'culture' is not even particularly likely to be implicated (Piller, 2007).

### 5 Conclusions

The investigation allows us to determine the difference between Multicultural and Intercultural communication concepts. Multicultural refers to a society that contains several cultural or ethnic groups. People live alongside one another, but each cultural group does not necessarily have engaging interactions with each other. For example, in a multicultural neighborhood people may frequent ethnic grocery stores and restaurants without really interacting with their neighbors from other countries. Intercultural describes communities in which there is a deep understanding and respect for all cultures. Intercultural communication focuses on the mutual exchange of ideas and cultural norms and the development of deep relationships. In an intercultural society, no one is left unchanged because everyone learns from one another and grows together.

Unfortunately, the research presents only a particular aspect of the linguistic concept of multicultural and intercultural communication and its significance in the European and Ukrainian scientific dimensions. The issues of forms, methods, and means of functioning of centers that deal with intercultural and multicultural communication, the issue as for the linguistic aspect of the notion of cross-cultural communication also remain open for scientific discussion, what is considered by us a prospect for further research in this area.

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### Primary Paper Section: A

### Secondary Paper Section: AI

## THE INFLUENCE OF PUBLIC ADMINISTRATION ON DEMOGRAPHIC CHANGES IN THE PERINATAL SPHERE AND HEALTHCARE

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**Abstract:** One of the objectives of the state is to support, optimize and develop the health care system, in particular, to increase the fertility rate. The issue of improving public management in the perinatal sphere remains relevant. The purpose of the academic paper lies in identifying the ways to improve public management in the perinatal sphere as a factor influencing the demographic situation in the country. **Methodology.** In the course of the research, a mixed approach has been used, as well as qualitative and quantitative analysis of public management and its efficiency in the perinatal sphere in Ukraine, Poland, and Germany. The qualitative content analysis was carried out based on a literature review and study of strategic, programmatic documents for the development of perinatal care. The quantitative analysis is based on the evaluation of statistical indicators of the effectiveness of public management. **Results.** The dynamics of the principal demographic indicators in Ukraine remain negative; in particular, negative natural growth and a decrease are observed in the average age of women who give birth against the background of an increase in morbidity and perinatal mortality. The system of organizing perinatal care in Ukraine is generally in the process of regionalization. Consequently, it needs improvement in the direction of regional decentralization of power and funding. Reducing the level of perinatal mortality and its components requires the further development of regionalization of perinatal care, the completion of the creation of III-level perinatal care centers, the review and provision of patient routes, the development and provision of state-guaranteed medical services / standards (standards for the safety of children, pregnant women and women in labor), the reliability of determining the weight body at birth, live birth and stillbirth criteria. It is expedient to develop individual models for the organization of perinatal care for the population in the individual regions, taking into account the level of availability of medical care and the biogeochemical zoning of the regions.

**Keywords:** perinatal care, prenatal care, regionalization of the perinatal sphere, fertility.

### 1 Introduction

One of the tasks of the state is to support, optimize and develop the health care system, in particular, to increase the fertility rate. In the context of the UN sustainable development strategy, the goals for reducing child and maternal mortality and accidents have been defined. The issue of improving public management in the perinatal sphere remains relevant. Perinatal care is one of the components of the health care system. It affects demographic indicators during the constant optimization of providing quality services (fertility rates, the condition of newborn children, the mortality rate of mothers and the quality of care for pregnant women, newborn babies).

The purpose of the academic paper lies in identifying the ways to improve public management in the perinatal sphere as a factor influencing the demographic situation in the country.

### 2 Literature Review

In the scientific literature, the public management efficiency of the perinatal sphere has been studied, with an assessment of perinatal mortality and morbidity indicators, the growth of which led to the need for changes and reforms. For instance, in the Netherlands, the indicated high indicators have led to changes in the policy of the Dutch perinatal health care system (Vos et al., 2016). Vos et al. (2016) have conducted a policy analysis to (1) identify the subjects, context, and factors that facilitated or hindered the development of perinatal health reform policies and (2) provide an overview of updated perinatal health policy. The scholars have concluded that reforming clinical practice and state policy is necessary to improve informed decision-making for the purpose of true reproductive choice (Asch, 1999).

The scientific literature deals mainly with the problem of the inefficiency of individual components of perinatal care. Scientists consider in particular as follows: 1) access to prenatal care and satisfaction with it among pregnant women with physical disabilities (Mitra et al., 2017); 2) state and federal coverage of prenatal care for pregnant immigrant women (Wherry et al., 2017); 3) pre-pregnancy insurance systems and timely prenatal care (Adams et al., 2019); 4) women's viewpoints on the functions and benefits of group and individual prenatal care (Heberlein et al., 2016); 5) provision of insurance coverage using prenatal care and birth outcomes (Daw & Sommers, 2018; Johnston et al., 2021); 6) prenatal care in order to meet the needs of patients and increase the value of care for pregnant women (Peahl et al., 2020); 7) redesigning prenatal care: creating flexible models of prenatal care through a virtual care model (Peahl, Smith & Moniz, 2020; Clapp et al., 2019); 8) social determinants of racial / ethnic differences in prenatal care use and maternal outcomes (Gadson, Akpovi & Mehta, 2017); 9) patients' and providers' standpoints on a new model of prenatal care implemented in response to the 2019 coronavirus disease pandemic (Peahl et al., 2021); 10) injustice in the use of prenatal care (Heaman et al., 2021); 11) adequacy of prenatal care under conditions of the presence of various diseases of pregnant women (Benzaken et al., 2019); 12) individual and regional factors related to prenatal (antenatal), parturient activity and postnatal care (Budhwani, Hearld & Harbison, 2015); 13) the importance of multidisciplinary care during prenatal care (Han et al., 2016); 14) quality of communication and discrimination in the care of pregnant women (Attanasio & Kozhimannil, 2015).

Thus, the research is focused on the problems of prenatal care, its quality, insurance for pregnant women and its role in prenatal care, women's satisfaction with prenatal care, telemedicine in the care of pregnant women, etc. At the same time, few studies pay attention to public management issues in the perinatal sphere.

### 3 Methodology

In the course of the research, a mixed approach, qualitative and quantitative analysis of public management and its effectiveness in the perinatal sphere has been used. The qualitative content analysis was carried out based on a review of the scientific literature and a study of strategic policy documents for the development of perinatal care in Ukraine, starting from 2011, when the Concept for the further development of perinatal care and the plan for the implementation of the activities of the Concept was adopted (Verkhovna Rada of Ukraine, 2022). The quantitative analysis is based on evaluating statistical indicators of the public management efficiency, namely: 1. Perinatal conditions: Number of death in 0 age, person 2000-2020. 2. Perinatal conditions: Percentage of cause-specific deaths out of total deaths in 0 age 2000-2020. 3. Perinatal conditions: Death rate of 0 age per 100 000 population 2000-2020 (WHO, 2022). Ukraine, Poland and Germany were chosen for the analysis,

which differ in the problems of social-demographic development and, accordingly, in the quality of public management of the perinatal sphere. At the same time, all countries have transformed the industry through regionalization reform.

#### 4 Results

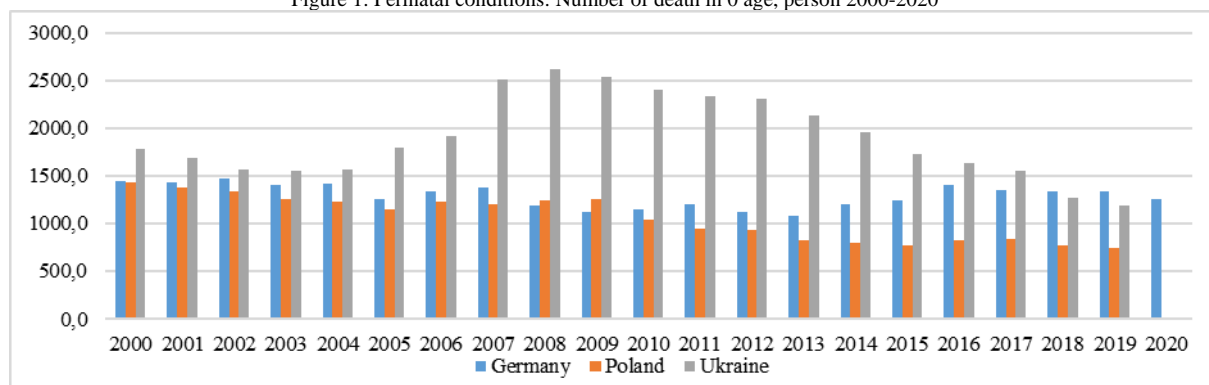
The perinatal industry in European countries is being transformed due to regionalization: the development of specialized centres for the provision of perinatal care, the introduction of a clear plan as part of the strategy for the development of obstetric medicine, and the renewal of equipment, which has generally contributed to an increase in the quality of services in this sphere. However, among the main problems, the following ones should be specified: the lack of funding in the context of deficits in the budgets of European

countries; the lack of skills of young specialists with a sufficient number of medical educational institutions and graduates.

Therefore, the issue of experienced management and effective organization of the structure of the provision of medical services remains relevant. In particular, after the regionalization of perinatal care, an important role in improving the quality of medical services is played by the quality and speed of patient transportation to the maternity ward.

Promoting a healthy pregnancy is the main priority of the healthcare policy of many European countries. The important indicators of the success of this policy are the perinatal mortality of children (Figure 1), the percentage of newborn deaths in the total number of deaths (Figure 2), and the mortality of newborns per 100 thousand persons (Figure 3). Thus, different dynamics of the specified indicators of the effectiveness of perinatal care are observed in the countries under study.

Figure 1: Perinatal conditions: Number of death in 0 age, person 2000-2020

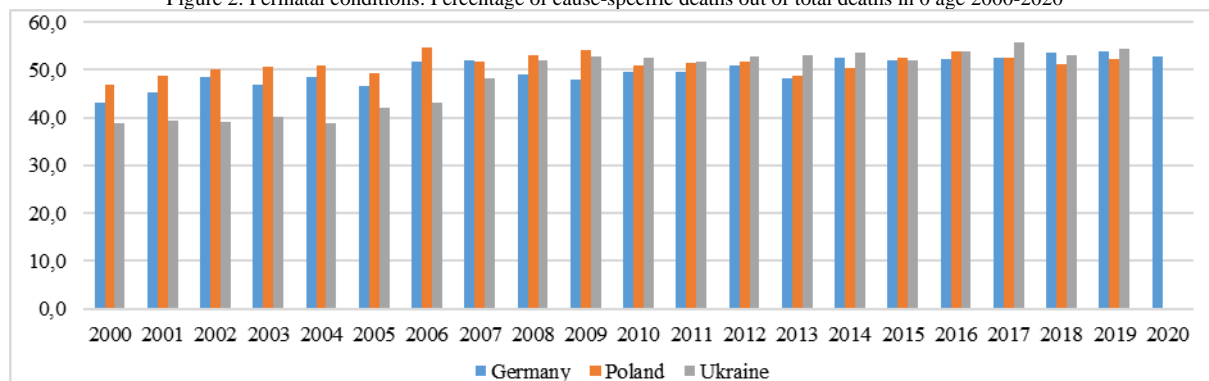


Source: WHO (2022).

The highest infant mortality rates are observed in Ukraine: the average number of deaths at the age of 0 was 1 852 children for 2010-2019; the average share of deceased infants in the total number of deaths is 53%; the average mortality rate is 420 infants per 100 000 persons over ten years. For comparison, in

Poland, the average indicators were 848 people, 51,6% and 225 infants per 100 000 persons, respectively. In Germany, the average indicators were 1244 people, 51,5% and 172 infants per 100 000 persons, respectively.

Figure 2: Perinatal conditions: Percentage of cause-specific deaths out of total deaths in 0 age 2000-2020



Source: WHO (2022).

Thus, the Polish system of perinatal care can be considered as the most effective one. The quality of perinatal care in Polish hospitals has increased thanks to the introduction of Perinatal Care Standards in 2012 significantly. However, the Standards are unified and, for instance, do not define the specific needs of women with disabilities who require special individual perinatal care.

In scientific studies of perinatal care, each EU country's monopolistic, pluralistic or intermediate healthcare systems are considered. Monopolistic healthcare systems are defined as those providing care during pregnancy and childbirth exclusively in polyclinics and maternity homes in outpatient, inpatient

departments. In such kinds of institutions, all personnel is hired by the state. In pluralistic systems, care during pregnancy and childbirth is provided by nurse-midwives and doctors in private practice and, to a lesser extent, through medical institutions. In this case, a woman can choose the type of care she needs. Intermediate systems of perinatal care have features of both.

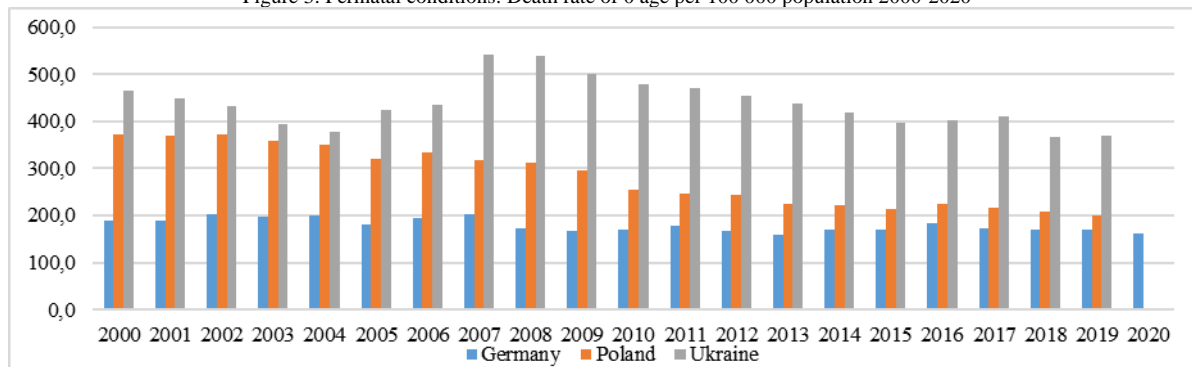
The basic limitation of the research is the lack of quantitative data on public management in the perinatal sphere. There are data on the number of prenatal visits to various institutions providing medical services, but there is clearly no information on the time of the first prenatal visit. All medical consultants argue the diagnosis without resorting to supporting data, relying



on the fact that the involvement of women in the first antenatal visit is not a problem. Many perinatal benefits depend on the confirmation of the pregnancy and its registration with the relevant official bodies. And the registration takes place at the first visit. Improving prenatal care focuses on women who do not return after the first visit. According to some data, in EU countries, less than 2 percent of women in labor did not receive prenatal care. Standards of perinatal care are established for all countries and are expressed in rights to medical services and social support. The number of visits, examinations, laboratory tests, verification procedures, home visits, income transfers and

other benefits is determined in each EU country. In some countries (for instance, Norway), the number and content of prenatal visits take the form of government-sanctioned recommendations rather than legal regulations. The research committee working on behalf of the European Economic Community has conducted a survey of hospitals on the subject of recommended prenatal visits. Differences between countries are considered to be extremely significant. For instance, in Germany, the cervix is usually examined during antenatal visits; in the USA, such examinations are carried out only under special conditions.

Figure 3: Perinatal conditions: Death rate of 0 age per 100 000 population 2000-2020



Source: WHO (2022).

Many EU countries have implemented policies on reducing hospital costs, relying on home care and outpatient visits. Such strategies are implemented due to their lower cost compared to inpatient treatment. At the same time, a thorough analysis of costs and results is usually impossible. The exception is the Netherlands, where expenditures for the postpartum home visiting program are reviewed. In Portugal, Denmark, France, and Great Britain, there are five and a half specialized medical institutions for every ten thousand births. In comparison, there are more than ten of such specialized medical institutions in Germany, Italy, Poland, and Belgium. The study conducted under the project of obstetric medical care has revealed that more than 63% of children born at 24-31 weeks are registered in such countries as Poland and Denmark, and more than 80% - in Germany, Italy, and Portugal.

In the Central and Eastern Europe (CEE) region, prenatal and neonatal care outcomes are often satisfactory. In Poland, the perinatal mortality of children is 4,9%, and the perinatal mortality of women (pregnancy, childbirth, postpartum period) is 0,23% (9 cases). However, dissatisfaction with the quality of perinatal care is also observed, including antenatal classes, hospital equipment and the approach of hospital staff, forasmuch as they do not really meet specific functional needs (Mazurkiewicz, Stefaniak & Dmoch-Gajzlerska, 2018). The basic problems of caring for pregnant women include medical personnel ill-treatment, conducting medical procedures without prior consent (Baranowska et al., 2019). Inappropriate comments on the part of staff about their own or the woman's situation were reported in 25% of cases, while 20% of women experienced an indifferent attitude towards them (Baranowska et al., 2019). In the study conducted by Baranowska et al. (2019) 19,3% of women reported that staff did not adequately care for their privacy, and 1,7% of respondents noted that the worst treatment was related to feeling anonymous in the hospital. Thus, women experience disrespect and abusive care during Polish perinatal care. Most abuses and disrespects involve violations of the right to privacy, the right to information, the right to equal treatment and the right to freedom from violence. Low information awareness regarding abuses and complaints reported in the study may result from women's lack of awareness of relevant human rights laws (Baranowska et al., 2019).

#### 4.1 Perinatal care in Ukraine

The process of regionalization of perinatal care in Ukraine was launched in 2003-2004. Based on the distribution of perinatal care by level, the purpose and tasks of the institution were defined according to the level. Perinatal care after regionalization has certain aspects, such as a three-level obstetric hospital, with its qualifying powers and limitations. The level of the medical institution is determined based on the definition of the individual diagnosis of the woman in labor. This is related to the perinatal risk of a pregnant woman, to ensure the necessary conditions and medical capabilities of the institution for preserving the health and life of the mother and child. All levels of perinatal care, within the framework of regionalization, including coordination of activities, are regulated at the state level, namely by the Institute of Pediatrics, Obstetrics and Gynecology of the National Academy of Medical Sciences (SI "IPOG NAMSU") of Ukraine.

One of the priorities of the reorganization is the creation of levels. The goal of perinatal care levels is to reduce morbidity and mortality, including existing disparities, by encouraging skilled medical growth and maturing care delivery systems that consider risks specific to maternal health needs. In order to standardize the complete integrated system of perinatal regionalization and risk-based maternal care, this classification system establishes levels of maternal care that refer to basic care (level I), specialized care (level II), specialized care (level III) and regional centers of perinatal care (level IV). When determining the appropriate level of care provided by a medical facility, the decisions should be taken in reliance upon regional and state health care institutions, national accreditation and professional organization guidelines, and identified regional needs for perinatal care and regional resources.

State and regional authorities should cooperate with health facilities within the region and with the participation of obstetric care specialists to define an appropriate coordinated system of care and implement policies promoting and supporting a regional system of health care. This collaboration will increase the safety of childbirth in communities, ensuring support and providing quality obstetric care.

Regional prenatal care is aimed at supporting and expanding medical care possibilities by developing, strengthening and



defining in better way relations between medical institutions in the region. In turn, this should facilitate access to counseling and appropriate care when needed to provide the women with low and medium perinatal risk to stay in their communities, while pregnant women at high perinatal risk can receive care in facilities prepared to provide the necessary level of specialized care. Each institution should clearly understand its capacity to handle increasingly complex cases of postpartum depression and should have a clearly defined threshold for transferring women to healthcare facilities offering a higher level of care. In emergencies, the nearest hospital of the appropriate level should be used if additional trips to a higher-level hospital increase the risk of an accident. An important goal of the regionalized maternity care system is to provide medical institutions of level III or IV for training in quality improvement methods, maintaining a high educational level and analyzing cases of severe morbidity and mortality in the hospitals of its regional system.

One of the most frequently asked questions about the levels of obstetric care for mothers was related to the availability of staff, especially the requirement for staff to be “available” or “present” on-site. Permanent physical presence is understood as follows: the designated person must be present at the site of perinatal care 24 hours a day, seven days a week. Availability means that the specified person must be available 24 hours a day, seven days a week for consultation and assistance and be able to be physically present at the place of delivery of obstetric and gynecological care for a period that includes the risks and benefits to the mother, a fetus or a new-born with assistance. Further determination of these time frames should be individualized depending on the institution and region, with the participation of obstetric care facilities.

While regionalization improves health care, then the introduction of levels of obstetric care should be related to the reduction in maternal morbidity and mortality. There should also be a downward shift in the number of seriously ill women in the institutions of I and II level. Therefore, institutions and regional systems should develop methods for tracking and diagnosing maternal morbidity and mortality to measure system performance using levels of perinatal care. Quantitative, and qualitative assessment and realistic results should be an integral part of characterizing the effectiveness of the system.

State and regional authorities should work together with numerous institutions within the region and with the participation of nursery midwifery care in order to define the relevant coordinated system of care and to implement policies that will promote and maintain a skilled system of care. One of the steps towards increasing provision of medical services is the development of a system for the classification of perinatal services, corresponding to a specific state or geographical region. The next step is to establish certain levels in all facilities providing perinatal care within the system. Additional information is required to help optimize implementation, including further understanding of perceived barriers to implementation in hospitals and maternity units, identifying or developing tools and resources to address these barriers, and identifying examples and best practices of successful implementation of the levels of the medical care system. The provision of such information to other institutions and systems that are in the process of planning to implement a health care system can accelerate social-economic development. Moreover, determining how best to secure the funding needed to establish perinatal care system levels, how to manage different payer programs, and how to reveal which financial models are most sustainable is critical to implementation. An important consideration related to financial concerns is ensuring that institutions are not subject to financial “penalties” for inappropriate transferring of a woman to a higher-level institution.

## 5 Discussion

In 2011, the Ministry of Health of Ukraine (MOH) issued the Order No. 52 dated February 2, 2011 “On Approval of the Concept for the Further Development of Perinatal Care and the Plan for the Implementation of the Concept’s Measures” (The Verkhovna Rada of Ukraine, 2022). It clearly defined goals, objectives and methods for improving perinatal care, a new stage in the development of the maternal and child healthcare industry has begun in the state. The purpose of the concept lies in reducing maternal and perinatal morbidity, disability and mortality in Ukraine by structurally reorganizing the system of providing medical care to women during pregnancy and childbirth, as well as to their new-born children, increasing the level of accessibility and quality of maternity care, its safety and economical use of resources. A number of negative trends in changes in population health indicators hindered the development and implementation of this order. From 1991 to the present day, a negative trend in population growth has been maintained in Ukraine. From 1991 to 2002, there was a sharp decline in the birth rate. It lasted until 2012, and had a positive dynamics until 2022. The birth rate of 11,4 per 1000 population in 2012 decreased to 7,3 in 2021 (State Statistic Service of Ukraine, 2022). Several factors have contributed to the decrease in the birth rate in recent years in Ukraine. The crucial ones are the decrease in the number of women of childbearing age over the same period and the adoption by the population of a quasi-planned family tendency that is characteristic of developed countries in Europe and the world. The total fertility rate, which is calculated and analyzed by the UN Population Division, characterizes the fertility processes quite indicatively. According to their calculations, if this coefficient  $\leq 2,1$ , then simple reproduction of the population is not ensured in this situation. In the world, this indicator was 3,0 in 1990-1995, and decreased to 2,5 in 2010-2015 (Rohach, Keretzman, Hadzheha, 2019).

An unfavorable demographic situation is accompanied by an unsatisfactory state of health of women, mothers and newborns. During the third millennium, the prevalence of women’s menstrual disorders has increased by 32,7%, inflammatory diseases of the cervix - by 82,5%, malignant neoplasms of the uterine body - by 33,9%, mammary glands - by 15,3%, and the incidence rate of pregnant women with diabetes – by 9,6 times, diseases of the thyroid gland - by 16,1%, diseases of the circulatory system - by 31,2%, diseases of the genitourinary system - by 12,3% (Marushko & Dudina, 2020). The negative trend of the most objective indicator of the health of new-borns - the frequency of low birth weight new-borns – 5,39% in 2000 and 5,78% in 2019 is observed; the health index of new-borns remains low despite positive dynamics – 72,8 % and 84,2%, respectively (Marushko & Dudina, 2020). In general, the level of perinatal mortality in Ukraine, calculated according to WHO criteria, decreased by 3,1 times - from 27,1 per 1 000 births in 2000 to 8,64 in 2019; however, it still exceeds the similar indicator on average for the countries of the European Union (6,1‰) and the European region (7,2‰ in 2017), respectively. Based on the data of the State Statistics of Ukraine, the decrease in the level of perinatal mortality occurred only due to a decrease in early neonatal mortality (from 4,71‰ in 2000 to 2,99‰ in 2018) with a tendency to increase stillbirths (from 5,4‰ to 5,91‰, respectively). At the same time, an excess of the real rate of early neonatal mortality over the actual rate by 2,2–2,3 times is noted, leading to an underestimation of the overall rate of perinatal and infant mortality.

The key indicator, taken into account during formation of the total mortality structure, is the mortality of infants under 1 year (infant mortality), which is an essential factor of the level of the country’s social-economic development. This indicator, starting with the declaration of independence of Ukraine, had a stable positive trend; however, during the period 1991-2021, it decreased almost twice. In terms of the structure of infant mortality, the so-called external causes that have arisen in the perinatal period are at the first place (53%). In 2021, congenital

disabilities (anomalies) occupied the second place (25%), and birth trauma took the 3rd place (15%). It should be noted that the vast majority in the structure of infant mortality belongs to factors that can be controlled. According to the data of WHO, the main cause of newborn mortality in developed countries is the extreme degree of morphofunctional immaturity and neonatal sepsis. There are no data on the first indicator in the Centre for Medical Statistics of the Ministry of Health of Ukraine, and according to the researchers' conclusions, the indicator is practically not determined and is not taken into account in the vast majority of regions. Neonatal sepsis is the second most common cause of death of newborns in the EU countries based on the data of WHO, while in Ukraine, congenital anomalies of development are in the second place. The situation with the mortality of newborns from neonatal sepsis in Ukraine is acute and surrounded by several mysterious factors. First of all, difficulties arise in the formulation of this diagnosis during pregnancy and, subsequently, inconsistencies with the pathoanatomical diagnosis. The main reason for this phenomenon is that it is necessary to have modern equipment for the correct and timely diagnosis of this pathology in children, the effectiveness of which is proven by the principles of evidence-based medicine. These manipulations are highly specialized and are not conducted in rural areas and in all district obstetric and gynecological hospitals. This is confirmed by the fact that neonatal sepsis is far from the first place in large cities of Ukraine, among the causes of death of newborns, compared to other regions.

In economically developed countries, perinatal and infant mortality reduction occurs primarily due to the improvement of the quality of medical care for children with very low birth weights. In particular, in most countries of Western Europe, the survival rate of such children in the first 168 hours of life reaches 80-95%. In Ukraine, it slightly exceeded 81% in 2014 and reached almost 82% in 2015 (Zhylka, Slabkiy & Shcherbinska, 2021).

Maternal mortality and the severity of childbirth are increasing not only in Ukraine but also abroad. The main medical causes of maternal mortality include as follows: cardiovascular diseases, infections, and municipal obstetric complications such as bleeding and they vary over time considering the period of pregnancy. Despite the introduction of specific changes in the clinical examination and careful periodic examination, it is possible to improve the system and foresee some risks related to childbirth.

Nowadays, a three-level perinatal care system exists in all Ukraine regions, except for Volyn, Zakarpattia, and Chernihiv regions. The system of providing medical care based on the principle of regionalization provides for a reasonable and effective distribution between healthcare institutions of different levels. For instance, according to world experience, approximately 17% of births require a timely response to obstetric and neonatal problems in the conditions of the III-level perinatal care facility (Shylo & Nykytyuk, 2018). In Ukraine, this indicator was 17,7% in 2015, although the difference is noticeable in terms of regions, namely: from 0% in Zakarpattia, and Chernihiv regions, less than 10% in Mykolaiv, Cherkasy, and Vinnytsia regions, over 32% in Sumy region, and 36% in Kharkiv, and 45% in Chernivtsi regions, respectively. In the regions under study, perinatal care institutions of the first level delivered 40,3% of births, II – 42,5%. This gives evidence of insufficient adjustment of the functioning of regional perinatal care regarding the distribution of childbirth between institutions of different levels (Shylo & Nykytyuk, 2018).

## 6 Conclusions

Currently, the dynamics of the main demographic indicators in Ukraine remain negative. The negative natural increase and decrease in the average age of women who give birth against increasing morbidity and perinatal mortality is an urgent

problem of modern Ukrainian society and all components of the healthcare system. In the process of regionalization, the current system of organizing perinatal care in Ukraine requires improvement in the direction of regional decentralization of power and funding. Reducing the level of perinatal mortality and its components requires the further development of regionalization of perinatal care, the completion of the creation of III-level perinatal care centers, the review and provision of patient routes, the development and provision of state-guaranteed medical services / standards (standards for the safety of children, pregnant women and women in labor), the reliability of determining body weight at birth, live birth and stillbirth criteria. In a related move, it is necessary to develop individual models of the organization of perinatal care for the population for individual regions, taking into account the level of availability of medical care and the biogeochemical zoning of the regions. The experience of highly developed countries in solving the above-described problem can serve as a basis for the settlement of an issue in our country with further optimization of existing models of a perinatal service organization according to our economy, geography and social components in Ukraine.

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**Primary Paper Section: A**

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## DIGITAL ART IN DESIGNING AN ARTISTIC IMAGE

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**Abstract.** The relevance of the research topic lies in improving the approaches to designing an artistic image, which is caused by the development of digital technologies and innovative art tools. Using digital art to display an artistic image creates opportunities to convey a more specific art work of perceiving the world and ideals. The development of digital art in the era of global digitization implies introducing several modern tools for designing an artistic image. The purpose of the academic paper is to study the development of digital art in the context of designing an artistic image. The research objectives are analyzing the results of the digital art development as a modern cultural center in the global dimension and the possibility of using tools for designing an artistic image. The object of research is the process of forming an artistic image by using computer graphics, special innovative processing technologies and correlation of works of art created by a person. With the help of using these tools in the global space, it becomes possible to form new types of art that are based on digital technologies. The research methodology involves using scientific methods for the formation of quality tools to implement the digital art in the conditions of rapid spreading of trends in the digitization of culture and human spirituality. The obtained results are of practical importance for contributing to the theoretical background of digital art and the components of its formation. As a product of digital art, an artistic image created with the help of digital technologies can convey in more detail the emotional palette, the inner vision of the artist's world and meaningfully explain his message. The academic paper examines the features of the influence of digital art on the design of an artistic image from the viewpoint of spirituality and compares the traditional design of artistic art.

**Keywords:** digital technologies, art, artistic image, computer graphics, visualization, digital directing, robotization

### 1 Introduction

In today's conditions, the development of digital technologies widely affects all spheres of human activity and qualitatively improves the possibilities of social-economic and creative activities. The development of digital art precisely in the person's creative activity can establish qualitatively innovative approaches to the use of tools for reflecting the inner world and the possibility of projecting it into artistic images. For the majority of people, artistic images are defined as aspects of the formation and development of a person's spiritual practices, which can improve the quality of a person's life through spiritual development. The issue of digital art is the most relevant direction of human creativity, as it allows using visualization tools to convey emotions and images that each specific artist imagines. An artistic image is the embodiment of certain symbols and aims to convey a non-verbal informational message, the content of the inner world and spiritual features of the perceived image. The importance of using digital art tools is also revealed in the methodology of improving existing artistic images, which have been identified in the literary and visual heritage. With the help of digital art, a person can reconstruct historical monuments and convey the full visual and verbal effect of ethical observation of an artistic image. In the literature,

digital tools are used to create e-books, and collections, adding pictures and various means of analyzing artistic images. In architecture, digital art is used as a means of designing a sculpture and improving it based on precise technical calculations. The most widespread application of digital art is its use in the visual design of paintings, photographs and video materials. With the help of robotization and artificial intelligence, it becomes possible to create a virtual reality, an unconventional means of human existence. In addition, digital art opens up not only the way to improve the artistic image but also raises the need to answer philosophical questions, such as human existence, culture and the genesis of the higher spirituality category. With the help of an artistic image, non-verbal communication is carried out, and the transfer of information and the development of a cultural center become possible. This is precisely why the issue of digital art in the design of an artistic image is a rather broad concept strongly demarcated from the basic principles of its implementation and functioning.

### 2 Literature Review

The issues of investigating the digital art in the design of an artistic image are being studied by numerous scientists. The possibility of creative development and the use of modern digital tools by everyone determine high attention to this topic. In addition, digital technologies are a catalyst for the creation of new genres, styles and types of art, which is expressed in the constant search for novelties. By means of digital art, the scientists Bramantyo Dupui (2021, p. 10) consider the possibility of using special digital technologies and the quality of their implementation by the set task of designing an artistic image. Emphasis is placed on the fact that the main characteristic principles of digital art are software and any robotic processes involved in creating an artist's work. By the way, another author, Florea (2021), believes that the design of an artistic image with the help of digital tools can contain many tools used, starting from the processing of the work as well as its sound and visual components. Any influence that matters to the final product through digital tools is a work of digital art. Scientists argue what can really be considered digital art, forasmuch as easy access to the market of digital technologies for a wide range of people who want to try themselves makes it necessary to outline clear styles and their directions, as well as define certain standards of quality that can be considered as art. However, this statement is not expedient when designing an artistic image. A. Whitaker (2019) believes that with the help of digital art, it is possible to project any artistic message and vision of the world that will take place among the supporters of this direction. The use of computer graphics has fundamentally changed the world of art. The author (Bessette, 2018) emphasizes that modern digital art has a number of necessary means for conveying not only art work's message at the mental level but also at the verbal and non-verbal level of communication. The use of digital art makes it possible to reproduce the author's desire to convey his opinion and depict the essence of the issue in the most detailed way. The researcher (Wilson, 2021) concludes that the establishment of digital art negatively affects the quality of perception of an artistic image. After all, the use of computer graphics and digital technologies makes it possible to understand the message of the artist visually, but there is no analysis of the problem from the perspective of human thinking. The authors see this issue as the main problem of digital art when designing an artistic image. Indeed, using such means will stimulate humanity to become accustomed to the perception of digital and virtual content, which reduces the ability for analytical thinking and the possibility of conducting internal dialogues according to the given image and its essence. Moreover, in the opinion of the scientist VanDerSchaa (2021, p. 32), the wide perception of artistic images designed by digital technologies can have a negative impact not only on analytical thinking but also on the deterioration of the perception level of art in its traditional genres and understanding. An important issue for discussion is

the possibility of using digital art to reconstruct artistic images of a historical nature because most of them had their own approaches to seeing and perceiving the world. Based on reconstructing the art of the past we can contemplate the moods, mentality and features of the spiritual culture of both individual people and specific events in the most detailed way. As noted by scientists VanDerSchaaf, Daim (2021, p. 42), historical events had a wide impact on the development of art, because their reflection in social life created the need to search for a style, use appropriate tools and convey a key message. In general, the prospects of digital art are too strong to be ignored in traditional approaches to the display of artistic images, forasmuch as the future of world culture will be implemented thanks to software and the rapid digitalization of human cultural activity. In the world of such events, Sohn J (2021) argues that the features of transforming the human soul are being studied in the context of the global digitalization policy and spreading global digitalization of sectors of everyday life. Thus, the issue of digital art is an open question that needs constant monitoring and necessitates conducting further studies on the disclosure and interpretation of the artistic image by means of digital technologies.

### 3 Research Goals

The purpose of the research is the analysis of modern theoretical approaches towards designing an artistic image in a person's spiritual culture and its implementation through digital technologies. The main goal of the research is to compare the traditional design of the artistic image and the means of digital art, outlining the advantages of each of them, and to study the trends in the development of the digital art market. It is important to form the concepts of using digital art to project an artistic image with the motive to improve the message to the target audience. The factors of digital art are the use of digital technologies and means of creating artistic images or their reconstructions. The academic paper examines the key tools for designing an artistic image and provides prospects for developing the digital art direction from the perspective of modern digital art in a global dimension.

### 4 Materials and Methods

In the course of the research, a wide range of scientific methods was used. In particular, the synthesis method was applied to determine the main approaches to the artistic image concept and the main postulates of its importance for the perception of the society. The characteristic features of an artistic image as a product of art were distinguished and the key features of an artistic image were outlined. By the way, particular attention is paid in the academic paper to consider the viewpoint on the distinction between traditional and digital art; the main principles of their differentiation are characterized, and further development prospects are outlined. It has been studied how the digital artistic image affects the human consciousness by methods of induction and deduction. The method of explanation was used in the research to determine the characteristic features between digital art and alienation from the essence of human existence. Abstraction makes it possible to explore the means of designing an artistic image using digital technologies and draw conclusions about virtual reality and the problems of spiritual culture. Along with this, a methodical approach was developed to analyze the problem, which lies in studying the issues of the philosophical approach to spiritual culture, the truth of being as a result of traditional theoretical art and its contrast with the digital one. The methods of exploratory analysis were used, with the help of which the key modern technologies of designing an artistic image were determined, and each was characterized. Approaches to designing an artistic image are formed on the basis of applying technological tools and a special digital infrastructure with the relevant software, which is a prerequisite for the development of digital art. Digital art plays a significant role in designing an artistic image, as it creates a significantly

new dimension of future human culture. With the help of artistic images and awareness of the world through artistic images, traditional human thinking and basic postulates of ethical and spiritual norms will be changed in accordance with the global processes of digitalization. Based on the given perspectives, by applying the classification method, the characteristic features of artistic image design technologies were determined, and their ontological significance in the development of art was revealed.

### 5 Results

Modern approaches to the digital art concept are ambiguous due to the prism of developing digital technologies and the using technology tools. The original essence of digital technologies is the result of scientific progress, forasmuch as the result of cultural development is the art of Kimberly (2021). The combination of both factors creates a separate dimension of the combination of technology and science, which is called digital art. Under this approach, it is possible to form one's own definition of digital art as a tool for implementing human civilization's spiritual and cultural values based on the results of technological progress.

Designing artistic images and communicating with the surrounding world is a direct means and function of art. The expression of opinions, the presentation of a vision picture or a character of a book or a sculpture is an opportunity for the artist to convey to his audience a certain ideological load and the appeal of Shortland (2020). Digital art comprises a significant number of its manifestations in the form of artistic images, and, as a rule, it does not contain a single structure for its display. Most of the results of digital art are approximations to traditional art through the use of innovative technologies.

An artistic image is a complex system of ethical, spiritual and cultural norms, which aims to send a hidden or open message to the broad society. The use of artistic images is a key means of communication with the population; therefore, under the digitalization trend of global society, it was the first to fall under the modernization, according to Triyono (2021). Artistic images are widely implemented in everyday life; they are the basis for cognition and understanding of the universe. They also create opportunities to get acquainted with the surrounding world and provide characteristic signs of its development.

Designing digital art is a creative process that uses artificially created tools to form channels of communication with the surrounding world. The advantage of designing artistic images by means of digital art is the possibility of using them to emphasize clear features and express one's vision of the world. In addition, digital design is able to carry out a qualitative transformation regarding the formation and separation of the main features of human consciousness.

Having defined the key principles of traditional and digital art, it is worth considering the main tools for designing an artistic image [13]. The development of digital technologies provides humanity with several essential elements that can maximally convey the meaning and features of an image in accordance with the set goal. In addition, the technologies of designing an artistic image differ in their implementation principles and the impact's nature. A more detailed description of the technologies for designing an artistic image is reflected in Table 1.

From the above positions of tools for designing an artistic image, it can be concluded that they are significantly different in their characteristics and contain several innovative approaches to implementing communication channels with the environment. In addition, digital art aims to create and display artistic images in a traditional style. However, the tools for implementing digital art are not natural, which contradicts the philosophical direction of ontology, where the unity of man with nature is considered the truth.

Tab. 1: Technologies of designing artistic images by means of digital technologies

Technologies	Characteristic
Computer graphics	They are used to design artistic images based on applying pixel graphics and color schemes to display multimedia video and photo materials. It is considered the most popular means of digital art for designing modern artistic images.
Virtual reality	Virtual reality is developed based on visual approaches to perceiving the virtual space in which human activity takes place. Virtual reality as a means of designing artistic art has emerged recently and undergone a significant increase in the quality of the formation of digital technologies and the possibility of use by a wide range of artists.
Animation	It is popular for projecting real physical character actions or creating a real-world feeling by animating images and movement. By the way, animations are often used for images on video hosting, web resources, mobile applications and other digital platforms. In art, the animation is used to create a number of video and photo materials.
Electronic music	Electronic music is a new direction in the development of digital art, as its essence lies in the possibility of using modern means and tools of digital technologies to improve the sound of musical instruments. In addition, electronic music implies the design of melodies related to the digital age. Separate genres with stylistic coloring emerge, which qualitatively reflect the digital age of humanity and create a corresponding image.
Media technologies	Media technologies are widely used in designing various artistic images and giving them human characteristics close to reality. In order to use media technologies, it is necessary to create modern and relevant means of forming and developing a stable digital environment and infrastructure.
Means of digital processing	The main means of digital infrastructure are the use and formation of quality indicators of the ability to process photo, video and audio materials. They are used to transform the interpretation of artistic images and the ability to provide the relevant features for the projected artistic image.

Source: compiled by the author

Such problems create the necessity to determine the key tools, implementation and nature of the influence on human consciousness as a source of the cultural and spiritual center generation, the result of which is the formation and promotion of civilization development. A person's spiritual values influence his social-economic and even scientific activities. Any sector of human activity is interconnected, forasmuch as it contains natural signs of its functioning and stimulates further development in the conditions of the global world and society digitization.

The issue of a qualitative nature regarding the possibility of absorbing traditional art by the digital one is ambiguous due to the following concept: the development of digital art is impossible without the presence of a source of creating the artistic images. The source of artistic images is the natural culture and spirituality of a person and the formation of his consciousness. To create artistic images by means of digital technologies, practical approaches of traditional or natural art will be used in any case, according to the study of Yuldasheva O. (2021).

However, the effects of influence are significantly different, because art is a key tool for comprehending and exploring the world and the surrounding environment. After all, based on the formation of ideas about the world and communications with the environment and contact with artistic images one can form a holistic vision of the spirituality and culture of the personality.

Digital art, as a separate layer, is characterized by realism. Although, by its nature, it is an illusion of reality, it contributes to the strengthening of non-verbal feelings, and it can improve the quality of interconnection when communicating with the environment precisely through the emotional and visual-auditory contact of Osadcha (2017).

It is important to note that digital art primarily functions in the information space. This means that in order to see an image or product of digital art, a person must have access to the Internet or use special technical equipment. Herewith, contemplating pictures, playing musical instruments, and reading or writing books can be done without these digital tools.

The difference lies in the quantitative approaches of projecting the imagination of the world and the possibility of corresponding consequences for each individual person. The detailed comparison of traditional and digital art is reflected in Table 2.

Comparing traditional and digital art creates various aspects of human culture formation and development, which directly affects designing the artistic images. An artistic image created by a person is the personification of his spiritual values and the desire to transfer certain spiritual features or a meaningful message to the object. In order to create and project an artistic image, it is necessary to use various means and tools of digital technologies with already existing cultural values.

The evolvement of digital art and the possibility of designing artistic images are rapidly developing. The first prototype of virtual reality glasses was developed by Comeau Charles and Brian James in 1961, which became a key direction for popularizing modern VR technologies in the XXI century (Wilson, 2021). By virtue of using such means of projecting artistic images, a whole community of the VR culture direction was created, the market of which as of 2022 reaches 210 billion dollars, which is almost twice as high as in 2015.

Implementation tools for animation and 3D technologies are also developing rapidly. Different approaches to digital design are emerging around the world. A separate tool of digital art is a 3D printer, with the help of which it becomes possible to "print" ordinary figures and even entire cities. The first 3D houses appeared in 2020 and became the global news among architecture and approaches to architectural art in general, according to the standpoint of Tweedie (2021).

According to the features outlined, it can be stated that the design of artistic images is developing as fast as the introduction of digital art technologies. Wide access to a set of digital art tools gives people the opportunity to constantly create their products. The information consciousness, to which most of the planet's inhabitants are connected, stimulates the daily use of information and the conduct of an information life, resulting in the formation of spiritual traits, reflections and culture, which is a key factor for designing and creating an artistic image.

According to such approaches, the cultural center of humanity is being restructured and its digitization is accelerating. Digital art is only one component of the global processes taking place nowadays. Let's consider in more detail the role of digital art in designing an artistic image according to the ontological meaning. The results are presented in Table 3.

Tab. 2: Comparison of traditional and digital art

	Traditional art	Digital art
Implementation tools	It is expressed in applying the traditional approaches regarding the use of material resources, reflection of human views on the basis of unity with nature, manual labor, etc.	Introduction of software, digital infrastructure and special digital technologies for implementation. Digital art can contain any number of digital technologies during its creation.
Nature of influence	It contributes to developing spiritual values, and reflects the main artistic images of different world communities. It qualitatively shows the possibilities of providing services in accordance with the characteristic features and quality of their implementation.	It influences the transformation of a person's ontological being. It forms new feelings of the world perception, promotes the spread of the illusion of reality and one's own projected dimension. It has ambiguous cultural and spiritual values, from negative to positive ones.
Stylistics	The stylistics of traditional art is mature; it clearly has constructive frameworks and a number of restrictions regarding the transmission of artistic images closest to humanity.	There are no clear stylistic frameworks even in the defined styles of digital art; any technological addition is characterized by the transformation of this art form. Therefore, the development is chaotic in stylistics.
Features	Manual labor, humanity, spiritual high culture and civilizational development, description of mentality, approval or ridicule of character traits.	The use of digital technologies, the introduction of technologies aimed at rapprochement with a person; however, they do not appear to be such. Positioning the product in the digital space and creating based on software.
Cultural significance	It contains historical heritage and many artistic images accompanying it. Influence the formation of social-political and social-economic opinion. It is a catalyst for the development of spirituality and humanity.	It influences the global philosophy of human ontology, brings innovations to the understanding and vision of the world. It discovers artistic images from the perspective of the universe as a unit of epistemological existence and development. It can contain constructive and destructive processes of strengthening a person's spirituality.

Source: compiled by the author

Tab. 3: The role of digital design of an artistic image in the ontological sense of a person

Influence on consciousness	It forms the perception of the world through the prism of ideas and illusory; it often does not correspond to reality. It contains several misconceptions about actual reality. It completely transforms a person's consciousness to a digital one. It connects a person to the consciousness of the information society.
Channels of communication	Web resources, mobile applications, and photo and video materials. Any establishments that offer the services of visiting or observing digital art and its created images.
Spirituality of a person	It creates a new value system for a short period according to a popular digital product. It makes it possible to establish a close connection between a person's behavior and the image perceived. It stimulates a person to feel the illusory reality and forms creative and spatial imagination.
Culture	It forms a wide range of innovative digital cultures, which are only at the stage of their birth and do not have a clear classification; however, we can observe the first images of the birth of digital art as a culture.
Perception of the world	It has a total level of influence on the world's perception due to the availability of understanding images and the lack of need for analytical thinking and understanding of issues. The digital artistic image is aimed at emotional and non-verbal perception, which excludes analytical thinking and immerses a person in the informational space of artistic images, forming his vision of the world.
Formation of information consciousness	The essence lies in the need to be in the information dimension and the impossibility of terminating the information activity. Artistic images create opportunities for connecting people to information consciousness and improving it through the positive effects of digital art.

Source: compiled by the author

Thus, digital art in designing an artistic image transforms the generally accepted concept of human knowledge of the world. In addition, artistic images created based on productive human activity strengthen the processes of the information society formation and stimulate people to be included in it, as a true natural necessity, although it does not appear to be such.

According to the features outlined, it can be argued that digital art in designing an artistic image and its role remains ambiguous and requires further investigation. The main principles of digital art in designing an artistic image remain the use of digital technologies that are close to reality, the introduction of information consciousness and a change in the paradigm of understanding the world.

## 6 Discussion

The research results characterize the features of designing an artistic image in modern digital art through the use of digital technologies and the corresponding infrastructure. It is on the basis of the introduced approaches that it is possible to improve the transfer of the artistic image and the implementation of its emotional and visual perception. The rapid pace of digitalization of the global environment has led to innovative approaches to the cultural activities of people, which has caused the emergence of new styles in art that belong to the digital one. The quality of the impact of traditional and digital art on future civilization

remains a broad issue. The era of traditional means of art is gradually ceasing to be relevant, and more and more attention is being paid to digital art. The artistic image, as the main means of spreading ideological thoughts, expressing the essence of human existence and reflecting acquired experience, is able to improve the ontological development of the society and contribute to positive processes of civilization direction. According to studies conducted by Osadacha and Bystryakova (2017), art is used for the spiritual development of humanity and the formation of higher spiritual values. The emergence of digital art significantly oversaturates the market and creates problematic aspects in qualitative approaches to the evaluation of artistic images and inhibits the analytical abilities of people through visual and non-verbal channels of perception.

Glavaš Z. (2020) notes that digital art will become dominant in designing an artistic image. It brings advantages in the quality of perception and reflects positive changes in the social-economic activity of cultural figures, in particular: it increases the speed of creating an artistic image; it affects the possibility of conveying a complete picture of the worldview and main features of the image, etc. It is believed that digital art will eventually become dominant, gradually squeezing out traditional art, turning historical cultural works and monuments into tools for the development of digital art. This approach is negatively perceived in the scientific circle and is debatable, which implies further studies of the prospects of designing artistic images and the development of digital art in general.

Foreign scientists Wilson, K. B., Karg, A., & Ghaderi, H. (2021) emphasize that the features of designing artistic images in digital art are the possibility of displaying a full range of feelings and emotions transmitted to a person through non-verbal and verbal contacts. It is with the help of high-quality design of an artistic image and a feeling of spiritual connection that is closer than with the help of traditional ways of transmitting artistic images, a person rather gets used to digital artistic images and prefers them.

Ukrainian scientists A. Osadcha and V. Bystryakova (2017, p. 21) pay attention to the wide development of digital art tools in designing an artistic image, particularly investigating the impact of computer graphics and robotization on the cultural world. Moreover, they have characterized the key principles of the possibility of using and implementing artificial intelligence to convey the truth of an artistic image. With the help of modeling and quantitative learning, artificial intelligence is able to generate conceptual images according to associative parameters. An engineering approach to the use of designing artistic images can not only improve the quality of their perception but also worsen the spiritual development of a person due to the lack of a sense of the presence of a person in the created product. Most digital products contain graphics not visually similar to the real world and representations of humanity and subconsciously evoke fear. Therefore, the analysis of the psychological impact of digital art on human consciousness is important in further scientific studies.

Prospects for further scientific studies lie in discussing the impact of designing an artistic image by means of digital art on society and their spiritual culture and outlining the key fundamentals of the development of digital technologies in society.

## 7 Conclusions

Thus, the following conclusions can be drawn from the study of digital art in designing an artistic image. The development of digital technologies contributes to the transformation of all spheres of human activity, including cultural and artistic activities. Designing an artistic image as a means of human communication with the surrounding world and the possibility of transmitting one's inner "I" with the tools of digital technologies has opened up new opportunities, namely, reaching a new verbal and non-verbal level of contact with others.

Digital art is the personification of human progress development, which is primarily connected with technical and scientific progress, influencing all spheres of social-economic activity. Digital art creates new genres and stylistic approaches to its implementation, reflecting both positive trends in human spirituality and significant destruction of spiritual qualities. The parity of these provisions lies in substituting the reality of art and the images used for this purpose. Being aware of unreality and having no contact with human existence, digital technologies have a fundamentally opposite meaning of existence and the ontological meaning of human development. This is precisely why the research draws attention to the technologies that are being developed for the maximum reduction of the visual feature of virtual reality. In fact, augmented reality technologies enhance the illusion of traditional art and project artistic images based on the use of computer graphics, which have a dual effect on people. This has determined the prospects for further studies of the influence of digital art and digital images on the consciousness and spirituality of society.

The main principles of digital art development in designing an artistic image are the use of innovative technologies to reflect a person's inner world and the possibility of its formation in accordance with the spirituality features or other directions, which is connected with the creativity of the artist. The quality of the design of artistic images is constantly increasing, and the popularity is spreading towards using digital means in cultural activities compared to traditional ones.

The process of designing an artistic image has a sacred meaning for human consciousness. Cognition of the world occurs through the perception of images and contact with the environment. The modern generation has faced the transition from the era of contact with traditional art and the absence of digital artistic images to a completely digital one. All future generations of people will be in contact with digital artistic images from their birth, and cognition of the world will be (and already is) based on digital technologies, which will create a new information society. Therefore, an important aspect is the further study of the influence of digital art on human spirituality.

Therefore, the research on digital art in designing an artistic image reveals the key signs of human activity and the possibility of using it for the formation of social consciousness and the general features of its improvement.

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## PROBLEMS OF INFORMATION SUPPORT OF UKRAINIAN POLITICAL SECURITY

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Abstract. Preservation of the territorial integrity and sovereignty of Ukraine in conditions of instability and uncertainty is the main strategic goal of the country. It significantly depends on the level of political security of the state and its information support. The purpose of the study is to substantiate the theoretical and applied foundations of the study of problems of information support of Ukrainian political security. The methodological basis of the study consists of methods of economic analysis and fundamental research, in particular: analysis, synthesis, comparison, system analysis, analogies, generalization, systematization, grouping, cluster analysis, graphical, and tabular. As a result of the research, it has been determined that ensuring the political security of Ukraine significantly depends on the effectiveness of information support. The main threats to the political security of Ukraine are identified: political corruption, low level of political responsibility, and lack of an effective system of counteracting political risks and threats. The significant influence of the factor of disinformation spreading on the level of political security of Ukraine has been proven, as evidenced by the corresponding values of political stability indicators, which range from -1.87 to -1.10, and corruption control – from -0.87 to -0.76. It has been revealed that Ukraine has signs of the formation of informational support of political security in common with Armenia, Moldova, and Romania. The necessity of forming a mechanism of information support of political security, taking into account external and internal threats to political security, is established. Ways of solving the problems of information support of political security of Ukraine through the formation of a set of measures to increase resistance to disinformation and improve the mechanism of exchange of information flows in the system of public authorities have been suggested.

Keywords: political system, politics, information support, political security, information, protection of national interest.

### 1 Introduction

Ensuring a sufficient level of protection of the state's interests from the impact of external and internal challenges, threats and dangers is conditioned by the need to achieve sustainable and sovereign development, the effective activity of public authorities, and the functioning of civil society. Implementation of the basic political values protection within the state requires strengthening its political security. It is worth noting that in the scientific discourse the study of the political security of the state is too indirect. In addition, the definition of the term "political security" is quite limited, which requires deepening scientific developments in this direction. Most scientific views focus on the consideration of political security as a set of special measures to protect the constitutional order, ensure state-building, and the formation of effective public policy. This has become especially acute in the context of Ukraine's military confrontation with the Russian Federation. Achieving a high level of political security requires proper information support of all processes taking place in the state. Given the above, the subject of research on the problems of information support of political security in Ukraine is extremely relevant and requires a detailed study.

### 2 Literature review

The threatening situation in the political sphere of Ukraine in recent years has been aggravated by new challenges and dangers of the Russian-Ukrainian war and significant crisis phenomena in the economy and society. Achieving a sufficient level of protection for the national interests of the state in the political sphere, according to Kosilova, 2011, is one of the most difficult challenges of our time. They consist in ensuring such a state of legal norms and the level of functioning of the relevant security institutions that allow guaranteeing the preservation and strengthening of political sovereignty and independence, territorial integrity, and constitutional order of the country.

Blikhar et al. consider the political security of the state as one of the components of national security and interpret it as a state of protection of the political interests of the state, society, and citizens from internal and external threats (Blikhar et al., 2018). This is done through the implementation of a set of measures to protect the rights and freedoms of all subjects, ensure the integrity and independence of the state and effectively counter political pressure in the international arena.

Rudakevich has quite clearly and comprehensively studied the main elements of the political security of the state, presenting its definition as a state of protection of the national interests of the state in the political sphere (Rudakevich, 2022). This is achieved by timely informing a set of institutions about the situation regarding political processes. This also includes taking appropriate measures to guarantee the status of the country as a full-fledged subject of international political relations. At the same time, the scientist formulated a list of indicators of political security, among which he distinguished: (1) the level of a legal guarantee of political rights and freedoms of citizens; (2) transparency of the electoral process to public authorities; (3) freedom of opposition activity; (4) transparency of public authorities and their responsibility to the public; (5) level of the fight against political corruption; (6) level of national consolidation; (7) compliance of political decisions with national interests; (8) level of political authority of the country in the international arena.

In turn, Kravchuk defines political security as a stable state and effective development of the country's political system, which allows it to respond quickly to internal and external destabilizing factors of influence (Kravchuk, 2016). At the same time, the scientist considers political security as a systemic phenomenon of society, which is designed to ensure the protection of national interests in the political sphere.

Ensuring political security in Ukraine, as noted by Gligorov & Landesmann, is under the influence of acute security, political and economic challenges (Landesmann, 2015). They found that the problems of its information provision are common for countries with economies in transition, the main of which include: (1) imperfect legal response to territorial threats; (2) insufficient level of democratic legitimacy; (3) slow pace of economic liberalization and international integration. In this context, Minakov identifies prospects for strengthening Ukraine's political security (Minakov, 2022). He argues that international support for Ukraine and the strengthening of Ukraine's partnerships within the framework of alliances with the UK and Poland are of positive importance in this direction.

Shelest & Khylyk suggest that Ukraine's political security should be considered in the context of strengthening the regional Euro-Atlantic security of the European continent, in particular, the Black Sea region (Shelest & Khylyk, 2022).

Torychnyi emphasizes the importance of building an effective system of information support for political security (Torychnyi, 2019). After all, the level of public awareness about the state and trends of the political sphere is too low, and the lack of modern

means of information support of the political sphere reduces the level of its counteraction to destructive influences. Some scientists, in particular, Hrabar, associate the problems of information support of political security in Ukraine with the low level of information security in the political sphere, since the means of countering information threats are ineffective and do not allow to achieve the desired result (Hrabar, 2021).

At the same time, the importance of information security in the political sphere is emphasized by Burrowes & Shannon (Burrowes & Shannon, 2021). They argue that information support for political security significantly depends on the level of digitalization of social processes, and ensuring the stability of information exchange significantly depends on the introduction of innovative digital technologies.

The importance of the information security factor in various spheres of public life is emphasized by Solomitsky et al., who determined that information infrastructure is extremely important in the process of state development and protection of its national interests (Solomitsky et al., 2021).

Gavriltsov found that information support for political security in Ukraine is increasingly subject to manipulation (Gavriltsov, 2020). In the conditions of a full-scale war, due to the constant discrediting manifestations of false information at the international level, there is a situation of the country's image deteriorated.

Instead, Orel interprets the information support of political security as the result of specific interaction of state institutions on the exchange of information about the state and trends of the political sphere (Orel, 2018a). At the same time, deepening his research, Orel attaches great importance to the need to form a Political Security Strategy, in which he gives priority to the development of a mechanism for information support of political security (Orel, 2018b).

Prykhodko identifies several factors of political security, namely: (1) adherence to the political foundations of the constitutional order, which reflect the norms and principles of political relations; (2) a high level of political culture and self-awareness of the public; (3) implementation of the rule of law and respect for it; (4) effective mechanism for ensuring political rights and freedoms of individuals and citizens; (5) legitimacy of the authorities; (6) legalization of the political coalition and opposition; (7) close interconnection of political and economic security and ensuring their balance; (8) national peculiarities of the political system; (9) modernization of political institutions (Prykhodko, 2015).

Thus, having studied the scientific approaches to determining the essence of information support of the political security of Ukraine, it can be argued that in conditions of instability and persistent uncertainty, the problems of information exchange in the political sphere are exacerbated. This, in turn, causes significant imbalances in the development of the state and country and requires the formation of effective measures to counteract risks, threats, and dangers of a political nature.

### 3 Aim of the research

The purpose of the study is to substantiate the theoretical and applied foundations of the study of problems of information support in Ukrainian political security.

### 4 Materials and methods

The methodological basis of the study consists of methods of economic analysis and fundamental research. Methods of analysis and synthesis have been used to determine the essence of information support and political security. To carry out empirical studies of the state and trends of information support of political security, methods of comparison, system analysis, and analogy have been implemented. The method of systematization has been applied to summarize the results of the

research and draw conclusions. Cluster analysis and k-means clustering have been used to group the countries of Europe and Ukraine according to the indicators of the Integral Public Administration Index and the Disinformation Resilience Index. Graphical and tabular methods have been implemented to display the results of the study.

The countries selected for the study are the Visegrad Group countries (Hungary, Poland, Czech Republic, Slovakia), the Eastern Partnership countries (Azerbaijan, Armenia, Georgia, Ukraine, Moldova, and Belarus), the Baltic States (Estonia, Latvia, Lithuania) and Romania.

The information basis of the study is the reporting data for 2018-2021: Worldwide Governance Indicators by the Integrated Governance Index and Disinformation Resilience Index in Central and Eastern Europe by the Disinformation Resilience Index.

### 5 Results

The existing problems of ensuring the stability of the state and society in Ukraine require an effective mechanism to strengthen security and protect national interests in the political sphere. The full-scale invasion of the Russian Federation into Ukraine, the annexation of large territories, and hostilities have caused a deep political crisis and require a rapid response to the emergence of destabilizing factors. The existing mechanism for informing public authorities about the processes and phenomena taking place in the state and society is not effective enough and is not able to sufficiently meet the current needs of users. As a result, the political system of the country becomes too vulnerable to external influence and requires additional means of protection. Ensuring a sufficient level of political security in Ukraine significantly depends on the state and trends of development of its information support.

Significant destructive changes observed in Ukraine today have led to several threats to political security. Among them, the most significant are the high level of political corruption, low level of political responsibility, and the lack of a system of effective counteraction to destabilizing influence on political processes. The main threats that reduce the level of political security in Ukraine are systematized in Figure 1.

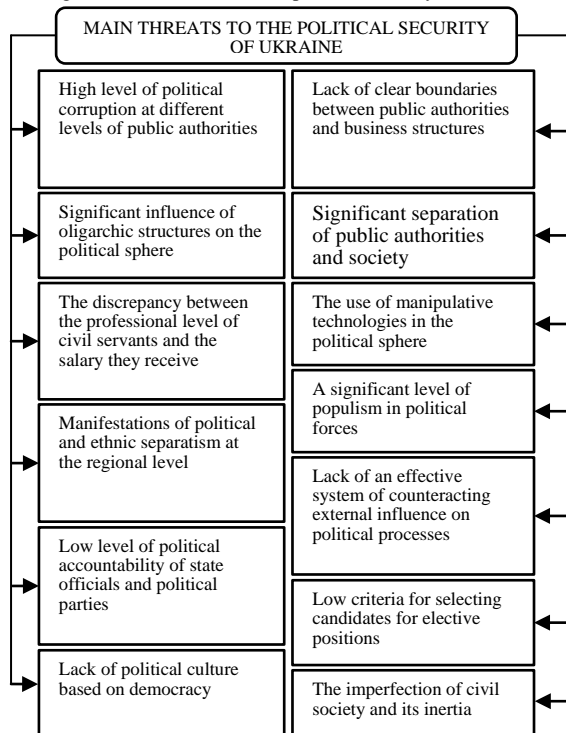
At the same time, it should be noted that threats to the political security of Ukraine are often classified into several types: (1) foreign policy, which includes encroachment on the territorial integrity and state sovereignty, interference of other states in the internal affairs of the country, political instability and military confrontation against the Russian Federation; (2) internal political, which include violations of the Constitution, legislative and regulatory acts by public authorities, interethnic and interfaith conflicts, manifestations of separatism, etc.

To identify all possible threats to the political security of the state, it is necessary to ensure the reliability, accuracy, and objectivity of information that characterizes their parameters. The decision-making process involves the processing of a significant range of information. Therefore, information support of political security is based on the implementation of a set of measures to collect, accumulate, process and analyze information about the phenomena and processes occurring in the political sphere and affecting the identification of threats and the formation of forecast indicators. Fig. 2 displays the algorithm of information support for the political security of Ukraine. It provides for a set of measures aimed at assessing external and internal threats, forming management decisions to strengthen political security, neutralizing threats, forecasting the possible state of its main parameters, and diagnosing the current level.

The level of effectiveness of information support of the country's political security is evidenced by the level of effectiveness of public administration. It can be assessed using the Integral Public Administration Indicator, which provides for the calculation of the level of exercise of the right to vote and

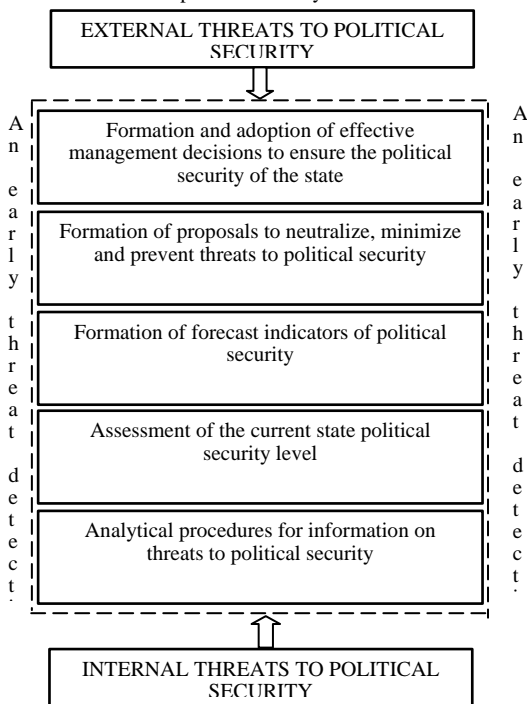
accountability, political stability, absence of violence, government effectiveness, quality of legislation, rule of law in the country, and control of corruption. It would be expedient to reflect the current state and dynamics in Fig. 3 to reflect the current state and dynamics of the values of the subindexes of the Integrated Public Governance Index in Ukraine for the period 2018-2021. At the same time, it should be noted that the most critical values of such a subindex as political stability and absence of violence (in the range from -1.87 to -1.10) throughout the analyzed period are observed. This indicates the political crisis in Ukraine and the need to strengthen political security.

Figure 1: Main threats to the political security of Ukraine



Source: Author's development

Figure 2: Algorithm of information support of Ukrainian political security

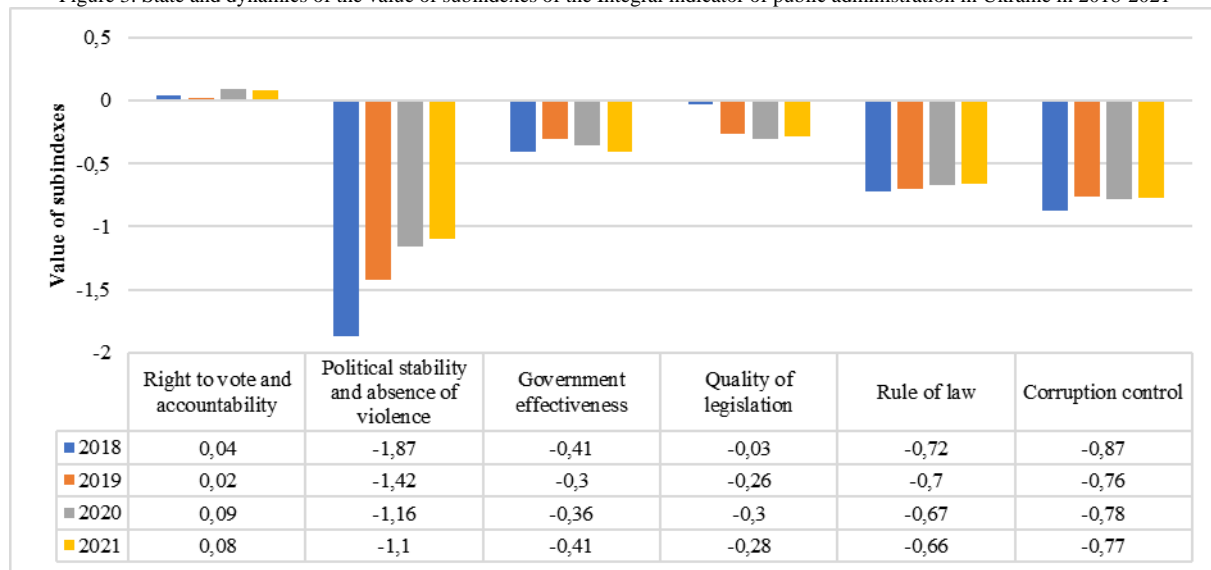


Source: Author's development

At the same time, the values of the sub-index "control of corruption" and "rule of law" are quite critical, which also pose a significant threat to the political security of the state and require appropriate measures to counter these threats.

Significant positive developments toward reducing the level of political instability in Ukraine and strengthening the democratic foundations of development have already been made. This is evidenced by the gradual and stable growth of the analyzed indicator from -1.87 in 2018 to -1.10 in 2021.

Figure 3: State and dynamics of the value of subindexes of the Integral indicator of public administration in Ukraine in 2018-2021



Calculated according to: Worldwide Governance Indicators, 2018–2021.

However, it should be noted that further strengthening of the country's political stability significantly depends on the information support of the political sphere and the quality of

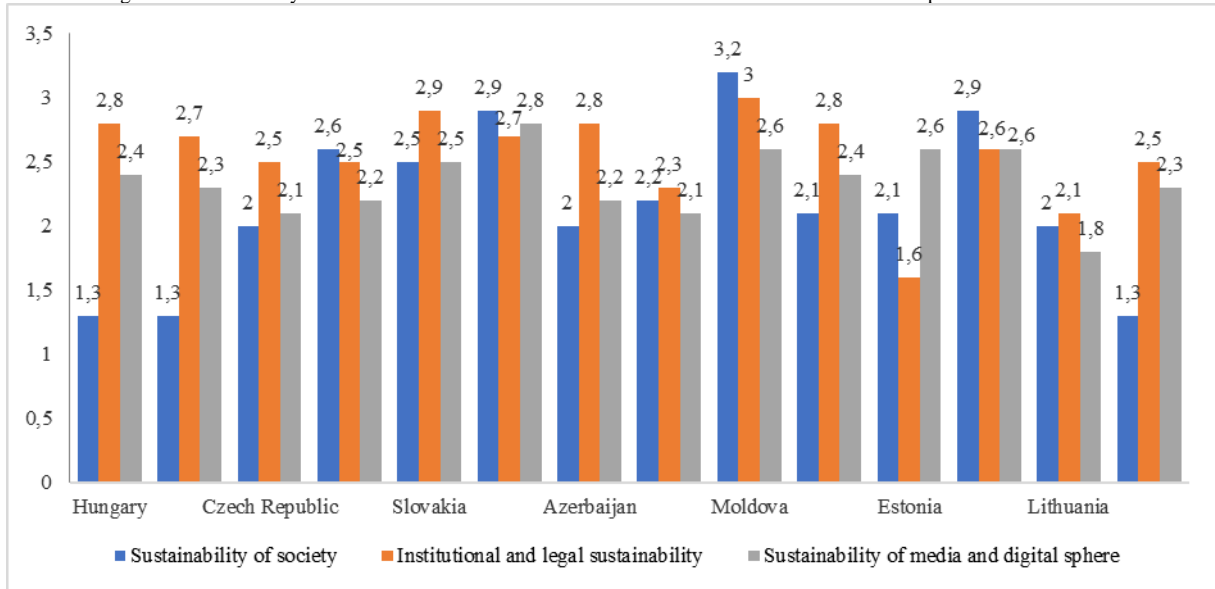
information flow processing. Quite often, the scientific literature raises the issue of ensuring the resilience of the political sphere to disinformation. It is established there that the spread of false

information leads to a decrease in the state's ability to protect its national interests and strengthen the political system. Given the above, it is necessary to analyze the values of the Disinformation Resilience Index in Ukraine and compare them with the values of other European countries in 2018 and 2021 (Fig. 4 and Fig. 5).

According to the results of the conducted research, in 2018 (Fig. 4), the Disinformation Resilience Index was assessed in 14

countries: 4 countries of the Visegrad Group (Hungary, Poland, Czech Republic, Slovakia), 6 countries of the Eastern Partnership (Azerbaijan, Armenia, Georgia, Ukraine, Moldova, and Belarus) and 3 Baltic States (Estonia, Latvia, Lithuania), as well as Romania. The highest indicators of disinformation resilience were recorded in Moldova, Belarus, Latvia, and Slovakia, and the lowest - in Lithuania and Romania. As for Ukraine, it has mediocre values for all subindexes.

Figure 4: Status and dynamics of the Disinformation Resilience Index in Ukraine and other European countries in 2018

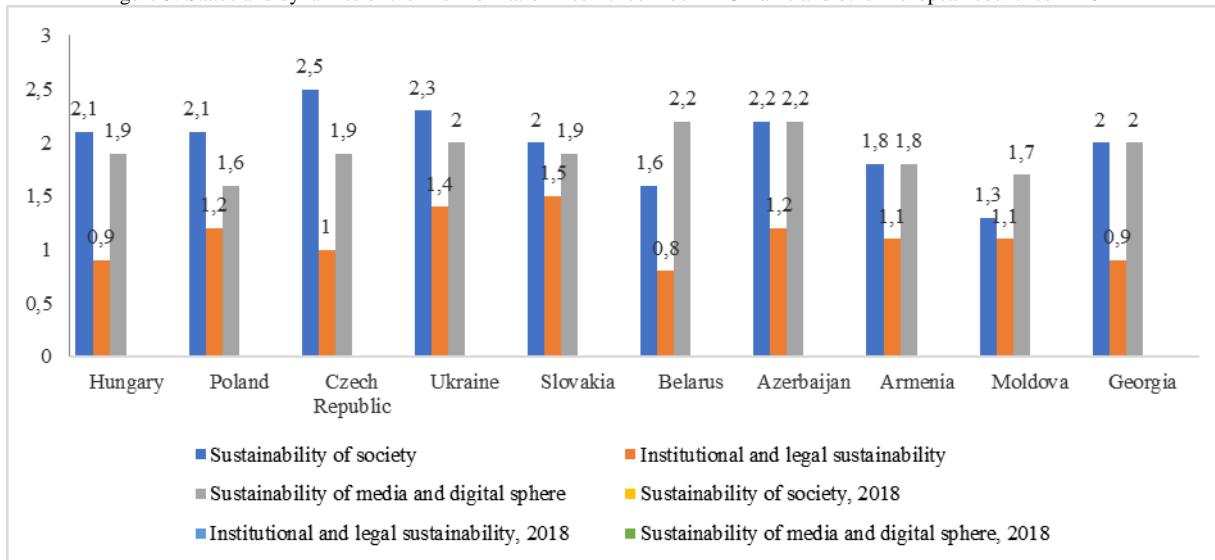


Calculated according to: Disinformation Resilience Index in Central and Eastern Europe in 2018; Disinformation Resilience Index in Central and Eastern Europe in 2021.

In 2021, the Disinformation Resilience Index was assessed among 10 countries: Hungary, Poland, the Czech Republic, Ukraine, Slovakia, Belarus, Azerbaijan, Armenia, Moldova, and

Georgia. As a result, it was found that no clear pattern can be traced. If concerning one subindex there is an upward trend, then with the other there is a decrease (Fig. 5).

Figure 5: Status and dynamics of the Disinformation Resilience Index in Ukraine and other European countries in 2021



Calculated according to: Disinformation Resilience Index in Central and Eastern Europe in 2018; Disinformation Resilience Index in Central and Eastern Europe in 2021.

Taking into account some ambiguity regarding the dynamics of the Disinformation Resilience Index in Ukraine and other European countries, it is considered expedient to group the selected countries according to the indicators of the Integral Public Administration Index and the Disinformation Resilience Index to identify common and distinctive features of political

security. The necessary calculations were carried out using cluster analysis technology (k-means clustering) and Statistica 7.0 software, and the results are systematized in Table 1.

Tab. 1: Grouping of European countries by the Integral Governance Index and the Disinformation Resilience Index in 2018 and 2021

Integral indicator of public administration and Disinformation Resilience Index					
2018			2021		
№	Country	Cluster number	№	Country	Cluster number
1.	Hungary	1	1.	Hungary	1
2.	Poland		2.	Poland	
3.	Czech Republic		3.	Czech Republic	
4.	Slovakia		4.	Slovakia	
5.	Georgia		5.	Georgia	
6.	Azerbaijan	2	6.	Belarus	2
7.	Estonia		7.	Azerbaijan	
8.	Latvia		8.	Ukraine	
9.	Lithuania		9.	Armenia	
10.	Belarus	3	10.	Moldova	3
11.	Ukraine				
12.	Armenia				
13.	Moldova				
14.	Romania				

Calculated according to: Worldwide Governance Indicators, 2018–2021; Disinformation Resilience Index in Central and Eastern Europe in 2018; Disinformation Resilience Index in Central and Eastern Europe in 2021.

The research made it possible to establish that in 2018 and 2021, the countries of the analyzed group were divided into three groups following the common features of ensuring the effectiveness of public administration and counteracting the effects of disinformation. The first group in both analyzed periods includes such countries as Hungary, Poland, the Czech Republic, Slovakia, and Georgia. They are characterized as countries with a relatively high level of public administration efficiency. They adhere to the principles of unimpeded participation in the electoral process, there is a fairly high level of political stability and activity of public authorities. The current legislation is effective, and the control of corruption in the political sphere is carried out in a systematic and coordinated manner. Accordingly, society's resistance to disinformation is high, and measures to counter false information include strict sanctions and responsibility. Instead, these countries have a rather low level of institutional and legal resilience and a mediocre level of protection in the media and digital resilience subindex.

The second group includes such countries as Azerbaijan, Estonia, Latvia, Lithuania, and Belarus. In them, the level of public administration efficiency is characterized as mediocre. The presence of political problems is evidenced by numerous facts of falsification of election results, political corruption, and a low level of trust in the legislation. In turn, resistance to disinformation is too indirect, and the existing information support for political security needs to be reviewed and improved.

The third group consists of Ukraine, Armenia, Moldova, and Romania, which have a low level of public administration efficiency and significant disparities in all subindexes. This proves that there are problematic aspects of political security, and the resistance to disinformation is quite low. This, in turn, requires taking appropriate measures to develop an effective mechanism for information support of political security and protection of information flows.

Thus, the conducted empirical studies of the problems of information support of political security of Ukraine confirm their existence in the country. This is evidenced by a comparative analysis of the main parameters of Ukraine's indicators in the political sphere with the countries of the Visegrad Group, the Eastern Partnership, and the Baltic States.

## 6 Discussion

The substantiation of the theoretical and applied foundations of the study of the problems of information support of political security of Ukraine proves the presence of significant destructive changes in the political system of the country. As a result, the crisis phenomena of socio-political and economic nature are deepening. The calculations made in the direction of assessing the level of political security of Ukraine allowed establishing

that there is a political crisis in the country. This crisis is caused by the destabilizing influence of external environmental factors and internal political instability and is significantly deepened by the full-scale invasion of the Russian Federation. At the same time, a significant impact on the political security of the country is revealed by information factors, in particular, the low level of information security of the political sphere and the increasing pressure on it from other states. This applies to the Russian Federation, which produces significant amounts of disinformation that changes the true perceptions of society about the state and trends in the political sphere. As a result, the level of political security in Ukraine is significantly decreasing.

In addition, the conducted comparative analytical studies on the indicators characterizing the political security of Ukraine and individual European countries made it possible to establish that Ukraine has common features of the formation of an information mechanism for ensuring political security with such countries as Armenia, Moldova, and Romania. They position a low level of resistance to disinformation and rather low indicators of public administration efficiency.

To eliminate the problems of information support of political security in Ukraine, it is advisable to direct considerable efforts to the timely detection and minimization of threats to political security and systematic diagnostics of the current state of security of the political sphere. It is equally important to establish international cooperation with highly developed European countries in the development and implementation of innovative means of protecting information flows in the political sphere.

## 7 Conclusion

Thus, the conducted studies of the problems of information support of political security of Ukraine give grounds for the conclusion that ensuring a sufficient level of political security in the country significantly depends on the effectiveness of the mechanism of information support of the political sphere and the coordinated interaction of the subjects of political relations in the direction of information flows exchange. It has been established that the essence of information support for the political security of the country is to form a set of measures to provide political institutions with reliable, accurate, objective, and impartial information. On its basis, it becomes possible to make appropriate management decisions to protect national interests in the political sphere and preserve the territorial integrity and sovereignty of the state. The main threats to the political security of Ukraine have been identified. Among the most important of them are the high level of political corruption, the lack of a system of effective counteraction to the influence of destabilizing factors on the political sphere, and the low level of political responsibility. It has been proven that the formation of the mechanism of information support of political security of

Ukraine should take into account the impact of external and internal threats on the political system and measures to counteract them, diagnostics of the current level of political security, and the formation of its forecast values. The main ways of solving the problems of information support of political security of Ukraine through the formation of a set of measures to increase resistance to disinformation and its impact on public consciousness and activities of public authorities have been presented.

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#### Primary Paper Section: A

#### Secondary Paper Section: AD

## FORMATION OF THE CULTURAL ENVIRONMENT OF UKRAINE THROUGH THE DEVELOPMENT OF CREATIVE CLUSTERS

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**Abstract:** The development of Ukrainian culture embodies the cultural customs, traditions, and national identity of the Ukrainian people. Through the use of territorial united communities functioning in the cultural environment, Ukraine can qualitatively improve the level of the country's brand and ensure the growth of internal culture and Ukrainianization processes. The importance of the issue of creative cluster development lies in the possibility of improving modern Ukrainian culture in the conditions of war and promoting the popularization of culture on the world stage. From the above provisions, the topic of the article requires careful research on the prospects for the formation of creative clusters and the methodology of their formation. It forms the relevance of the research topic. The article aims to study the features of the application of creative clusters and the quality of their use as a tool for the development and formation of the cultural environment in Ukraine. Moreover, it is through the acquisition of current trends in world culture, the formed Ukrainian clusters can be used for the applied analysis of the cultural rise of Ukraine as a result of Russian intervention. The objectives of the article are to determine the characteristic principles of creative cluster development, to study the essence of the concept of creative cluster, and to explore its role in the modern Ukrainian space. The methodology of the study lies in the use of the graphical method. It has served to design the scheme of the system of creative clusters development and implementation of the synthesis method, as well as to reflect the importance of the Ukrainian idea for modern Ukrainian society. The article analyzes the development of digital technologies, their impact on creative clusters, and their functioning both in the global environment and exclusively in the Ukrainian one. The prospects for the development of creative clusters have been investigated and the reasons for their formation have been distinguished. The article provides recommendations for solving the issues of the cultural environment in Ukraine and outlines promising directions for the development of creative clusters. They are aimed at popularizing Ukrainianization in the internal Ukrainian environment and projecting Ukrainian spiritual and ethical morality in the world space.

**Keywords:** art design, cluster, cultural centers, media technology, national idea, spiritual culture, Ukrainian tradition, Ukrainianization.

### 1 Introduction

Ukrainian culture is an important component of the historical formation of the national consciousness of a modern citizen. An important direction for improving the development of the cultural environment in Ukraine is the development of creative clusters. These clusters accelerate and ensure the functionality of the Ukrainian cultural center. The advantage of clusters and their formation is that the entities have been able to improve the quality approaches to their activities in the modern global dimension. With their help, it was possible to create effective means of marketing communications that can ensure the activities of Ukrainian cultural companies and organizations with proper funding and support from the international community. The issue of clusters is an aggregate mechanism for the functioning of the whole industry, which is usually united by territorial or professional direction. For instance, an information technology cluster that uses software for modeling and visualization of Ukrainian culture operates in one market segment and defines its regulations, and supports other

producers. The peculiarity of creative clusters from the corporate sector is not competitive but close cooperation, which qualitatively improves the development of the Ukrainian cultural center. In addition, with the help of these creative clusters, Ukrainian art can perform several functions that form and can provide them with the necessary functions. An essential direction of the modern cultural environment is art design and media technologies, as they are supported by state and international investors. The reason for the increased relevance of these technologies is in two aspects: the war in Ukraine, which caused a wave of Ukrainization and the rise of Ukrainian culture, and the interest of foreign and domestic investors in the development of the cultural environment of the country. High popularity stimulates the cultural environment to change the structure of its activities and solve key problems that characterize the Ukrainian cultural environment – lack of proper funding and development assistance. Strengthening the development of digital technologies can also improve the microeconomic work of creative clusters aimed at producing products and services of Ukrainian art. The importance of the development of creative clusters lies in the national interests of Ukraine to preserve its sovereignty and educate the younger generation. With the help of cultural means, which are the product of creative clusters, it is possible to create a quality environment of Ukrainian spiritual traditional culture with modern aspects of the national movement for freedom and unity of the country.

### 2 Literature review

The issue of cultural development is important in scientific literature, through the prism of the development of civilization processes of mankind and their improvement with the help of existing technologies. The aspects of the application of special cells that can improve the quality and pace of the formation of each culture are investigated. Creative clusters are a policy tool for promoting the development of culture and encouraging people to act following the general provisions of the national historical heritage and development opportunities with integration into the world community. Creative clusters, according to Nerubasska (2020), are the product of social processes that have evolved into a hybrid-corporate form of activity, since clusters are the concentration of a particular product manufacturing. Therefore, creative clusters can be characterized as a series of cultural and production processes aimed at the production and distribution of cultural products and services. Noteworthy is the opinion of Schwars (2019), who notes that the cultural environment of a country is determined by the relevance of internal processes in the country. According to him, the current state of the world's cultural space is closely related to Ukraine. Ukrainian culture has become a certain catalyst for political, economic, and socio-cultural changes that have led to a reassessment of the cultural archetype model. The war in Ukraine, according to Tampubolon (2022), has had terrible consequences for human civilization and has led to the need to improve the cultural environment as a tool to prevent negative processes that exist in the modern world. In particular, the author emphasizes the need to improve public policy on the functioning of cultural enterprises and organizations by strengthening their financial and marketing activities. According to Shestakovskiy (2015), the current cultural situation is characterized by the quality of digital technology development and will have a significant impact on further human activity. Digital technologies create the greatest demand in the global and Ukrainian markets. This is due to the causes of the pandemic and the war in Ukraine, which caused a wave of migration processes and socioeconomic changes. According to Zubko (2022), creative clusters are a source of development of the cultural environment of Ukraine. They constitute a self-regulated and managed system of cultural value production, which is a key advantage over individualistic approaches to cultural development. An important view on the issues of creative cluster



development is the opinion of Samaroudi (2020), who defines the modern cultural environment of the world as parity between historical monuments and modern tools of media and information technologies. This approach indicates the high popularity of innovative means of developing creative clusters. Based on the literature review, it can be determined that the issue of creative clusters development has not yet been studied, due to its gradual development - this leads to the definition of the aim, goals, and objectives of the study.

### 3 Research aims

The article aims to determine the key principles of creative cluster development as tools for the formation and development of the cultural environment in Ukraine. The issue of studying creative clusters as a separate structural unit in the economy and culture is of particular importance due to the increasing rise of national sentiment and cultural consciousness of Ukrainians. The demand for Ukrainian culture is much higher than ever before. The national upsurge in the internal Ukrainian space creates the task of studying the development of the cultural environment and the role of creative clusters as a product of the popularization of the Ukrainian idea.

The objectives of the study will be: to determine the essence of the cluster feature and creative clusters, to characterize their role in the Ukrainian cultural environment, and to study the quality of development of modern means of formation of Ukrainian culture. It can be useful for the formation of an effective environment. To solve the tasks and achieve the goal, it is crucial to describe the materials and methods used in the research.

### 4 Materials and methods

When analyzing the development of creative clusters and the peculiarities of their impact on the development of the cultural environment of Ukraine, some scientific research methods were used to characterize the state of creative clusters. The importance of applying these methods lies in the possibility of outlining the key advantages of creative clusters as a separate functioning agglomeration, which directs its activity to ensure not only the development of culture but also stimulates the protection of the national interests of the country. In addition, an important factor in the study is the use of a graphical method to display the methodological directions of creative clusters as a means of developing the cultural environment.

To determine the definition of the concept of cluster and creative cluster, a search method has been applied and a synthesis method has been introduced. Given the state of current events in Ukraine, the method of induction was used to reflect the impact of the war on the development of the cultural environment in Ukraine. With the help of modern tools for the formation of a cultural center, comparative research methods have been used to determine the structure of modern creative clusters in the Ukrainian environment.

The article deals with the development of digital technologies as a factor in the further formation of the cultural environment of Ukraine. The use of the analytical method made it possible to outline the key prospects for the development of the cultural space of Ukraine and determine the prospects for its formation in the context of geopolitical challenges. The method of generalization is used to reflect the key areas of spirituality and culture of the Ukrainian people and art as a product of national consciousness. Using the research methodology, the author's approach to the development of creative clusters in Ukraine through integration with the corporate sector and attraction of international financial assistance is proposed. The article also describes the importance of cooperation between traditional cultural environments with digital ones. This can improve the level of development of the cultural environment and encourage the Ukrainian social space to involve in the spiritual and cultural life of the country. The means of digital art are characterized by deduction methods. This is an opportunity to gain competitive

advantages in the global space and to acquire diplomatic preferences for Ukraine by positioning the Ukrainian cultural environment.

Thus, using the methods of scientific research, a comprehensive analysis of creative clusters as a tool for shaping the cultural environment in Ukraine has been carried out. The following results are presented according to the characterized methods and approaches of the research.

### 5 Results

The development of Ukrainian culture reflects the peculiarities of ethnic, spiritual, and cultural indicators of the formation of national consciousness in modern Ukraine. An important factor influencing Ukrainian culture and strengthening its importance is several factors that stimulate the development of the cultural environment not only within Ukraine but also abroad. For the functioning and development of the process of formation of the cultural environment, several tools are directed to ensure the effective design of the Ukrainian spiritual and cultural consciousness. The importance of supporting the development of Ukrainian culture is carried out at all levels. At the state level, the formation of the cultural environment takes place through legal regulation. This concerns both the use of the state language as a symbol of culture and comprehensive measures of financing and strategic development of art and culture. At the corporate level, companies finance Ukrainian art voluntarily to improve the brand of Ukraine on the world stage. Another important area is the individual perception of the Ukrainian cultural environment and the acceleration of mass Ukrainianization processes. This is a key factor in the popularization of Ukrainian ethnic and modern culture.

With the evolution of such trends, a characteristic tool for strengthening the development of the cultural environment is the formation of creative clusters. These clusters ensure the quality of formation and activity of the cultural community in Ukraine. In essence, a cluster is a formed association of processes of production of a certain product that is involved in the economic system and has a significant impact on macroeconomic development. The emergence of clusters in the cultural environment indicates a high demand for Ukrainian culture. The approach to creative clusters is to use the possibility of combining modern areas of cultural activity into one specific, constantly evolving, self-financed, and formed by relevant enterprises, organizations, and communities. A creative cluster is the result of the cultural and spiritual development of a particular community. In a particular territorial unit, it gains significant influence and makes up a share of the state economy and cultural environment.

The peculiarities of the creative clusters functioning in the cultural development of the country are the cooperation of enterprises and individual artists to create cultural products or provide relevant services. Based on the concentration of activities that contain cultural character, there is a rapid development of creative clusters of national importance, which contains a strategic aspect in the Ukrainian segment. In addition, modern Ukrainian cultural clusters have a significant impact on the country's economy and form the brand of Ukraine. It is also important that corporate creative clusters function on the principles of production enterprises, have taxation, use financial analysis tools and focus commercial activities on the market. A characteristic feature of creative clusters is the strengthening of the development of cooperatives of cultural communities and increasing the scale of their activities, which is positively reflected in the socio-economic environment of Ukraine.

The development and emergence of digital technologies have significantly strengthened the topics of creative cluster development, as the relevance of the acquisition and use of information technology by creative clusters can improve the export of cultural services to the international arena and improve the quality of financing of the domestic market. There is a great demand for digital products in the world, which peaked in 2019

during the spread of the coronavirus pandemic and caused a massive transition of business and art to the digital space. In particular, digital technologies directly affect Ukrainian culture and can positively transform it into modern media projects and reconstruction. The importance of digital technologies also lies in the creation of new types of creative clusters that operate in the Ukrainian market, because it is through them that the demand for digital services can be used and distributed in the global market.

The war in Ukraine has caused a cultural explosion and outbreak of Ukrainian ideas and culture. This is a consequence of the totalitarian historical impact of the Russian policy of suppressing and oppressing Ukrainian culture. The trend of mass Ukrainization is happening not only in Ukraine. Not only does it encourage people to switch to the state language, and use and develop Ukrainian works, but also popularizes Ukrainian culture in the world, which can qualitatively improve the reputation of the country. In addition, the war in Ukraine has led to new flows of creative clusters. This has caused socio-economic problems such as lack of adequate funding, the financial crisis in the country, the need to find new markets for cultural services, etc. Such problems created conditions for the development of Ukrainian art and shaped the cultural environment of Ukraine.

The paradigm of Ukrainian culture contained traditional and historical songs, and traditions on different everyday activities of Ukrainians. The Russian-Ukrainian war radically changed the trends in the development of culture to the principles of the national liberation war, the struggle for independence, and the possibility of creating quality approaches to activities in this cultural and historical space. This approach makes it possible to improve the quality of functioning of enterprises of cultural significance and to use cultural clusters to spread the idea of Ukrainization and the methods of its formation.

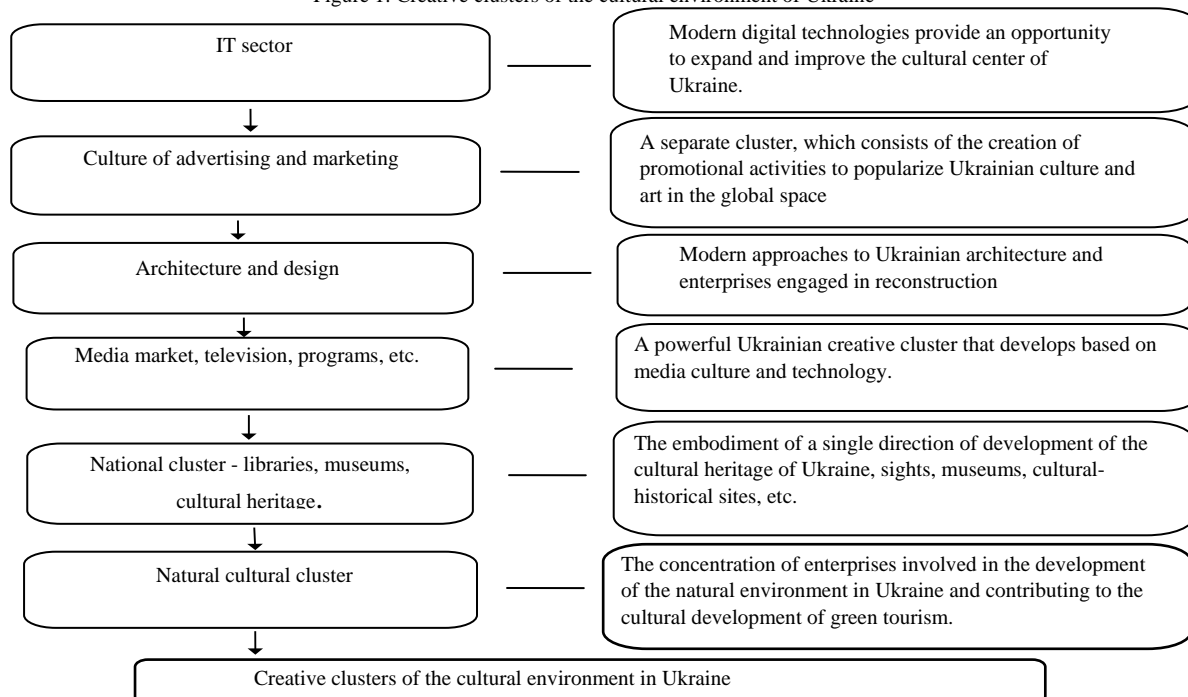
Creative Ukrainian clusters are aimed at achieving a single goal - the use of the idea of patriotism and education of love for the Motherland. These are the principles that guide creative clusters to form a cultural environment. The effectiveness of creative clusters lies in a wider community of people who can have a real

impact on the Ukrainian space and the global dimension to strengthen the cultural issue in the world. The creative cluster of the cultural environment contains financial reserves, and investment opportunities and receives assistance from international donor organizations interested in the development of Ukrainian culture as a quality as well as relevant means of doing business. The advantage of the functioning of creative clusters also lies in the possibility of its direction and appropriate regulation. Based on such approaches, the most effective means of the activity of people in this cluster will be used. Moreover, with the help of modern state investment projects, it becomes possible not only to use Ukrainian traditional art but also to spread digital services to follow modern world trends.

The influence of the IT sector as well as a marketing strategy is a priority for the development of the cultural environment from one key position - protection of national interests and overcoming Russian information propaganda. With the help of the spread of digital technologies and the possibility of improving their use in modern space, it becomes possible to use high-quality approaches to the development of internal Ukrainian culture and its expedient use in the global space. Software developed based on improving artistic products, for example, digital reconstruction of historical events or graphic design of certain virtual buildings qualitatively improves the efficiency of creative clusters development. In addition, the use of digital technologies stimulates the cultural environment to cooperate with other sectors by attracting specialists not only for cultural purposes but also for other purposes. The creative cluster has become a whole community that can function effectively in the domestic and foreign markets. Moreover, through the use of modern tools for the formation of Ukrainian culture, the information sector of Ukraine creates all the necessary conditions for identifying the shortcomings of the policy of formation of the cultural environment and its imitation of the modern one.

In general, the creative clusters of Ukraine have a structure in terms of their distribution and functioning. A more detailed structural scheme of the creative clusters of the cultural environment of Ukraine is shown in Figure 1.

Figure 1: Creative clusters of the cultural environment of Ukraine



Source: compiled by the author.

As we can see, the structural components of creative clusters, shown in the figure, characterize the features of modern trends in

the formation of the Ukrainian cultural environment and provide opportunities for its development, due to the influence of the

state and the corporate sector, which becomes an effective tool for its functioning at the microeconomic and macroeconomic levels.

The importance of clusters of natural character is aimed not only at the formation of cultural heritage and the development of Ukrainian culture, but also the possibility of improving environmental issues, which is becoming increasingly important. Moreover, to apply effective tools, it is necessary to implement qualitative measures that can improve the activities of creative clusters. Under such conditions, it is possible to create potential cultural development in Ukraine.

As a result of the war, the national idea of Ukraine has become widely popularized and relevant. That is why strengthening the development of creative clusters is a qualitative tool for improving the strategic policy of Ukrainization and winning the information war. An important direction of creative cluster development is to improve the structure of their functioning, financing, and development of digital infrastructure, as the global demand for digital art is constantly growing, which

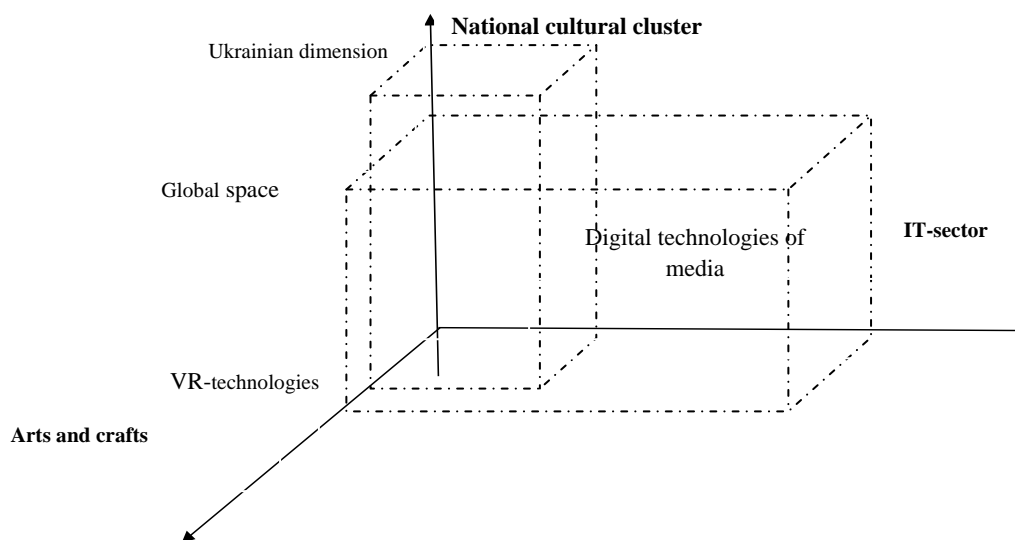
stimulates the use of digital technologies in the cultural environment as a tool to improve market coverage.

Ukraine has formed a certain paradigm of creative cluster development according to the technologies of their use and the direction of involvement. Let us form a scheme that will reflect the peculiarities of the modern development of creative clusters in Ukraine and group them into a scheme according to the following parameters:

- The most popular and priority types of cultural centers in Ukraine;
- Territorial use - division into Ukrainian and world space;
- Technologies that enhance the impact and stimulate the development of the creative cluster.

According to such approaches, an effective mechanism for designing a modern concept of cultural environment development becomes possible, according to the structural approach of functioning and work of creative clusters, as shown in Figure 2.

Figure 2: Directions of development in Ukrainian and world cultural environment



Source: compiled by the author.

As can be seen, the peculiarities of building creative clusters in the modern Ukrainian environment are concentrated on the use of national-patriotic ideas and the possibility of their development in the global environment.

Common for Ukrainian and global space is the use of digital media technologies that can improve the promotion of cultural products, services, and ideas. According to the analysis, the use of digital technologies is a key factor in the development of creative clusters. With their help, it is possible to create the most effective functioning mechanism.

The modern Ukrainian cultural environment requires the creation of patriotic art products and military themes. This is due to the need to raise morale and form a new culture of Ukrainian society, which was completely transformed during the war. It is also important to use quality tools of its activity following modern trends. Furthermore, it is essential to form a strategic policy based on the support of international organizations as partners, as they are key factors in the development of the Ukrainian space. Through the widespread introduction of the Ukrainian cultural environment, it becomes possible to improve diplomatic assistance, understanding of mentality, and projection of Ukrainian spirituality. Such indicators create the basis for the enhanced development of creative clusters and integrate them with the corporate sector. The importance of integration into the

corporate sector can solve the following key problems of the cultural environment of Ukraine:

- Lack of funding from the state or the impossibility of holding contemporary art products due to lack of financial resources;
- Lack of interest of foreign and domestic investors in the internal cultural environment of Ukraine;
- Creating an individual style for the digital Ukrainian cultural environment, which provides an opportunity for distribution in the world community;
- Lack of large corporate leaders of the cultural center and its wide distribution into small functioning groups.

The introduction of integration with the corporate sector will eliminate the existing problems and improve activities in this aspect. Through the use of such technologies, creative clusters of Ukraine will gain competitive advantages and become a promising direction for development not only from the point of view of strategic national interests of the state but also favorable in commercial terms. Let us consider the main prospects for the development of creative clusters in Table 1.

The table above shows that the most promising cultural areas will be those that use digital infrastructure because they have national and cultural significance. That is why the issue of further development of creative clusters will be based on the

development of patriotism and the possibility of remote work by staff.

Thus, the study allows us to conclude further prospects for the development of creative clusters as an instrument of the cultural environment of Ukraine.

## 6 Discussion

Prospects for further research on the peculiarities of the functioning of clusters as a tool for the development of the cultural environment of Ukraine are to implement a mechanism of support from the state and the corporate sector. The role of

funding and real support will determine the quality of cultural development and opportunities to improve the current environment of the existing creative clusters. Therefore, for further research, it is necessary to investigate the means of development and support of Ukrainian art and which state investment projects can be used to promote development. An important area of support for the Ukrainian cultural environment is the use of digital technologies as a key form of gaining advantages in the global cultural environment. With the help of digital media, it is possible to disseminate information about the activities of Ukrainian artists and explore the peculiarities of the current state of the cultural environment of Ukraine in the most effective way.

Tab. 1: Prospects for the development of creative clusters in the Ukrainian environment

National and cultural	Because of the war in Ukraine, this creative cluster is experiencing its greatest development. It develops owing to the wide popularization of Ukrainian culture and the promotion of investment in the Ukrainian cluster.
Media space	It is developing accordingly through increased investment and state direction of information warfare. It is reflected in the improvement of the functioning of media technologies and creative developments in the media environment.
IT-sector	Information technologies in Ukraine have a strong export potential to European markets, which will continue to grow in the future. The development of tools for processing artistic works and creating them with the help of digital technologies will continue to develop.
Architecture and design	In Ukraine, after February 24, 2022, the pace of construction of creative buildings or restoration has slowed down significantly. Design is developing in the areas of clothing, household items, furniture, etc.
Art design	Due to the efficiency of digital technology development, art design contains a quality environment for further development prospects and the use of modern concepts for its implementation.
Natural and cultural	Enterprises involved in the field of green tourism and forming the development of natural heritage with the involvement of ethical heritage have positive prospects for their development through increased attention to the history of Ukraine.

Source: compiled by the author.

A thorough study of creative clusters can be a regression analysis of the use of traditional and digital cultural art tools, to determine the relationship between them and to study the dynamics of demand for each type. This approach will make it possible to consider the formation of creative clusters from several perspectives and to make the optimal distribution of funding between digital and traditional areas of art development. An important approach in the implementation of this method is the study of the most influential Ukrainian cultural enterprises and organizations that were formed after the beginning of the war in Ukraine.

The influence of national-patriotic ideas in the modern cultural environment of Ukraine is significant. This makes it necessary to explore this particular segment of cultural development and outline the key benefits that the development of patriotism and art related to the theme of war and the acquisition of territorial sovereignty of Ukraine can provide. The importance of identifying key trends in the art of the war period of 2022 in Ukraine can become a historical monument and serve as qualitative material for further research on the cultural environment in Ukraine. It is also worth emphasizing the creation of cultural programs for the development of the digital concept of the Ukrainian cultural dimension and how it can be integrated into the international cultural space.

The management and regulation of clusters have a leading role in ensuring sustainable development and performing such functions as social protection, opportunities to improve human activities in society, and promoting cultural development. Moreover, it is important to develop the appropriate legal and management infrastructure that can ensure the functioning of creative clusters even during the war. The issue of war is very relevant, as hostilities and the risk of disconnection of energy utilities for enterprises and Ukrainian agglomerations can be significant factors inhibiting development.

The study encourages determining the effectiveness of the Ukrainian information technology creative cluster and its role in the development of global digital art. It is crucial to conduct a study on the impact of the Ukrainian cultural digital sector on the development of world culture and technology.

Thus, the characteristic directions of further research should be the peculiarities of the application of ideas of national-patriotic nature in the Ukrainian space and the use of technologies for the development of creative clusters. The priority task of further research is to outline the key means of development and formation of creative clusters, as well as their possible integration into the world market with the possibility of enhancing the use of modern digital art tools.

## 7 Conclusion

Thus, the following conclusions can be drawn from the study under the objectives:

- A cluster is a territorial association of processes of development of a concentrated product and services, which has a share in the economy of the country and is subject to legal regulation. A creative cluster is a sector of a cultural center that promotes the production of art products and services and serves as a unifying structure for people of creative professions.
- Ukraine has its creative clusters, the main of which are: the information technology sector, art design, media, art and music, architecture and design, and national-cultural as well as a natural cluster. Each of them has its peculiarities of functioning in the internal Ukrainian space and attracts increased attention from the international community.
- Further promising development of creative clusters should be state funding through the creation of state investment projects and opportunities to attract funding from international donor organizations as a factor in the development of the cultural environment.
- Creative clusters are a strategic priority for Ukraine to ensure the idea of Ukrainianization and the protection of national interests. The development of the cultural environment protects the Ukrainian national heritage from Russia's information aggression and creates effective conditions for the development of its Ukrainian product.
- Modern Ukrainian digital culture is still in its infancy and is gradually moving into the development stage, which stimulates further research in the field of digital art and relevant technologies.

Thus, creative clusters play a significant role in shaping the cultural environment of Ukraine, although they contain several shortcomings in terms of their organization and social migration processes that complicate traditional means of art and stimulate the development of digital. Ukraine in the global dimension becomes a symbol of freedom and invincibility, which encourages the transformation of Ukrainian culture to popularize national and patriotic motives for the development of the spiritual environment. The graphical analysis of the development of creative clusters shows that the formation of Ukrainian patriotic art will be relevant for the internal space, and the development of digital art and art design, in particular the widespread introduction of virtual technologies that can provide visualization and enhance the verbal perception of Ukrainian culture, will be relevant for the world. According to such approaches, the cultural environment of Ukraine is currently experiencing its historical rise, caused by the global threat to the existence of the state, which encourages the rapid development of art and the creation of works of relevant themes. The importance of ensuring the development of the cultural environment of Ukraine is associated with the symbol of the development of the "will of the people" as a national and spiritual credo of society.

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#### Primary Paper Section: A

#### Secondary Paper Section: AA

## THE EU EXPERIENCE IN THE CONTEXT OF DECENTRALIZATION OF PUBLIC AUTHORITY IN UKRAINE

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**Abstract:** The purpose of the academic paper was to study the decentralization of public authority in Ukraine, reveal the problems of decentralization and analyze the EU experience to solve them. The research methodology is based on a mixed design, combining the following methods: 1) descriptive methods for analyzing the state of decentralization of public authority in Ukraine; 2) a case study of the experience of decentralization of EU countries and various components of the public administration model of the EU countries; 3) a systematic review of the decentralization of public authority using official site data <https://decentralization.gov.ua>. Results. The study of the decentralization tendencies of public authority in Ukraine points to borrowing various components of public administration models from the EU countries. The financial aspect of the decentralization of public authority in Ukraine has ensured an increase in the share of local budgets, enhanced interest of local self-government bodies in the growth of revenues to local budgets, searching for reserves to fill them, and improving the efficiency of tax and fee administration. The social aspect of decentralization in Ukraine primarily concerns the provision of social services, education, culture, and youth policy. Institutional decentralization of public authority includes the creation of the institute of village chiefs, prefects, administrative service centers (ASC) or TsNAPs, which is similar to the models of public administration in the EU countries. The institutional weakness of territorial communities in Ukraine is one of the challenges due to the lack of professional competence and the insufficient experience, knowledge, and skills. Consequently, it is precisely this aspect that requires borrowing the experience of the EU, in particular, knowledge, skills, experience, and competence in various areas of management. The investigated features of the decentralization of public authority in Ukraine correspond to the EU experience, in particular, with regard to the distribution of tasks and competences of public administration, reforming the organization in accordance with the strategic goals of the state and the strategy of European integration.

**Keywords:** decentralization of public authority, the experience of EU decentralization, amalgamated territorial communities, village chiefs, prefects.

### 1 Introduction

The decentralization of public authority is one of the main factors in building a civil society in Ukraine. The process of decentralization of public authority in the country has caused systemic changes in all spheres of state-power relations. Decentralization of public authority is an objective requirement on the way towards democratization of social processes in Ukraine. It expresses the real evolution of state-management relations and foresees reforms of public authorities, which are aimed, first of all, at achieving European democratic standards. After all, the association with the European Union is a key incentive for developing a modern democratic and legal state in Ukraine, which is the key to the achievement of civil society. The main step towards achieving the set goal in the near future is the implementation of real decentralization of public authority, as one of the key prerequisites for the successful European integration of the Ukrainian state, which should deconcentrate the influence of state bodies in the society in order to have a public space for the formation of the sphere of public opinion and its influence on the state-building process.

### 2 Literature Review

Decentralization is the process of redistributing or dispersing functions, powers, people, or things from central administration. Decentralization of authority includes both political and administrative aspects (Støle, 2006; Finzgar & Oplotnik, 2013).

In the constitutional dimension, the decentralization of public authority is embodied in the implementation of the principle of people's sovereignty: "The people exercise authority directly and through state bodies and local self-government bodies" (Article 5 of the Constitution of Ukraine); division of state authority into legislative, executive and judicial (Article 6); the constitutional legal order, according to which "state bodies and local self-government bodies, their officials are obliged to act only on the basis, within the limits of authority and in the manner provided for by the Constitution and laws of Ukraine" (Article 19); constitutional definition and distribution of powers in relation to the parliament, the President, the government, other executive power bodies, local self-government bodies (chapters IV, V, VI, XI of the Constitution of Ukraine); principles of the territorial, administrative-territorial system of Ukraine (chapters IX, X).

In the context of the organization of public authority and its subjects, decentralization is present in the elements of the legal status of each of them, taking into account rational structuring and effective activity (Halásková & Halásková, 2014). This finds expression in the distribution of powers, their deconcentration. In the process of functioning of public authority, decentralization manifests itself in peculiar forms and dimensions: horizontal, vertical, as well as in the components of the governance system, in particular, in the local self-government (González, P. D. R. (2006; Cassette, A., & Paty, S. (2010).

Depending on the research subject, there are numerous ideas about the axiology of decentralization of public authority, state administration, its definition, signs of typology, and classification (Delgado Rivero, 2021; Blanco, Delgado & Presno, 2020). Decentralization is defined as a method of territorial organization of authority. Accordingly, the state transfers the right to make decisions on certain issues or in a certain area to local or regional level structures that do not belong to the executive power system and are relatively independent of it (Baskaran, 2010; Maličková & Martinková, 2018). Decentralization is a comprehensive, complex phenomenon in a legal, democratic state, which consists in the transfer by the central bodies of state power of a certain amount of authority to lower-level management entities with the necessary rights, duties and resources. The ultimate goal of such a redistribution of authority is the possibility of making effective management decisions at the state, regional and local levels (Aristovnik, 2012).

In the theoretical and cognitive sense, decentralization is a form of implementation, conducting of governance and self-governance at the local level of the organization of public authority. In an applied, "instrumental" manifestation, this is a process and, at the same time, a mechanism for transferring administrative and financial powers from the central to the local level of the organization of public authority (Kartashov, 2018; Salmon, 2002). The goal is to rationalize and improve the efficiency of public administration, prevent the usurpation of public power, involve civil society in resolving issues of territorial development, and effectively implement the principle of subsidiarity in the provision of public services (Stoilova & Patonov, 2012; Alexandru, Roxana & Oana, 2011; Blauburger, M., & Rittberger, B. (2015). In the applied dimension, decentralization is accompanied by administrative-territorial reform – the rationalization process of the territorial organization of public authorities. Models of such rationalization can be different and correspond to the specifics of the development of national state legal systems (Loewen, 2018).

### 3 Methodology

A mixed research design was used to combine several methods in order to evaluate the decentralization of public authority in Ukraine comprehensively. In particular, the mixed design included descriptive methods for analyzing the state of decentralization of public authority in Ukraine. In order to analyze the problems of decentralization, a case study of the EU countries' experience regarding its political and administrative position was used. In particular, the thematic research has made it possible to reveal how various components of the public administration model of the EU countries are used in Ukraine in financial, institutional and social dimensions. The thematic research is also effective for studying decentralization due to the possibility of assessing the problems of the real situation regarding the distribution of authority in Ukraine. A systematic review of the decentralization of public authority was conducted using official website data <https://decentralization.gov.ua>.

### 4 Results

#### 1. Decentralization of public authority in Ukraine: the main sectors of change in Ukraine

##### 1.1 Financial aspect of decentralization of public authority: local budgets

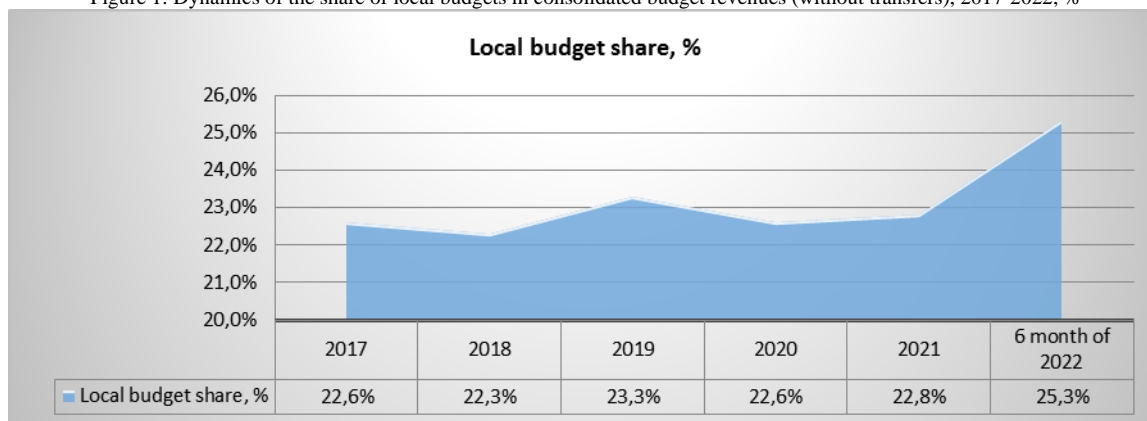
Decentralization of authority significantly transforms public administration, the post-Soviet system of governance. The

transfer of new powers and financial resources to localities has made it possible to increase the capacity of communities, which become more successful and stronger.

The main strategic goal of modernizing the state administration system and the territorial organization of power, which is taking place in Ukraine, is the formation of effective local self-government, the creation of comfortable living conditions for citizens, and the provision of high-quality and affordable public services. Achieving these goals is impossible without the relevant level of economic development of the respective territories, their financial support and sufficient sources to fill local budgets.

The result of the reform of financial decentralization of public authority in Ukraine was an increase in the share of local budgets (Figure 1). As a result, there was an enhancement in the interest of local self-government bodies in increasing revenues to local budgets, searching for reserves to fill them, improving the efficiency of the administration of taxes and fees. Well-off communities show high and dynamic growth rates of their own incomes. In terms of using the funds, attention is focused on the need to form the most optimal structure of budget expenditures, the creation of an effective and reasonably numerous management apparatus, the implementation of a constant analysis of spending the budget funds and the prevention of cases of their irrational expenditure.

Figure 1: Dynamics of the share of local budgets in consolidated budget revenues (without transfers), 2017-2022, %



Source: Decentralization (2022).

In total, for eight months of 2022, the general fund of local budgets (excluding inter-budgetary transfers) received 245,8 million UAH, which is +10,5% or +23,4 billion UAH of growth compared to January - August 2022. This is mainly due to a significant increase in personal income tax (+23,8%); after all, the loss from land tax revenues compared to the corresponding period last year is -21,4%. For the six months of 2022, the largest revenues by volume to the state and local budgets were as follows: international grants, personal income tax (PIT), value-added tax (VAT) and income tax. At the same time, most funds from the state and local budgets were spent on the Armed Forces of Ukraine (AFU), pensions and debt service. In sectoral terms, the largest volume of spending is on defense, followed by social security and national functions. Housing and communal services are fully provided at the expense of local budgets' own funds. Education, as a delegated authority, remains the largest area of funding from local budgets.

##### 1.2 Social aspect of decentralization: social services, education

In the course of decentralization, the authority to provide social services to the population was transferred from the central level to the local level, that is, to territorial communities. From January 1, 2020, the new version of the Law of Ukraine "On Social Services" came into force. Therefore, since the beginning

of 2020, the distribution of authorities of central and local bodies has changed, as well as the system of social services and its participants. The stages of identifying needs, planning, organization and financing of social services have been established. Powers in the field of social services are transferred to communities – as close as possible to the recipients of these services. Such authorities are defined by the new edition of the Law as the communities' own authorities. For their implementation in the community, a corresponding structural unit should be created. Every community is obliged to provide basic social services. At the same time, each social service will be provided according to the relevant social standard approved by the Ministry of Social Policy.

One of the most difficult tasks for territorial communities during the decentralization of authority in Ukraine is creating an education management function. Prior to the creation of capable communities, education management in villages and towns was carried out by education departments of district state administrations, which are elements of the vertical state executive power. The functions of the executive bodies of village and settlement councils in the field of education were minimal, and they consisted in the implementation of secondary tasks for the provision of schools (for instance, the organization of students' transportation). In contradistinction to district state administrations, local self-government bodies of territorial

communities are autonomous and have all powers, including, in the field of education management. However, currently, the institutional weakness of territorial communities in Ukraine is one of the challenges due to the lack of professional competence and the sufficient level of experience, knowledge, and skills.

**1.3 Cooperation of communities**

In order to solve complex issues of territorial communities of cities, towns and villages in the course of decentralization in Ukraine, a mechanism of inter-municipal cooperation has been established. The issues being resolved within the framework of this mechanism are, in particular, as follows: collection, utilization, processing of rubbish, provision of high-quality centralized water supply and drainage, repair and cleaning of roads, organization of passenger transportation, maintenance of fire protection, etc. For this purpose, a cooperation mechanism has been created that provides for the pooling of resources: funds and efforts, experience and knowledge of neighboring communities that are also interested in resolving such issues. The mechanism of such inter-municipal consolidation is provided for by the Law “On Cooperation of Territorial Communities” adopted in 2014. Since then, hundreds of communities have improved the quality of services provided in their territory through the conclusion of cooperation agreements (Table 1). Most of all, communities use the following forms of cooperation, namely: the implementation of joint projects through the coordination of the activities of cooperation subjects and the accumulation of resources (233 agreements as of October 3, 2022); delegation of individual tasks with the transfer of relevant resources (93 agreements); joint financing by cooperation subjects of enterprises, institutions or organizations of a communal form of ownership - infrastructure objects (126 agreements).

Tab. 1: Register of agreements on the cooperation of territorial communities as of October 3, 2022

Form of cooperation	The number of subjects of cooperation, units
In total	868
The implementation of joint projects, which involves the coordination of the activities of cooperation subjects and their accumulation of resources for a certain period to jointly implement relevant measures	515
Delegation of individual tasks with the transfer of relevant resources	93
Joint financing (maintenance) by cooperation subjects of enterprises, institutions or organizations of communal ownership - infrastructure objects	126
Other forms	572

Source: Ministry of Development of Communities and Territories of Ukraine

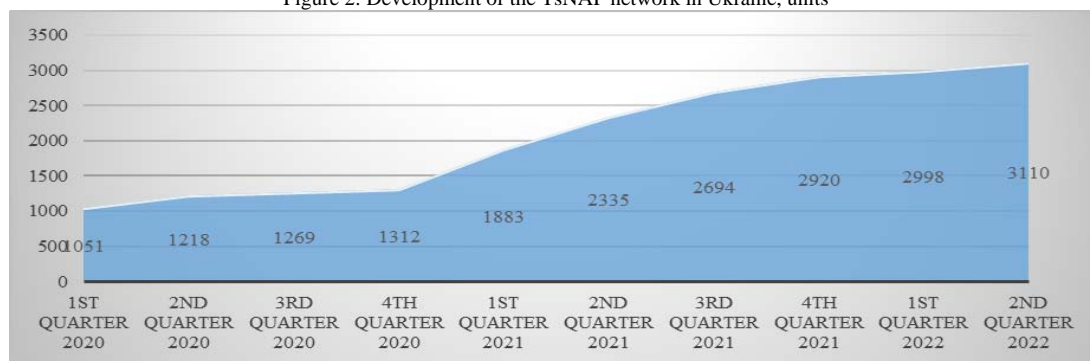
**1.4 Institutional decentralization of public authority: establishment of the institute of village chiefs, prefects, administrative service centers (ASC) or TsNAPs**

The village chief is an official of local self-government, an institution established for the purpose of properly representing the interests of all residents of villages and settlements in territorial communities, for meeting the social, household and other needs of the residents of the villages, open, quick, clear resolution of issues. The village chief represents the interests of the village residents, carries out communication between the local bodies and the village community. The village chief has a workplace on the territory of his starostinsky district with a clear work schedule that is convenient for residents. The village chief organizes events in the village, monitors the community’s problems and offers options for solving them. By the way, the village chief is also responsible for activating the community in decision-making; he cooperates with local public associations. The village chief is vested with a number of powers defined by the Law of Ukraine “On Local Self-Government in Ukraine”. The village chief may also be authorized by the community council or its executive committee to exercise other powers provided for by other laws.

The Institute of prefects was established in Ukraine after the entry into force of amendments to the Constitution regarding decentralization and, accordingly, after the liquidation of local state administrations. The main goal of its introduction lies in providing effective supervision over the constitutionality and legality of decisions of local self-government bodies. The prefect is a local executive body that is a civil servant; he does not belong to political positions; he does not change with the replacement of the President or the Government; he does not depend on local political elites. Prefects operate in each district and in each region. Kyiv and Sevastopol have their own prefects. In order to organize the prefect’s work, the prefect’s secretariats are created.

In the course of decentralization, well-off communities received wider authorities, resources and responsibilities, and administrative service centers (TsNAPs) were created. The list of TsNAPs’ services that can be provided locally is constantly expanding. In addition, a digital state service of TsNP was introduced for receiving administrative services – Diia Centre (<https://center.diia.gov.ua>). Administrative decentralization of state services ensured provision of convenient and high-quality administrative services to citizens. Each community decides how to quickly and affordably provide these services to residents. TsNAP’s visitors can receive: 1) basic services: administrative services; consultations regarding online services; places for self-service; business consultations (Diia. Business); 2) related services: free legal assistance; mail; banking services; payment of utility services; reception of citizens by the head of the territorial community; co-working area; coffee shop or coffee machine. The TsNAP network includes 3 110 centers throughout Ukraine with 14 338 employees who have provided 6 833 994 services (Figure 2).

Figure 2: Development of the TsNAP network in Ukraine, units



Source: Development of the network of TsNAP centers.



### 1.5 Other aspects of decentralization of public authority: transfer of powers to communities in various areas (culture, youth, energy efficiency, gender equality)

In the course of decentralization, local bodies in well-off communities have received significant authorities and resources. Along with this, a huge responsibility for improving the quality of people's lives, for the comprehensive development of society, including cultural development, has passed to local government bodies. Decentralization has increased local culture's role in each community's life. The cultural features of the territory are increasingly perceived as a valuable asset of the community, as opportunities for the development of traditions, tourism, crafts, and, therefore, the economy. At the same time, decentralization has become a challenge for many cultural institutions, forasmuch as the local authorities have been faced with acute questions: in what format these institutions should continue to exist and what services should be provided to people in order to be as useful as possible for the community. For instance, the following measures were taken to create a single cultural space in the Solonyansk Amalgamated Territorial Community (ATC), namely: 1) an analysis of the resource base of the ATC was carried out; 2) a strategy for the development of a unified educational, cultural and sports space of the community was formed; 3) the priorities and sequence of launching the components of the unified space were determined; 4) a portfolio of community projects was introduced for 3-5 years, which ensures the development of the space's infrastructure. Therefore, in 2017, the territorial community spent 4 950 000 UAH on activities in the field of culture, and 1 900 000 in 2018, respectively. (Decentralization, Culture, 2022).

The economic, educational, cultural, and sports development of Ukrainian cities, towns, and villages greatly depends on young people – responsible, thoughtful, patriotic, involved in management processes. More than 11,5 million young people aged 14 to 35 live in Ukraine; this constitutes 27% of the country's population. However, it should be mentioned that many young and qualified specialists leave the communities and the country in search of work and a higher level of quality life, and these negative processes continue. Therefore, it is important to involve local communities and unite them to reduce the level of migration of young people, to define a system of incentives in order to decrease the migration abroad.

In order to achieve the goal set, the construction, repair or reconstruction of schools, hospitals, roads in communities are of priority; however, the implementation of these infrastructure projects should be based around the central goal – for whom they are intended and who will fill them with meaning.

The results of the all-Ukrainian sociological survey “Youth of Ukraine – 2017”, commissioned by the Ministry of Youth and Sports, has revealed as follows: almost 47% of young people indicate that they do not feel any change for young people after the creation of well-off communities; more than 35% believe that local bodies do not take their opinion into account when making decisions.

52% of young people must be ready to join in initiatives in the community personally. This is a significant indicator of youth readiness for changes in their own lives and changes in the community. Youth policy in conditions of decentralization is by its very nature aimed at establishing a comfortable environment for the life, development, and employment of young people in communities. Priority components of local youth policy are financial and personnel support, development of youth infrastructure, and involvement of youth in the decision-making process. Along with receiving budgetary preferences and management powers, communities are also responsible for solving these pressing tasks.

One of the directions of decentralization is the transfer of functions to local self-government bodies regarding the effective use of resources, active implementation of energy-efficient measures: insulation of facades and roofs of communal facilities

(schools, kindergartens, hospitals, etc.), replacement of doors and windows with energy-saving ones, installing heating systems using alternative types of fuel, use of modern lighting, etc. This allows reducing energy consumption and, therefore, saving money for the local budget. In addition, the use of energy-saving mechanisms in the community encourages residents to be thrifty and rationally use the resources. Moreover, it improves the community's attractiveness, its investment climate, allowing the community to attract additional funds.

In the course of decentralization, an energy service mechanism was implemented in Ukraine. Local self-government bodies can make the buildings of communal institutions (schools, kindergartens, hospitals, etc.) more energy efficient by using the services of private energy service companies (ESCO). The ESCO mechanism assumes that energy-efficient measures in the buildings of budget institutions are carried out by private investors. Local self-government bodies for several years settle with them from the funds saved as a result of reducing costs for the consumption of communal services and energy carriers. By the way, an energy management mechanism has also been implemented in Ukraine to provide the effective use of resources and ensure energy efficiency and the maximum reduction of energy costs in budgetary institutions financed from the community budget. Such a mechanism ensures control and management of costs in the community; it allows, without additional investments, to achieve as follows: from 5 to 8% energy savings due to energy-efficient behavior of consumers, up to 20% reduction in energy consumption due to the establishment of the energy-efficient operation of facilities.

The State Agency on Energy Efficiency and Energy Saving together with experts from the USAID project “Municipal Energy Reform in Ukraine” have developed Regulations for local authorities and local self-government bodies regarding the implementation of the energy management system in budget institutions. It includes as follows:

- on the introduction of energy management systems in budgetary institutions financed from the funds of local budgets;
- on monitoring the consumption of fuel and energy resources by budgetary institutions;
- on financial incentives for persons responsible for the implementation of energy management systems in budget institutions;
- on establishing limits of consumption of energy carriers by budgetary institutions.

The issue of gender equality is particularly relevant in the context of decentralization. In the course of the reform implementation, the communities have received wider powers and already determine the directions of their economic and social development, provide services, study and respond to the needs of residents – women and men of various social groups.

Understanding gender differences and inequality is part of local economic development analysis. When conducting such an analysis, “females” and “males” are not considered as one whole, but social variables are considered: the situation concerning young men, older women, young girls with physical disabilities, older men who belong to a national minority, etc. Understanding these aspects helps build a clearer and more accurate picture of economic variables and prospects.

Local bodies can use tools of gender analysis, such as analysis of service availability for women and men, gender-sensitive strategic planning, gender budgeting, which require the use of gender-disaggregated data. This makes it possible to consider the difference in the needs of women and men and satisfies them in the best possible manner through the implementation of local programs.

In addition, the issue of compliance with the principle of gender equality is a goal in itself, taking into account international obligations to ensure the rights of women and girls.

## 2 Experience of the EU in the context of decentralization of public authority in Ukraine

In France, decentralization since 1982 was accompanied by the transformation of the sub-national level of public authority at the level of communes, departments and regions without consolidation of the communal level of self-government, but through the development and strengthening of inter-municipal cooperation. In Poland, since 1990, in contrast to France, the process of decentralization at the gmina, powiat, voivodship levels has been accompanied by a significant consolidation of gmina's self-government in order to accumulate financial resources there. Consolidation of the communal level of local self-government also took place in the Scandinavian countries: Sweden and Denmark. In Sweden, municipalities have united around neighboring cities to implement joint functions, which have been established at the legislative level. In Denmark, in order to determine the new boundaries of (municipal) districts, a study was conducted that presented the formed trade zones (44 zones), zones of concentration of labor resources (123 "centers of gravity") and other areas of cooperation. A detailed analysis of the "economy of scale" for the provision of different types of public services was also carried out. In Finland, attempts were made "from above" level to seriously reduce the number of municipalities, as was done in Sweden and Denmark. However, as a result of political debates regarding the territorial reform, the principle of voluntary unification won. A voluntary association of territorial communities is also legally defined in Ukraine but under certain conditions (one representative body, inseparability of the territory, location within the region, taking into account historical, natural, ethnic, and cultural and other unification factors, quality and availability of public services, availability of a perspective plan). According to Article 3 of the Law of Ukraine "On the Voluntary Association of Territorial Communities" (The Verkhovna Rada of Ukraine, 2022), the subjects of the voluntary association of territorial communities are adjacent territorial communities of villages, towns, cities. An amalgamated territorial community, the administrative center of which is a city, is an urban territorial community, the center of which is a village, - a settlement territorial community, the center of which is a village, - a rural territorial community. The law provides for several consecutive stages of the unification process, namely: initiation; preparation of merger decisions; decisions on the voluntary association of territorial communities; formation of an amalgamated territorial community.

The basis of the principle of effective local self-government is the redistribution of power functions in favor of communities, that is, the civil society, which serves as a mechanism of protection against abuse of power by the ruling minority. In particular, in France and Poland, a model of public administration has been implemented, consisting of self-governing communities that form their own bodies, and representative offices of central authorities that perform the functions of general state control. In Latvia, no special representatives of central authorities would control local authorities. Accordingly, these functions are carried out by the ministry. This is partly explained by the small territory of the state, which is accordingly easier to control. In Finland, control over the legality of acts of local authorities is carried out by representatives of ministries in the regions. In Estonia, the district headman fulfills the corresponding functions. Estonia is known as a leading country in the pace of digitization, that is, the level of implementing digital services for the population, in particular, so-called e-government programs. Consequently, local government acts are published online here. The chief of the district (county) on his own initiative or a citizen's complaint verifies them and makes a statement about their illegality, and if the local body disagrees, the chief can apply to the court. As the analysis of institutional decentralization in Ukraine shows, the institute of village chiefs is also part of the decentralization reform. In addition, e-governance and electronic digital services are being actively implemented in Ukraine. Ukraine borrowed various components of public governance. For instance, the experience of creating a system of administrative services was borrowed from Sweden, the institute of prefects – from France,

and the e-government system – from Estonia. Thus, the most effective components of the European experience of decentralization of public authority are implemented in Ukraine. As the experience of EU countries shows, well-considered decisions regarding the implementation of decentralization are crucial for the successful implementation of reforms, which is an important prerequisite for Ukraine's accession to the European Union. At the same time, Ukraine should pay attention to the principles of effective distribution of powers between central and local bodies and adapt decentralization models that are most relevant for the geographical, political, economic and cultural specificities of our country.

The experience of EU member states regarding the distribution of tasks and competencies of public administration, reforming the organization was determined by the state's strategic goals. The goals of reforming were determined by the political course on European integration. In today's Europe, the predominant goals are as follows:

1. Provision of necessary and high-quality services to citizens and legal entities.
2. Increasing its performance and effectiveness.
3. Approaching services to their consumers (subsidiarity).
4. Achieving transparency of public administration actions and involving citizens in decision-making.
5. Consolidation of budgets.

Modern tendencies in organizing public administration in the countries of the European Union are based on the democratic decentralization of authority, which is carried out by transferring sufficient powers to the level of government bodies closest to the people. The consequence of such reforms was the expansion of the competence of regional and local bodies, that is, the decentralization of governance.

The experience of decentralizing public authority in Poland is the closest for Ukraine, in which the consolidation of administrative and territorial units took place. There were a total of 490 districts in Ukraine. On July 17, 2020, the Verkhovna Rada of Ukraine adopted Resolution No. 3650 "On the Formation and Liquidation of Districts", according to which 136 districts have been created in Ukraine. The reorganization of districts began in December 2020, after the law on the demarcation of powers and resources between districts and communities came into force.

In Poland, a responsible and effective local development policy is carried out according to the endogenous model mentioned above (in other words, the social economy model). This became possible by providing local self-government bodies with relevant formal competencies (including independence in making financial decisions) and financial resources. Polish local self-government at the level of gminas (communities) meets the standards of the European Charter of Local Self-Government, which states as follows: "Local self-government means the right and ability of local self-government bodies within the limits of the law to regulate and manage a significant part of public affairs falling under their competence in the interests of the local population". The Law of Ukraine "On Local Self-Government" defines this concept as "the state-guaranteed right and real ability of a territorial community – residents of a village or a voluntary association of residents of several villages, towns, cities into a rural community – independently or under the responsibility of local self-government bodies and officials to resolve issues of local importance within the limits of the Constitution and laws of Ukraine" (The Verkhovna Rada of Ukraine, 2022).

The program of democratic changes of the state system in Poland provided for the deep decentralization of state structures in accordance with the principle of subsidiarity. The reform of self-government was of key importance for reconstruction of the institutions of a democratic system and also caused the revival of local economic, social, environmental and cultural activity. Relying on self-governance was also very useful for neutralizing the negative social consequences of the restructuring the state

ownership. The reform of self-government (by its content) consisted in changing the way of managing basic public services at the local level. The gmina administration, which operated in the monopolistic system of state administration until 1990, was separated and subordinated to the local representative body – the democratically elected council of the gmina. Thus, the previous bureaucratic control of the activities of the local administration has been changed to public control. Thus, the administrative monopoly of the state was abolished: an independent self-governing administration was created. At the same time, the relevant subsystems were reformed: budgetary, financial, property and political – from monopolistic to self-governing ones. Supervision of self-government activities by the state administration was reduced only to control of the legality of local government bodies' activities. Currently, the reform of self-government in Poland is considered one of the most successful elements of the Polish reconstruction of a totalitarian state into a modern democratic one.

The experience of the first stage of the Polish self-government reform confirms the thesis that without creating opportunities for the development of local self-government, it is difficult to imagine the construction of democratic institutions and effective opposition to stereotypical manifestations of behavior characteristic of the totalitarian period. Local democracy in conditions of transformation of the system is the most effective and cheapest school of responsible service to the society, mature political activity and civic activity. The success of the first stage of the self-government reform encouraged the deepening of the process of decentralization and transferring tasks of a supra-gmina and regional nature by the central administration to local bodies. However, the second stage of self-government reform was implemented only at the beginning of 1999. The main motivation for carrying out the second stage of self-government reform was to increase the effectiveness of the state in solving local and regional problems, as well as to bring Polish territorial structures (especially at the regional level) into compliance with the requirements of European integration. On January 1, 1999, new types of self-governing units began to function, namely, poviats and voivodships (Kerlin, 2005). The responsibility area of the poviats includes local tasks, which the gmina cannot perform because of their territorial scope. The objectives of the poviats include, in particular, as follows: maintenance of secondary schools, hospitals, and homes for the elderly; combating unemployment; care for the disabled; maintenance of roads, cultural institutions, police, inspections (sanitary, construction, veterinary), environmental protection (Levitas, 2017). The organization and level of autonomy of the poviats is similar to that of the gmina. The only difference is that the objectives of the poviats are clearly defined by legislation in such a way that the competencies of the poviats do not mix with the powers of the gmina. The gmina and the poviats are independent units that have separate administrations, and there is no hierarchical relationship between them (Kerlin, 2005). A self-governing voivodship is an administrative unit of a regional character. In contrast to the gmina and the poviats, it provides public services in a limited area. Its basic task is to carry out activities in order to ensure regional development. The voivodship bodies are responsible for forming a development strategy, working out programs for achieving strategic goals, coordinating the interaction of local self-government bodies and economic entities in the implementation of investment projects. An important objective of the voivodship is signing of voivodship contracts. These are agreements concerning projects implemented on the territory of the voivodship by various entities with financial assistance from the central budget or European funds (Kerlin, 2005). The tasks of the voivodship also include as follows: the promotion of the region, the policy of combating unemployment, spatial planning, higher education, environmental protection, maintenance of specialized health care facilities, maintenance of roads of regional significance, regional cultural institutions, regional passenger transportation (Levitas, 2017). Self-governing voivodships have the right to conclude cooperation agreements with foreign partners. The main unit of local self-government in Poland is the gmina. Its goal is to satisfy all the residents' basic needs – members of the gmina community. 1. In

the social sphere, the gmina is responsible for education (including high school level), communal economy, and primary (non-specialized) medical care, social protection, care of the homeless, libraries, and cultural institutions. 2. In the technical infrastructure sphere, the tasks of the gmina include as follows: construction and maintenance of roads, water supply, energy supply, drainage, disposal of household waste, maintenance of landfills, public transport. 3. In the public order and security sphere: law enforcement, fire and crime prevention, gmina police (Levitas, 2017). A similar experience can now be traced in Ukraine, where territorial communities have received a number of authorities in the social sphere, infrastructure, and public order. The following tasks of the gmina are also of particular importance, namely: spatial planning, solving land issues, environmental protection, maintenance of green spaces, cemeteries, markets (Kerlin, 2005). In addition to its own tasks, the gmina also performs delegated powers in the field of government administration (registration, civil status registration). According to the constitution, the gmina is the most important type of self-governing community. The gmina body is the closest to the citizen; residents turn to it for support and help in solving all issues, even those, over which it has no influence, and for which, it is not formally responsible. The hopes and expectations of residents influence the fact that the gmina evolves in the direction of an institution that will be responsible for all aspects of community life. The experience of gminas, which have faced a rapid increase in unemployment, indicates that the most important tasks of self-government include actions towards creating new workplaces and combating unemployment. (Levitas, 2017). In order to avoid an unpredictable accumulation of social problems associated with the bankruptcy of enterprises operating on its territory, the gmina self-government must constantly monitor the development of the latter, attracting investors, actively participating in preventive measures, and implementing an active development policy based on strategic planning. The development strategy should become the groundwork of policy in the field of education, investment, and promotion.

## 5 Discussion

In the first years of self-government in Poland, efforts were primarily concentrated on overcoming the long-term decline in the development of communal infrastructure, improving the availability of basic services, combating unemployment along with rapidly growing social problems (unemployment, poverty, homelessness) that have emerged as a result of the processes of economic transformation. The self-government of that time can be called "reactive self-government", that is, the one that faced the need for operational intervention in situations requiring urgent intervention actions in order to resolve deficits and tensions. Currently, local self-government bodies face completely different challenges related to the need to define and implement long-term development goals and strategic management of development programs. The task is complicated by the fact that modern theories accept the principle of "balanced development" as the main principle, which means "development that takes into account current needs, but in such a way as not to limit the possibilities of meeting the needs of future generations" (Wollmann, 1997).

Turning to the exemplary model of endogenous development, its application in its pure form in Polish practice is extremely rare. Along with this, the dominant models are "development from above", "development from within", and "drift in anticipation of events that require a reaction". "Development from above" is a strategy derived from the ancient centralized system in which local government bodies followed instructions from central administrative bodies (Levitas, 2017). The tendencies that continue to emerge in the practice of the central government contribute to the maintenance of vertical relations (formal and informal) between the government administration and self-government bodies. By means of it, supporters of the "development from above" strategy, and especially those who have acquaintances in Warsaw, continue to achieve success. "Development from within" is a model based on the position that

recognizes the inflow of domestic capital and technology as the most successful impetus to development. This strategy is based on the policy of hunting for investors and subordinating them to the interests of local authorities, which often contradicts the residents' needs. The "drift" strategy generally leads to stagnation. Each of the described strategies is usually carried out without regard to residents and ignores their own potential for self-governance development (for example, local enterprises and institutions). The lack of professional training of local bodies for the effective implementation of the development mission is a significant obstacle (Levitas, 2017). Along with the insufficient ability to manage development, local bodies often represent a bureaucratic style of fulfilling their mission, that is, they are limited to formal schemes of activity. The management of development processes is limited only to administrating, which means not only a lack of initiative, but it also contradicts the development intentions initiated by subjects outside the power circles. Corruption, hiring under the patronage of persons with low qualifications, the inability to communicate both with the public and with other partners in self-governance are the barriers to development that are related to the way the government functions. The low quality of managing local affairs is also manifested in the lack of monitoring the functioning of the service system, ineffective real estate management, the duration of administrative procedures related to investment processes, as well as inefficient marketing and the lack of public dialogue. Among the barriers of the cultural background, the lack of civic values is in the first place, manifested in the low level of social participation of self-governing communities' members. A barrier in small peripheral gminas is the low level of entrepreneurship. The reluctance to create partnership-type cooperative structures uniting government subjects with public organizations in order to perform public and social tasks can also be explained by cultural conditioning. The consequence of low activity and lack of cooperation is the low value of public capital, which is a fundamental factor of local development (Kerlin, 2005). The list of barriers of a legal nature is quite long and consists of two groups: those related to the imperfection of existing legal decisions, or those that are formed in the absence of specified decisions. In the first group, the law on spatial planning and arrangement of territories, financial legislation, the law on public-private partnership, laws regulating certain areas of self-government activity are most often mentioned. The second group deals with the need to regulate issues of strategic planning in gmina's self-government. Analyzing the represented overview of the barriers to local development, the question arises of how to stimulate development in the gmina, where the barriers stemming from the low quality of exercising power and barriers of a cultural nature are concentrated. The answer seems obvious: it is necessary to start with such changes in the way of management, which will cause the transformation of the public mentality in the long term, leading to the growth of public participation in solving local issues. In most cases, the low quality of government does not come from ill will, but from a lack of knowledge and skills. Many representatives of self-government bodies express interest in improving their qualifications. Hence, an idea has started up of introducing a concept in which the natural desire to improve skills should be combined with enhancing the quality of management through cooperation in self-governance. It is based on the principles of good governance and a list of objectives leading to the practical implementation of each of them (Otolá, 2008).

## 6 Conclusions

The study of the tendencies of decentralization of public authority in Ukraine indicates the borrowing of various components of public administration models from EU countries. The financial aspect of the decentralization of public authority in Ukraine has ensured the growth of the share of local budgets, enhanced interest of local governments in increasing revenues to local budgets, searching for reserves to fill them, and improving the effectiveness of tax administration and fees. The social aspect of decentralization in Ukraine primarily concerns the provision of social services, education, culture, and youth policy. In the course of decentralization, the authority to provide social

services to the population was transferred from the central level to the local one (territorial communities). One of the exceptionally challenging tasks for territorial communities in the process of decentralization of authority in Ukraine is the creation of an education management function. The institutional weakness of territorial communities in Ukraine is one of the challenges due to the lack of professional competence and the lack of a sufficient level of experience, knowledge, and skills. Accordingly, it is precisely this aspect that requires borrowing the experience of the EU, in particular, knowledge, skills, experience, and competence in various areas of management. In the course of the decentralization of authority in Ukraine, a mechanism of inter-municipal cooperation was created to solve complex issues of territorial communities of cities and villages. Institutional decentralization of public authority includes the creation of the institute of village chiefs, prefects, administrative service centers (ASC) or TsNAPs, which is similar to the models of public administration in EU countries. In the course of decentralization, well-off communities received wider powers, resources and responsibilities; consequently, centers for the provision of administrative services were established. The investigated features of the decentralization of public authority in Ukraine correspond to the EU experience, particularly regarding the distribution of tasks and competencies of public administration, reforming the organization in accordance with the strategic goals of the state and the strategy of European integration. It is expedient for Ukraine to continue fulfilling several tasks to achieve the goals of providing quality administrative services, increasing the efficiency of public administration, bringing it closer to its consumers (subsidiarity), achieving transparency of public administration actions and involving citizens in decision-making.

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**Primary Paper Section: A**

**Secondary Paper Section: AE**

## SPECIFICS OF ECONOMICAL DIGITAL TRANSFORMATION IN THE CONTEXT OF THE DIVERSIFICATION PROCESSES IMPACT

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**Abstract:** The article is devoted to the study of the diversification processes of Ukrainian enterprises during the war. The study's relevance is due to the need to restore the economy during the war, considering Ukraine's digital development strategy. The purpose of the study is to show the direction of production process diversification in the context of digital transformation in Ukraine. Methods of analysis and synthesis were used in the study to collect information. In addition, the data of surveys of Ukrainian business representatives on changes in business models and survey data on the implementation of digital technologies in business are used. The study results show that about 50% of Ukrainian enterprises were forced to diversify digital technology processes. The trend of using digital technologies began during the intensification of the pandemic in Ukraine. However, digital sales and production methods allowed many enterprises to stay and gain a foothold in the market during the hostilities. The main methods of digitalizing production processes are e-commerce, stimulated by the Ukrainian government and the European Union. In addition, using digital technologies can improve logistics processes, reduce labor and administrative costs, and increase business productivity and profitability. The study's practical significance lies in the possibility of choosing diversification methods depending on the problems faced by Ukrainian enterprises during the war.

**Keywords:** diversification, digitalization, e-commerce, war.

### 1 Introduction

Digital transformation today is the basis for any enterprise development that accelerates turnover, saves labor, material resources, and maintenance costs (Zyuskin, 2022). The use of digital technologies in production processes leads to innovations that appear in various areas, starting from production processes and ending with management. As a result of total digitalization, the country can significantly accelerate economic development. Therefore, government programs for economic development have to be aimed at stimulating digital technology use in any enterprise, regardless of its form of ownership or size (Babenkova, 2022).

The urgency of diversifying production processes toward digital transformation is especially relevant for Ukraine, which has been at war for eight months. During this time, many enterprises were destroyed. Other companies were forced to change markets or activities. The digital direction of economic development will allow enterprises to recover faster after the war and use competitive approaches to doing business, which is especially important in future European integration.

Today's development policy of the country is built in the direction of digital transformation in almost all production sectors, regardless of the size and ownership of business units. Today, the government focuses on developing the IT sector of

the economy, which should become the driving force for the innovative development of production processes. However, despite the development of the information technology sector, it is essential to stimulate the development of other sectors of the economy. To this end, on March 18, 2022, the Government of Ukraine adopted a revolutionary decision on economic support and development of small and medium-sized enterprises in war conditions. It reduces the tax burden and obstacles to the organization of activities. With 50% of the economy at a standstill, such a decision became necessary for closed enterprises to resume work, diversifying their activities to meet the military market requirements.

However, political and state decisions alone are insufficient for an enterprise to survive and develop in the market during the war. In order to strengthen its competitive position, the company must radically change its business models, which must consider the specifics of digital transformation. Today, the main areas of digital transformation are the development of online commerce in various directions and the use of automated production and sales systems that reduce costs.

The study aims to show the directions of process diversification in the context of digital transformation in the example of Ukraine.

To achieve this goal, the following tasks should be performed in the course of the study:

- to carry out a critical analysis of scientific literature in the field of diversification in the direction of digitalization;
- identify the features of the business and its weak components that require diversification processes;
- to determine potential areas of enterprise diversification that will allow the enterprise to survive and develop;
- to show the debatable provisions for reorienting the activities of enterprises in the digital direction in the conditions of war.

### 2 Literature review

The diversification issue is widely studied in scientific circles. Moreover, the problem is studied at the level of individual enterprises (Bhatia & Khurana, 2022) and specific industries (Østergaard & Holm, 2022; Popov et al., 2022).

Diversification is an activity concept that cannot be defined unambiguously. It is well known that, from an economic point of view, diversification is the simultaneous development of several, not interconnected technological types of products or services. Diversification allows enterprises to stay in the market in challenging economic conditions by producing a wide or radically different range of products and services. In turn, losses from unprofitable products (temporarily, especially for new ones) are covered by profits from other products (Vasylenko & Tkachenko, 2004). Diversification is also seen as a way to overcome the crisis for enterprises (Babenkova, 2022; Zyuskin, 2022).

First, this process concerns the transition to new technologies, markets, and industries with which the enterprise had nothing to do before. In addition, the enterprise's products (services) must also be completely new, which requires additional investments.

Much research is devoted to diversification processes toward digitalizing goods, works, or services (Kibib et al., 2022). Diversification programs may include one of the following methods (Peresadko, 2008).

1. Changing the staff structure. All existing personnel and equipment should be used to achieve a greater diversity of

goods and services. This method is quite effective for companies whose staff is focused on research.

2. Acquisition or change of the company structure. A firm engaged in a particular field is taken over by purchasing shares or buying at market value. Central corporate functions have to transfer to the new department, so the skills and experience of the acquired company's management start to work for the newly formed company.
3. Combination of the same size and company types to expand market coverage.
4. Focusing on specific products. The process of attracting cash, managerial talent, technical skills, patents, and other resources should be carried out so that the company can extract specific advantages from it, for example, guaranteed raw material supplies and certain benefits from cooperation with other firms.

Diversification methods are strictly related to business and management. The approach to building new business models and determining their essential elements is based on the research of Johnson, M., Christensen, C., and Kagermann, H. (2008), which shows methods of updating business processes that allow more rational use of resources.

Diversification also depends on several external factors influencing the organization. The issue became especially relevant for Ukraine during the war in 2014. It became more critical in 2022 when a significant part of the business was forced to choose new markets and products to continue working, supporting its staff and the population. Based on the research, it becomes explicit that during the war, the business operates in force majeure circumstances, where the critical problem is the lack of resources: labor, financial, and material (Varnalii & Thomashevskij, 2019; Zachosova, 2017; Hwang, S.-H., 2012). In such conditions, it is essential to find new solutions that allow more efficient resource usage and, simultaneously, find new points of resistance, which become key to the survival of businesses during the war.

The main goal in choosing development strategies during the war is to create safe working conditions. As a result, most production and sales have moved to remote work and e-commerce. These areas of economic digitalization allow for development not only in times of crisis, which was justified during the pandemic but also during an active war.

### 3 Methodology and methods

This study is based on the practical experience of Ukraine's small, medium, and large businesses that operated in 2022 during the war. Furthermore, to develop our methodologies for business diversification during the war, a number of expert studies have been researched, highlighting examples of reorientation of business models of various enterprises forced to work in the conditions of hostilities. In turn, business reorientation has to be based on the main factors that affected the enterprises during the war. These factors are defined according to the sphere of influence, which is formed by key elements of the business model, in particular: product value, profit creation, organization of resources, and organization of business processes.

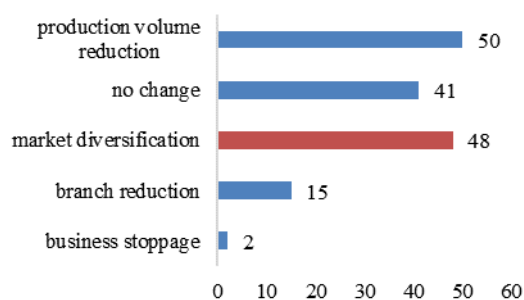
Critical analysis of Ukrainian and foreign literature shows different approaches to supporting and forming businesses during the war. The synthesis of expert research and systematization of experience allows us to formulate clear influence factors that determine business reorientation during the war, taking into account the market's digital transformation. Induction and deduction allow us to identify critical issues and previously undefined problems that find solutions in this study. In order to model business processes, statistical information collected by the survey method by the American Chamber of Commerce, as well as information obtained from the results of statistics collected by the National Bank of Ukraine, was studied.

Graphical methods show the possibilities of reorientation of business models during the war by infographic method.

### 4 Research Results

According to the American Chamber of Commerce (2022), as of mid-April 2022 (2 months into the war), 41% of businesses in Ukraine continue to operate in the usual scope of activities, and 48% of businesses have had to resort to various diversification strategies.

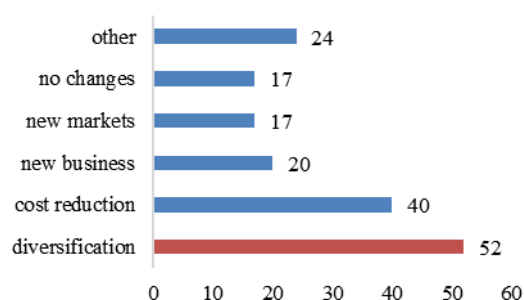
Figure 1: Changes in business activity in Ukraine during the war (as of April 2022)



Note: systematized by the author according to the American Chamber of Commerce (2022)

In total, 400 businesses were displaced during the war, 200 of which resumed their operations in another region. That meant that they faced issues of changes in organizational processes.

Figure 2: Changes in business models of Ukrainian business during the war (as of April 2022)



Note: systematized by the author according to the American Chamber of Commerce (2022)

In general, enterprises in Ukraine have reduced their activities by 25-35%. At the same time, in order to survive, many enterprises were forced to diversify processes. 52% of companies managed to take such actions. About 40% of companies were forced to cut costs, which also changed business models.

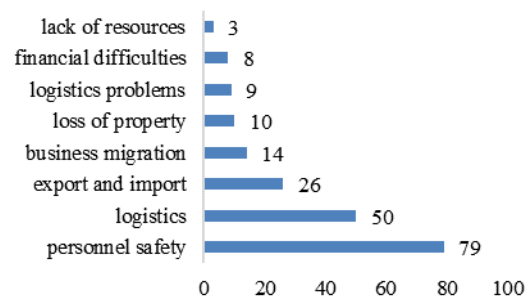
Today, it is necessary to diversify production based on plans and assumptions about the future, which unfortunately cannot be predicted with 100% probability. However, any enterprise's diversification processes should be developed considering market trends, which are more inclined to use digital technologies. At the same time, digital technologies can be actively used in any part of production, organization, or business management.

These components of business models, defined by American and German economists Johnson, M., Christensen, C., Kagermann, H. (2008), are considered the main elements of diversification. They include product value, profit creation, resources, and processes. Therefore, if we talk about adapting such models to the conditions of Ukraine, we should consider the peculiarities of business activity in the conditions of war.

The activities of enterprises that have become hostages of circumstances and continue to work in the conditions of hostilities are carried out under the influence of new factors that were not considered in economic processes before the military actions. These factors are highlighted by the American Chamber of Commerce survey (2022) results, among which the most important is the enterprise's security.

50% of respondents see logistics, problems with export-import operations, changes in a business location, damage to assets, and problems with purchasing inventory as the most significant problems. However, along with the factors identified by the American Chamber of Commerce, other important factors can have a negative and a positive impact on the enterprise's activities during the war.

Figure 3: The most important problems of Ukrainian business during the war (as of April 2022)



Note: systematized by the author according to the American Chamber of Commerce (2022)

Tab. 1: Factors affecting business processes in wartime

Sphere of influence	Factors of influence	Description of impact
The product value	Decrease in purchasing power of the population	Negatively affects the business income level and requires business diversification to reduce the cost of the finished product.
	Demand for essential goods and services	Affects the business income level. At the same time, depending on the product's usefulness, the impact can be both positive and negative. In case of negative impact, it requires diversification of production and consideration of the possibility of complete product reorientation.
Creating profit	Changes in the cost structure	Increased costs for security, restoration, and repair works. Increase or decrease tax payments depending on the type of activity and company size. Increase in sales costs associated with the improvement of logistics processes. The strategy of break-even production of new products is chosen for effective management. However, if it is impossible to apply, the possibility of business activity in war conditions should be reconsidered.
	Changes in the profitability level	Decrease in the profitability level, which is associated with an increase in the company's costs. A break-even production strategy is provided. If it is impossible to apply, the possibility of business activity in war conditions and diversification should be reviewed.
	Change in product turnover	Depending on the product type, it is possible to increase or decrease product turnover that requires production diversification.
Resource organization	Mobilization of personnel	Under conditions of staff mobilization, the company loses labor resources that are difficult to replace quickly. If it is impossible to quickly recruit personnel, remote working conditions should be organized as much as possible.
	Lack of raw materials	For manufacturing enterprises, the lack of raw materials leads to a decrease in production volumes. At the same time, in such conditions, additional channels for obtaining raw materials, including imports of products, should be considered.
Process organization	Disruption of logistics processes	Disruption of logistics processes leads to slowdown or stoppage of production processes. To solve this problem, alternative logistics channels should be established

Note: author's elaboration

It is necessary to turn to the digitalization issue to solve most of the problems. In general, the digitalization of services and trade is a long-standing strategy for developing the Ukrainian economy. It is approved by the EU-Ukraine Association Agreement (Title IV Trade and trade-related issues, Chapter 6 "Establishment of business, trade in services and electronic commerce"). This agreement defines:

- 1) Mutual recognition of publicly issued electronic signature certificates and facilitation of cross-border certification services.
- 2) Responsibility of intermediaries providing services for the transmission and storage of information.
- 3) Supervision of unauthorized electronic commercial communications.
- 4) Protection of consumer interests in the field of electronic commerce.
- 5) Any other issues related to the development of electronic commerce.

International cooperation with digital technologies can be carried out, in particular, through the mutual exchange of information on

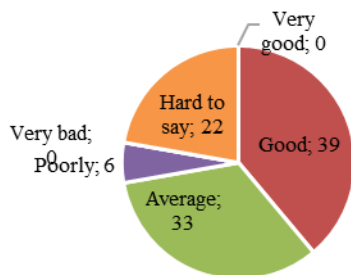
the development of relevant regulatory norms and their implementation. The Law "On the Common Transit Regime and the Introduction of the National Electronic Transit System" of 12.09.2019 No. 78-IX introduced European transit rules, which allows enterprises to use a single customs declaration and a single guarantee to move goods from their warehouse to the counterparty's warehouse. On 9 October 2020, a pilot exchange of electronic invoices using the eDelivery solution was launched between selected companies from Ukraine and Poland (EU4Digital, 2020). In addition, the European Commission is developing a comprehensive Digital Services Act. This new legal framework will affect participants' rights and obligations in e-commerce relations outside the EU (European Union, 2020). One of the main reasons for such an initiative is to ensure the safety of users on the Internet and to allow innovative digital businesses to develop while respecting the basic principles underlying the current legal framework of the eCommerce Directive (European Union, 2020).

In Ukraine, the economy has been digitizing at a rather rapid pace over the past two years. As a result, most survey respondents positively assessed Ukraine's development in the



field of e-commerce over the past year and a half, as shown in Figure 4.

Figure 4: Business attitude to digital processes in Ukraine (as of 2021)



Source: Polissya Foundation for International and Regional Studies (2021).

Among important achievements in the field were:

- development of the cryptocurrency market and cooperation with international electronic asset exchanges;
- implementation of pilot projects of cross-border e-commerce;
- development of Internet banking.

Let us consider the critical areas of solving the main diversification problems, considering digital transformations in the economy.

The declining population's purchasing power during the war is mainly related to the low and medium-price goods segment. Therefore, those production processes targeted at low- and middle-income populations should change their approach to stockpiling and pricing policy and reorient to essential products and services - staple foods, hygiene products, and household chemicals. In order to determine the preferences of the population, it is necessary to study the population's requests for alternative goods, which can be obtained using Internet tools. In the conditions of war, most people have switched to online purchases to be able to choose the best price.

The demand for essential goods and services is associated with the increasing number of people who lost their property during the war or temporarily stayed in the territory with inactive hostilities. In war conditions, enterprises that focus on the products most needed by the population will stabilize and, quite likely, even increase demand. Given the shortage of such products in different regions, e-shops could expand the market.

Changing the cost structure is necessary to ensure that the company could survive during the war and, the contrary, increase its income. In this case, it is important to direct all funds on capital investments and working capital replenishment. During the war, launching web pages and making online sales channels was essential to reduce office expenses. At the same time, work with the staff should be organized remotely.

Changing profitability is a typical situation for many businesses focused on non-core products. Even if the enterprise chooses other products, the profitability may be lower than expected. In such circumstances, the organization's management chooses other activities that may keep staff in the workplace to ensure their minimum income. It is especially true for businesses that operate through the use of labor or intellectual resources. In war conditions, even in the absence of sales, it is quite justified to strengthen the intellectual capital base. Of course, such investments require labor costs. However, after the war's end, having enough technology and resources to launch a renewed business, such a business model will be more profitable than

other enterprises that did not improve their production processes during the war.

As already mentioned, the change in product turnover concerns businesses that focus on non-consumption products. Given that almost every product or service can be reformatted to war conditions, enterprises should implement measures to retrain specialists and reorient production lines. It will allow not to close the enterprise but to keep it in the market. At this stage, quick and effective solutions are needed that require effective management in reorientation to new markets.

Mobilization of personnel is a process that forces enterprises in some industries to stop their activities completely. In the conditions of war, enterprises need to respond quickly to changes. Therefore, the main emphasis is placed on personnel policy, which allows to quickly gather labor resources in the local market and attract them from other regions. At the same time, all possible resources of the enterprise are directed to remote working conditions to ensure the safety of employees and the possibility of uninterrupted task performance. It is especially true for companies that provide services of various levels or create intangible products (intellectual, information services).

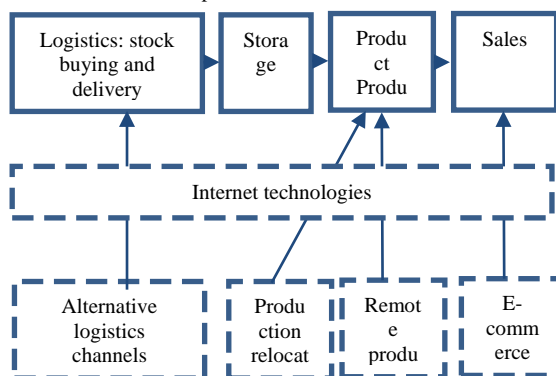
The lack of raw materials is a problem for the logistics departments of the enterprise, which must quickly reorient to new suppliers and work according to new business models. To this end, the organization's management must quickly respond to the problem and search for a solution. The development of the logistics market allows looking for alternative logistics solutions with the help of Internet services.

Disruption of logistics processes is a common problem that affects almost every production process that contains the supply. Although logistics in war conditions will require restructuring, it is necessary to consider the possibility of independent transportation and the refusal of services of companies that have left the market or are unable to provide such services during the war.

Let us systematize the proposals and show an example of a business model for simple production processes in wartime in Fig. 5.

Figure 5: Reorientation of business models during the war

Notes: author's development



Thus, Fig. 5 shows that alternative logistics channels are involved in the main logistics channels, and the company may involve in additional transport during the war. Warehousing, production, and sales of products take place with the involvement of additional personnel or due to the expansion of their duties. In this case, the staff is mostly needed to replace the mobilized personnel or to ensure safe production processes, transferring the creation of the product to remote control as much as possible. In order to ensure the possibility of increasing sales volumes, an e-commerce option should be implemented, allowing the company to expand its markets.

## 5 Discussions

Each of the proposed elements that can become the basis for diversification processes has found its practical expression in the war conditions in Ukraine. In addition, many expert studies have shown different approaches to diversification and the formation of changes in the business process management system.

In general, in the conditions of reduced purchasing power of the population, different enterprises operate differently depending on their type of activity. Therefore, Zubar (2022) notes the need to diversify or reorient the business range in such conditions. In particular, as evidenced by the owners of online electronics stores, if the demand for electronics is practically absent during the war, then, on the contrary, the demand for communications has increased several times. Thus, by building new logistics processes, the company focuses on purchasing this equipment in a large assortment and becomes a specialized point of online sales, supplying products not only to the local market but also throughout Ukraine.

According to Obukh O. (2022), many opportunities arise for each enterprise during the war. However, to realize them, the enterprise must quickly diversify its activities, putting it on a military track. At the same time, according to Liuchinenko (2022), enterprises should ensure the safety of themselves and their team. After that, they should quickly investigate the need for the product offered to the market in the pre-war period and reorient production, if necessary, to meet market demand. It requires a review of the work with the staff, giving them new responsibilities necessary to ensure that products are delivered and sold faster through other supply and distribution channels.

A significant number of researchers determined that it is essential to change the approach to cost formation in the conditions of military operations. Of course, in conditions of lack of resources, enterprises often face the problem of being able to pay wages. Costs can be reduced by cutting office costs through remote work (Zanuda, 2022).

According to Indyk (2022), working out cost management in war conditions is very important. In particular, product manufacturers should make maximum efforts to reduce the cost of products. That can be done by replacing the packaging with the cheapest one, which will be justified in war conditions. Furthermore, the packaging should indicate how much money is spent to support the army instead of advertising. In times of war, such markings allow for gaining the favor of the population. Moreover, Internet advertising becomes more accessible when people switch to online shopping.

According to various experts, in particular Zubar D. (2022), and Strelchuk V. (2022), in war conditions, enterprises cannot rely on profitable business models; their models should be focused on social goals and the ability to support the economy. Thus, the income from activities should be enough to pay salaries, taxes, and utility bills. Thus, the break-even point should be estimated based on these costs when forming financial models.

According to Mochalov L. (Mind, 2022), to ensure the functioning of business in war, it is necessary to ensure the possibility of safe work. In a crisis, the best time for the enterprise is formed to build teamwork when each participant can offer rational solutions to problems. Thus, the emphasis is placed on creating an intellectual or innovative product that will allow the business to survive during and after the war to occupy better positions in the markets than competitors. The researcher also notes that the primary efforts in forming new business models should be given to the administration, as creating new production processes requires strict control, setting the pace of work, and clearly defined and understandable goals.

According to Rychlytskiy V. (2022), the biggest problem of business activity during the war is the problems with

mobilization and migration of the population. This problem requires new approaches to respond quickly to changes in the labor market and the possibility of reorienting the enterprise to remote production conditions.

In the conditions of war, one of the areas of active business development, according to Lysyuchenko (2022), is the establishment of foreign cooperation, the possibility of which arises with the support of different countries. Currently, in Ukraine, many countries have implemented a policy of supporting Ukrainian businesses and therefore subsidizing the enterprises that cooperate with them, which is especially important for the IT sector. Almost all experts say that one of the most rational solutions in times of war is strengthening the intellectual component, creating the necessary product with no analogs. In such conditions, new products have appeared on the Ukrainian market that has received approval from the military and civilians: semi-finished products for fast food preparation, improved military and tactical accessories, software products for alerting the population about air raid, and applications for obtaining administrative services.

## 6 Conclusions

Diversification processes have become the only way for many Ukrainian enterprises to survive the war. Many diversification models help entirely or partially change the enterprise's activity, final product, assortment, organizational structure, or even the market. Companies working in war conditions can choose different diversification methods depending on the situation. Still, all business unit diversification processes should consider the direction of economic development. In the post-war recovery period, Ukraine has chosen the direction of digital economy transformation. That is why the main diversification processes are related to the choice of digital technologies that should improve existing business models.

Today, the most accessible form of business process digitalization is the transition to a remote production model and the acceleration of e-commerce development. E-commerce allows staff savings, cost reduction, and expansion of sales markets, which is especially important in the context of problematic logistics in Ukraine.

The practice has shown that 50% of Ukrainian enterprises were forced to diversify to a greater or lesser extent. Most enterprises have changed their usual sales market to other regions of Ukraine or foreign economic relations using e-commerce.

The stimulation of economic development through the development of e-commerce is carried out not only by the government of Ukraine but also by Europe, which has initiated several legislative and regulatory acts that allow bringing e-commerce to a new level through a simplified system of export and import. However, any stimulating actions by the government will not work without the initiative of the enterprise. If the company wants to reorient its processes towards digitalization, additional costs and investments in digital technologies are required. Such investments allowed the enterprise advantages during the war and gained a leading position in the market during the post-war recovery.

The study's practical significance lies in the possibility of applying different diversification models depending on the critical problems of entrepreneurship in doing business during the war.

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**Primary Paper Section: A****Secondary Paper Section: AA**

## THE USE OF PROJECT TECHNOLOGIES IN THE TRAINING OF STUDENTS

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**Abstract:** The new millennium is characterized by an unprecedented breakthrough in knowledge and information and communication technologies. The challenges of the XXI century require modernized paradigms of interaction in all spheres of life, including the educational one. To date, one of the most promising teaching methods is project technology. It forms the conditions for creative self-realization of students, increases their motivation to learn, and promotes the development of intellectual abilities that contribute to the acquisition of students' own experience in solving problems of future independent life, which they project in their studies. The professional training of the student is enhanced through the use of project technologies, so students have to develop technical skills to be productive members of society. The research aims – to establish a pattern of promoting the implementation of project technologies in educational institutions by surveying the Internet. Another aim is to establish the ability of educational institutions to provide quality competent training to HEI students. Research methods: comparative analysis; systematization; generalization, and survey. Results. It has been established that as a result of the survey of students, project technologies have a positive impact on the provision of competent training of students (95.5%). A smaller number of students (3.3%) were not confident in the quality of competent training of students by modern project technologies. Whereas the rest of the students have noted that modern project technologies for competent training of students contain certain shortcomings (1.2%). As a result of the study, it was found that students positively evaluate (with scores above 5.0) project technologies as practical, understandable, motivating, etc. As a result of the study, it has been found that the implementation of project technologies for the professional training of university students is a complex process due to the large number of variables that should be taken into account both in the course and at the individual level. Moreover, it has been established that the implementation of the proposed model of integrating project technologies into the process of forming competitive advantages for university students benefits both students and educators by establishing reliable communication between them and stimulating the provision of qualified training.

**Keywords:** design, training, education applicants, project technologies.

### 1 Introduction

The XXI century is associated with the active development of information technology, which makes it possible to significantly expand the ways of obtaining and processing information. High-tech information educational environment requires the search for new approaches and fundamentally new learning systems in higher education institutions, due to the intensive development of the digital age. Project technologies for training students in modern conditions are associated with the use of information technologies, which are effective innovative means of improving the quality of teaching at all levels of the educational process (Gorbunova, 2015; Gorbunova, Govorova, 2018).

As part of the application of project technologies, educational institutions that have to prepare qualified professionals for life in the "knowledge society" should integrate project technologies into the educational process (Ghavifekr, Afshari, Salleh, 2012). Along with preparing future professionals for the modern digital era, educators are seen as key players in the application of project technologies in their curricula, due to the ability of project technologies to provide a dynamic and active teaching

and learning environment (Arnseth, Hatlevik, 2010; Simin et al., 2014).

Project technologies in the educational process are defined as an objective requirement of the time to ensure sustainable development of the social economy (Adıgüzel, Yüksel, 2012). Acceleration of the process of informatization of education is a key approach for Ukraine to increase the international competitiveness of education in Ukraine, strengthen the connotation of educational development, and promote the reform of teaching models in the educational process (Ainley, Luntley, 2007). Currently, the use of project-based technologies in Ukrainian education faces such problems as weak informatization of education, low information literacy of educators, which still needs to be improved, imperfect mechanism of information protection, and weak internal and external conditions for the use of project-based technologies (Orhan-Goksun, Askım-Kurt, 2017).

The progressive development of project technologies in the educational process requires educators to use learning models integrated into information and communication technologies. Therefore, the use of project technologies in the educational process should be proportional and meet modern learning needs (Aprinaldi et al., 2018).

The research aims – to establish a pattern of promoting the implementation of project technologies in educational institutions by surveying the Internet to establish the ability of educational institutions to provide quality competent training to students in HEIs.

**Research objectives of the article:**

1. To analyze the key professional competencies that are formed in students of Ukrainian HEIs and determine the program results upon completion of training.
2. To survey students to identify popular design software.
3. To carry out a SWOT analysis of the process of introducing design technologies for the professional training of future students.
4. To analyze the experience of students in the application of design technologies.
5. To survey students about the ability of educational institutions to provide professional and quality competent training to students based on the use of project technologies.
6. To analyze the proposed model of integration of project technologies in the process of forming competitive advantages for students in HEIs.

### 2 Literature review

The modern stage of development of pedagogical science is characterized by the implementation of innovations as an important factor of social reproduction. It can ensure sustainable economic development based on achieving the country's competitiveness. Implementation of strategic tasks of competent training of specialists in education requires new approaches for the transition from quantitative to qualitative indicators. Of particular importance is the use of appropriate strategies for training students based on the principles of project technologies (Sheludko, 2017).

Project-based learning is proving to be a very valuable strategy for developing the competencies addressed during the study of product development subjects in real work experience (Barbero & García, 2011; Berselli et al., 2020; Pindado et al., 2018). Students can develop a specific product within a project using common industrial tools in a learning environment. At the same time, an individual's ability to solve a general problem statement can be enhanced (Stolk & Harari, 2014). On the other hand, when students need to solve complex open-ended design

problems, instructors have less time to devote to each student to solve their specific problem, and it is them who have to deal with them the most (Xie et al., 2018). Since design is defined as an inventive process, therefore, according to Cropley (2016), it is crucial to work on skills that are based on visual and mental images. Recent research on virtual environments encourages the use of project-based learning methods to improve students' competence and motivation (Aslan, Duruhan, 2021; López et al., 2020).

In the process of learning, students perform differentiated projects, so quality training based on the use of project technologies plays an important role. Researchers recommend devoting a significant part of the curriculum each year to differentiated student projects. In the first years of education, students receive all the necessary skills to implement differentiated student projects. The traditional process of mentoring, guiding, and critiquing throughout the learning process is important as projects need to be selected or refined to cover concepts that are emphasized in the learning process (Meyer, Norman, 2020).

New 3D rendering technologies can facilitate the task of visualization in the process of creating various projects. Technologies such as virtual reality (VR) can help the instructor plan strategies that encourage three-dimensional visualization of the project. Research in the field of teaching highlights the potential of virtual reality environments in learning processes (Bailenson et al., 2008; Bowman et al., 2009). Evaluations of VR from an educational perspective have focused on factors such as interaction, sense of immersion (immersive virtual environment, iVE), and motivation, among others (Jia et al., 2012). An immersive virtual environment is defined as "an interactive intelligent computer system that provides a three-dimensional virtual world" (Tcha-Tokey et al., 2016). However, although immersive virtual learning environments (iVLEs) are considered a powerful educational tool (Dede, 2009; Mikropoulos & Natsis, 2011), numerous authors believe that more research is needed in this area (Dede, 2009; Webster, 2014; Ragan et al., 2012; Carbonell-Carrera et al., 2021).

Virtual reality technology is a software modeling system used for projects that follow the three main software, namely AutoCAD, Photoshop, and 3S (RS, GIS, and GPS). Virtual reality technology is widely used in the educational process because of its interactivity, immersion, and imagination, which not only significantly reduces the working time and pressure on the project developer, but also helps to stimulate his imagination (Xu, Kang, Shao, and Zhao, 2015).

Three-dimensional visualization consists of a realistic three-dimensional visualization of the project, which is known as 3D visualization, where the given information can have a complex structure, which, in addition to project information (positioning), contains temporal and thematic data attributes. An example of interactive 3D visualization of spatial data is the work of Balla et al. who have used a new approach that allows the user to manipulate temporal and spatial data (Balla et al., 2020).

Technologies such as virtual reality offer great opportunities for 3D visualization, offering not only a realistic 3D visualization scenario but also providing immersive and interactive capabilities. These capabilities provide an intuitive 3D visualization and interaction scenario that allows different stakeholders with different backgrounds, experiences, and training to work together on a project.

A 3D visualization is a powerful tool for project planning (Newell et al., 2017), and strategies have been developed for collaborative platforms between different stakeholders in 3D visualization scenarios, such as VirCA (Virtual Collaboration Arena) (Galambos et al., 2015). This platform allows the design and implementation of collaborative 3D visualization scenarios in which 3D content is actively shared and manipulated in a collaborative and synchronized manner. The VirCA system is used in fields such as neuroscience research and industrial

engineering, among others, and is an example of an interactive collaborative 3D workspace that can be applied in differentiated projects (Carbonell-Carrera et al., 2021).

Analysis of research on this issue shows that many scientists have paid attention to the problem of studying the processes of using immersive technologies in the educational process, such as Virtual Reality (VR) (Pellas et al., 2020), Augmented Reality (AR) and Mixed Reality (MR) (MacCallum, 2021). Scholars have paid considerable attention to the challenges of learning to design projects with VR (Desurvire, Kreminski, 2018), as well as interface design (Wetzstein, 2016).

A large number of studies have been devoted to the integration of immersive technologies in engineering graphics (CAD and 3D) in the training of students (Grajewski, 2015). Taking into account a significant number of scientific publications devoted to various aspects of the application of design technologies, it can be noted that the problem of introducing the study of design technologies into the process of professional training of students is insufficiently developed (Chemerys et al., 2021; Alekhanovich, Abdurakhimovna, 2020).

Hence, in the process of project-based learning, students need proper training in CAD/CAM/CAE tools in line with industry needs for new product development. Therefore, their university training in this field with virtual environments combining active learning strategies can be an appropriate approach to improve their competencies (Sola-Guirado et al., 2022).

Thus, the problem of implementing project technologies for competent training of students in the educational process, as well as the study of obstacles and prospects for student learning is poorly reflected in scientific publications in the form of theoretical research and practical research. However, the issue of promoting the use of project technologies for the proper preparation of students for future professional activities remains relevant and open for further research.

### 3 Methods and Materials

The realization of the purpose of this study involves the application of such research methods as:

- systematization of the model of integration of project technologies in the process of forming competitive advantages for university students;
- systematic and logical analysis, method of synthesis of information of key professional competencies that are formed in students of Ukrainian higher education institutions and a list of program results upon completion of training;
- generalization of the latest scientific publications related to SWOT analysis of the process of introducing project technologies for the professional training of future students;
- a comparison method to distinguish between five commonly used design programs and an analysis of students' experience in applying design technologies.

To determine certain features of project technologies, descriptive statistics were used, the data of which were provided as a result of a survey using MS Forms Pro. The survey was conducted to determine the perceptions of educators and students about the ability of educational institutions to provide knowledge and quality competent training to students based on the use of project technologies. An online survey was conducted from September 20 to October 25, 2022, which collected information from 2500 students. These participants answered questions about their learning experience, motivation, expectations, and overall satisfaction with project technologies. The following research questions were addressed in this online survey: 1. what are students' perceptions of project-based technologies to ensure their competent preparation? 2. what is the student's perception of their ability to absorb information in the context of using project technologies to ensure their competent training? 3. Are

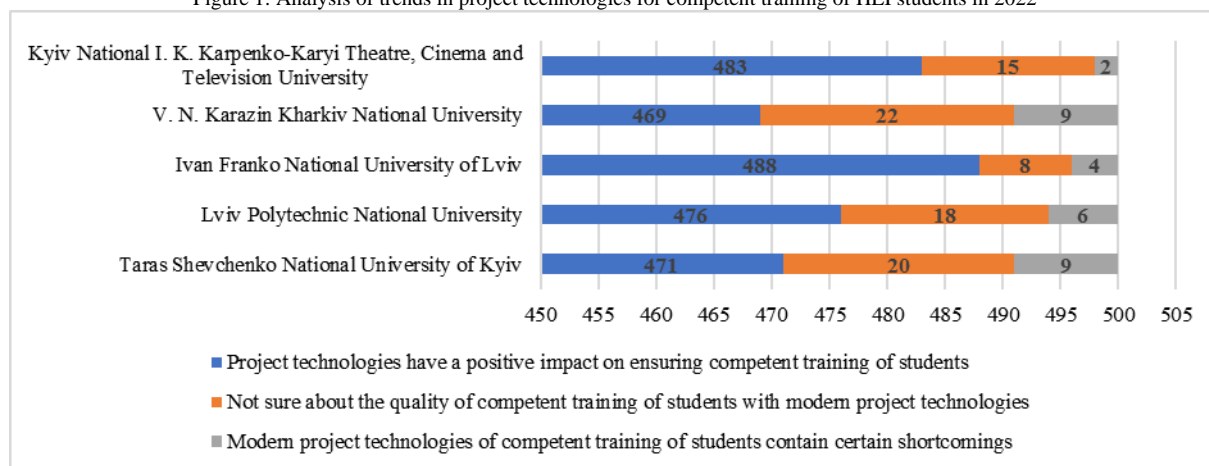
there any shortcomings in the use of project technologies to ensure their competent training?

#### 4 Results

To assess the effectiveness of the use of project-based technologies for student training in Ukrainian education in 2022, a significant number of students from Taras Shevchenko National University of Kyiv, Kyiv National I. K. Karpenko-Karyi Theatre, Cinema and Television University, Ivan Franko

National University of Lviv, Lviv Polytechnic National University and V. N. Karazin Kharkiv National University were interviewed. They noted that project technologies have a positive impact on the provision of competent training of students (95.5%), a smaller number (3.3%) were not sure about the quality of competent training of students with modern project technologies, and the rest of the students noted that modern project technologies for competent training of students contain certain shortcomings (1.2%) (Figure 1).

Figure 1: Analysis of trends in project technologies for competent training of HEI students in 2022



Source: Compiled by the authors.

A comparative analysis of the professional competencies of students of Taras Shevchenko National University of Kyiv, Kyiv National I. K. Karpenko-Karyi Theatre, Cinema and Television

University, Ivan Franko National University of Lviv, Lviv Polytechnic National University and V. N. Karazin Kharkiv National University has been carried out (see Table 1).

Tab. 1: List of program outcomes and professional competencies that are formed in future students of HEIs in Ukraine

Academic disciplines	Modern design technologies	3D modeling	Information and digital technologies	Project graphics	Computer-aided design
Program learning outcomes defined by the educational standard					
1. Apply the acquired knowledge and understanding of the subject area and the field of professional activity in practical situations.	+	+	+	+	+
2. Create objects through design and graphic modeling.		+		+	+
3. Develop a compositional solution for project objects in appropriate techniques and materials.	+			+	+
4. Take into account the properties of materials and structural constructions, and apply the latest technologies in professional activities.	+	+	+	+	+
5. Apply modern general and specialized software in professional activities.	+	+	+	+	+
Professional competencies					
1. Ability to succeed in a professional career, develop and present visual presentations, portfolio of own works, and have entrepreneurial skills to carry out design activities.	+	+	+	+	+
2. Ability to use modern software to create project objects.	+	+	+	+	+
3. Ability to carry out shaping, layout, and modeling of project objects.	+	+	+	+	+
4. Ability to carry out compositional construction of project objects.		+		+	+
5. Ability to apply special techniques and technologies of work in appropriate materials to design and artistic activities.	+	+	+	+	+
6. Ability to apply project graphics skills in professional activities.	+	+	+	+	+
7. Ability to carry out technical calculations in projects, feasibility studies, and functional and cost analysis of the effectiveness of the projected measures.	+		+		+

Source: Compiled by the authors based on official data.

A SWOT analysis has been conducted, the results of which made it possible to determine the hierarchy and positioning of opportunities and threats for the implementation of the study of

project technologies in the process of professional training of future specialists (see Table 2).

Tab. 2: SWOT-analysis of the process of implementation of project technologies of professional training of future students

Strengths (S)	Weaknesses (W)
<ul style="list-style-type: none"> <li>- high level of scientific and pedagogical staff involved in teaching project technologies;</li> <li>- increasing the level of motivation and productivity of educational activities of future specialists by focusing developments on the attractiveness and image of project technologies;</li> <li>- demand for skills in the development of project technologies;</li> <li>- strengthening the position of the future specialist in the labor market, including the global one;</li> <li>- the high price of remuneration for the project in which design technologies were applied.</li> </ul>	<ul style="list-style-type: none"> <li>- the high cost of equipment of educational institutions for the development and testing of project technologies;</li> <li>- loss of motivation among future specialists due to the complexity and a large amount of time spent on the process of studying a software product based on project technologies;</li> <li>- niche development of project technologies contributes to the emergence of a small number of projects with high prices.</li> </ul>
Threats (T)	Opportunities (O)
<ul style="list-style-type: none"> <li>- low interest of educators in mastering new project technologies;</li> <li>- shifting attention from creative solutions to technical skills;</li> <li>- insufficient level of multimedia competence necessary for the successful development of students as future professionals.</li> </ul>	<ul style="list-style-type: none"> <li>- opportunities for academic and professional mobility;</li> <li>- opportunities to adapt to current changing market realities;</li> <li>- advanced training, including in the field of project development through project technologies.</li> </ul>

Source: Compiled by the authors based on official data of Chemerys et al., (2021).

The general judgment of students about the experience of using project technologies for modeling and project activities is shown in Table 3.

Tab. 3: Questionnaire on students' experience in the use of project technologies

Question	Assessment (1–10) (s.d.)
1. "I would say that project technologies are practical"	8,16 (1,70)
2. "I would say that project technologies are clear"	7,52 (2,54)
3. "I would say that design technologies have a positive impact on modeling"	8,24 (1,96)
4. "I discovered that project technologies contribute to original modeling"	7,20 (2,55)
5. "I found that the project technologies are modifiable to facilitate the work"	6,36 (2,94)
6. "I found the project technologies to be easy (1) / difficult (10) in the course of the activity"	4,00 (3,06)
7. "I found the project technologies unpleasant (1)/pleasant (10) to use"	7,00 (2,16)
8. "I found this virtual environment to be (1) discouraging (1)/motivating (10)"	6,64 (SD = 2,29)

Source: Compiled by the authors based on official data.

To identify the currently popular design software, a survey of students has been conducted and their comparison is presented in Table 4.

Tab. 4: Comparison of five commonly used design programs

Software	Modeling Speed	Modeling Ability	Modify the Convenience	Whether design-oriented
CAM	slow	Strong	Convenient	yes
CAE	slow	Very strong	Convenient	yes
3D	very fast	Strong	Very convenient	yes
2D	fast	Strong	Convenient	no
CAD	fast	Very strong	Convenient	no

Source: Compiled by the authors.

Based on the experience of applying the project method, we have developed a model for integrating project technologies into the process of forming competitive advantages for HEI students (Figure 2).

## 5 Discussion

The results of the study of project technologies for student training led to the following conclusions. The planning and implementation of project-based technologies and resources that would provide purposeful and competent student learning are in great demand. Pindado et al. (2018) and Berselli et al. (2020), noted that educational institutions are increasingly obliged to use the potential of project technologies that ensure the development of the creative potential of the educational process and contribute to the provision of quality knowledge and the development of relevant skills and abilities of students.

The obtained results indicate that, despite the significant achievements in this area and the development of the problem as a whole, the possibilities of optimizing student training based on the use of project technologies as a stimulus for the development of the creative potential of the educational process are not sufficiently studied. There was no comprehensive analysis and classification of the relevant educational software, and there are no clear methods for assessing the quality of project resources and technologies used in the educational process.

The operation of CAD/CAM/CAE tools, which usually require significant computing resources, worked well in the virtual environment with very good results in the survey. The students' feedback on the design technologies used by educators in HEIs was very interesting and positive. It was found that the evaluation subscale measures the "general judgment of experience in the use of project technologies". In this subscale, a mean value of 8.16 (SD = 0 1.70) stands out in the item "Personally, I would say that project technologies are practical", as well as a mean value of 7.52 in the item "I would say that project technologies are understandable (not confusing)". We also find values such as 6.64 (SD = 2.29) in the item "I found this virtual environment to be discouraging (1)/motivating (10)". It is interesting to know that students evaluate positively (with scores above 5.0) project technologies and define them as practical, understandable, manageable, motivating, etc. (Carbonell-Carrera et al., 2021).

Project technologies have allowed students to learn in practice and deal with many of the skills to be achieved in Master's subjects. The usefulness of design tools has been proven, which contributes to the fact that they can be used outside the classroom to help students manage their projects (Sola-Guirado et al., 2022).

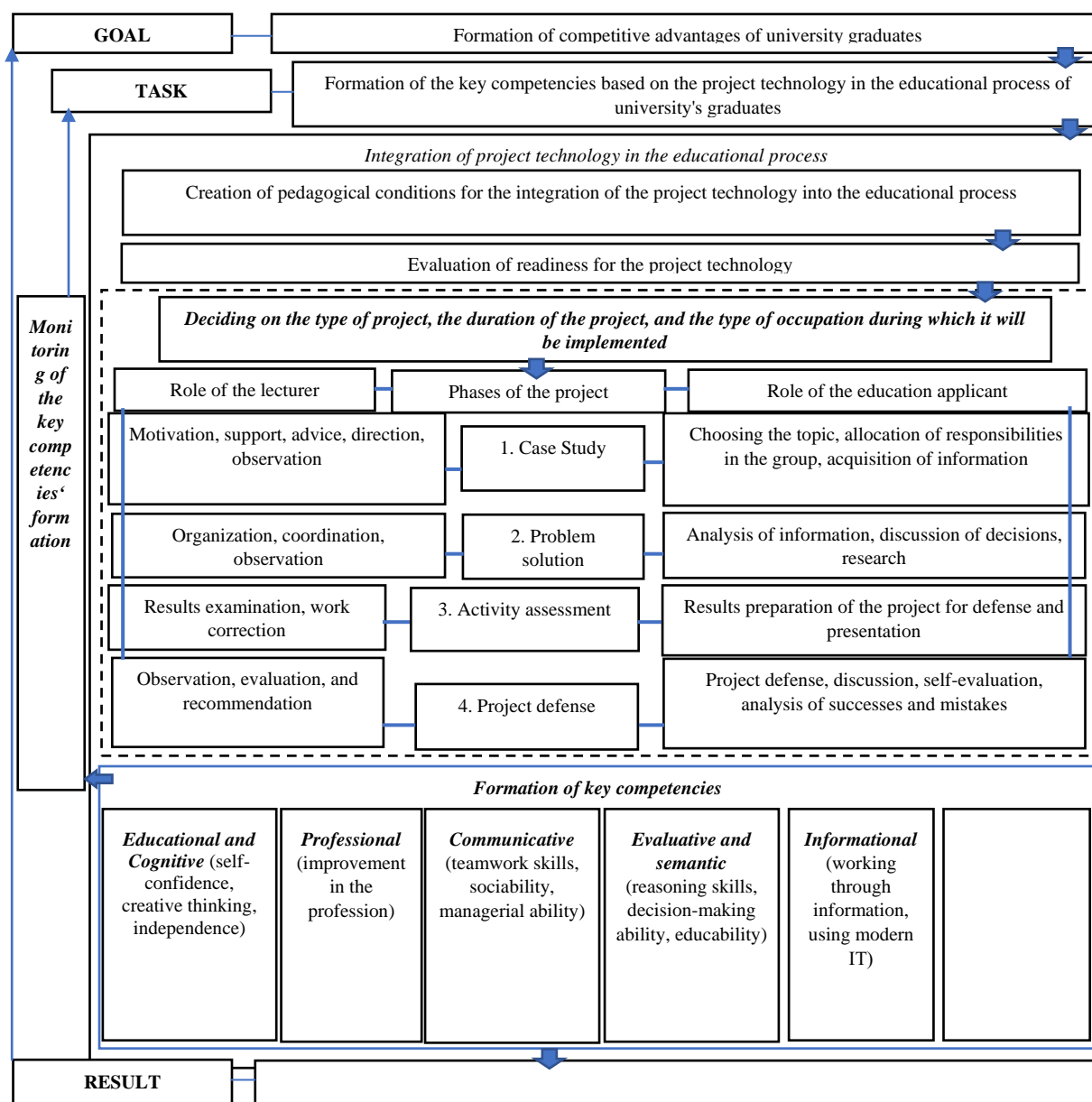
The implementation of the proposed model will facilitate the process of optimization and structuring of information learning by choosing appropriate project technologies and developing methodological support for the educational process. Thus, project technologies allow for the introduction of new and creative pedagogical practices and promote the development of creative thinking.

The study shows that educators will have to work in a more complex educational environment and integrate into the educational information technology space to ensure effective

training of students with project technologies. Consequently, educators and students will face new challenges, as the potential of project technologies is quite high, but insufficiently realized,

an in-depth study that will lead to increased attention to improving the educational training of future specialists.

Figure 2: Model of integration of project technologies in the process of forming competitive advantages for HEI students



Source: Compiled by the authors.

## 6 Conclusion

Based on the study, it was found that the use of project-based technologies in student training undoubtedly requires the development of the technological infrastructure of the educational environment. This means the introduction of computer equipment, network support, information terminals, educational and methodological techniques, and technical support for project technologies, as well as the development of a strategy for equipping educational institutions with the necessary educational software.

It is clarified that educational projects help to solve the following important tasks - the acquisition of skills and knowledge that contribute to the development of communication competence, the development of self-correction skills, the ability to evaluate the effect of decisions, the ability to work in a team, to take responsibility for teamwork, the ability to present the results of

their work and evaluate the activities of other participants. Thus, the use of project technologies in the educational process contributes to the formation of key competencies of students, which develop all the knowledge, skills, and abilities that give graduates a competitive advantage in the labor market.

The results obtained in the course of the study allow us to determine the directions of further exploration of the scientific and methodological foundations of the development of the process of applying project technologies to ensure quality training of students. Continuous improvement of the level of digital competence allows the educator to use project technologies as an incentive for the development of the educational process and contributes to the organization of a successful educational process.

The practical significance of the study lies in the fact that the conclusions and recommendations developed by the author and



proposed in the article can be used to: avoid obstacles in the implementation of project-based technology training for students.

Further research can be focused on improving the curriculum with the use of project technologies for student training. It will stimulate the educational sphere and improve teaching activities in the educational information technology space, which will ensure quality education. Expansion of opportunities and widespread use of innovative research approaches to ensure competent training of specialists based on the use of project technologies can become the basis for improving curricula.

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**Primary Paper Section: A**

**Secondary Paper Section: AM**

## PERSONAL FACTORS OF PSYCHOLOGICAL WELL-BEING IN CONDITIONS OF SOCIOECONOMIC INSTABILITY

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**Abstract:** The relevance of the topic is in the peculiarities of the formation of psychological well-being under the influence of destructive phenomena of the socio-economic environment. The modern geopolitical space and economic trends encourage the solution of problems not only at the macroeconomic level and stabilization of the economy but also at the level of the individual, which is the prerogative of the state social policy. The factors of psychological well-being formation may differ in their nature and direction, which necessitates a methodical analysis of the available factors. The issue of using pedagogical, spiritual, and cultural practices to ensure the formation of psychological well-being is a key task in the implementation of the mechanism for creating a positive psychological climate. The psychological climate in which a person lives is an important factor in the development of psychological well-being. The purpose of the article is to study the personal factors of psychological well-being in the context of socioeconomic instability and global geopolitical challenges. The task of the research is to outline the key prospects for the development of psychological well-being and its possible formation following the conditions of socioeconomic space. The research methodology involves the implementation of a series of scientific research methods, as well as the use of correlation analysis to identify the main advantages of psychological well-being in conditions of socioeconomic instability. The results obtained can improve social policy and psychological practices of assisting people with low levels of psychological well-being. The practical significance of the article lies in the possibility of using the obtained results to improve the individual development of personal factors of psychological well-being. In the context of global geopolitical challenges, it is worth directing human cognitive activity to the analysis of the elimination of destructive phenomena in psychological well-being. The article investigates the peculiarities of the development along with the formation of characteristic features of psychological well-being and identifies the key directions of development of practices for their improvement and optimization.

**Keywords:** psychological analysis, diagnosis, ontology, psychological well-being, individuality, collective consciousness, socio-economic instability.

### 1 Introduction

In today's conditions, the development of qualitative methods of psychological well-being depends on many factors of the individual and his environment. It is the question of the formation and acquisition of psychological well-being that is decisive in the formation of cognitive and active human activity and the possibility of self-realization in society. The subject of the study is to improve the internal personal traits of a person and the ability to control external factors influencing the psychological well-being of a person. Such factors as the development of spiritual culture, communication abilities, the

ability to make life decisions, as well as the general orientation of a person in society determine the nature of the formation of the level of psychological well-being. In today's conditions, the most important is the use of qualitative approaches to the acquisition of existing forms of mental health development and the possibility of its implementation under the key tools for the formation and development of a human as a person. Such psychological tools as self-analysis, psychological diagnostics, and the ability of a person to filter his environment are the main tools for the formation of psychological well-being. The definition of this issue is the possibility of ensuring the functioning of the human psyche, improving the quality of the moral state, and avoiding internal conflicts through social activity and perception of the world. These two aspects are key in the formation of psychological well-being by a person. With their help, it is possible to form qualitative relationships that will form not only the internal but also the human environment. Moreover, to ensure the quality functioning of the mechanism for supporting psychological well-being, it is necessary to create some criteria for its definition. The use of indicators and metrics is important as it provides an opportunity to implement a technical analysis of the moral problems of the individual and to reflect the results of personal development using mathematical methods. That is why the division of the component of psychological well-being formation into the relevant factors should be a priority task for the overall formation of mental intelligence and the strengthening of human health. Scientists argue about the instruments of predominant influence on psychological well-being, as the nature of their influence by the source is diverse. In conditions of socio-economic instability, the issue of using and implementing effective means of diagnosing the factor of psychological well-being is an important task. The use of tools to stimulate the spiritual development of the individual through the practices of psychological diagnosis and self-analysis of the individual is key to the formation of psychological well-being.

### 2 Literature review

The problem of the research lies in a broad approach to the development of factors, classification, and direction of the spiritual, cultural, ethical, and mental characteristics of a person. It is through the use of various practices of psychological diagnosis that it is possible to identify the features of human personality development, which directly affect the characteristic principles of psychological well-being. The personality component is formed from the conscious activity of a person and his perception of the world. It can influence the characteristic indicators of his activity and reflect several advantages over external factors. Much attention is paid to this issue in the scientific literature, that the vast majority of internal factors of a person stimulate the formation of the external environment of influence on psychological well-being. The author Zimmermann (2019) notes that the issue of psychological well-being in the modern dimension is difficult for a single-factor analysis. It needs to be implemented using a multifactorial methodology that can reveal the connection between human activity at the level of the inner world and the degree of its reflection in the environment. The above hypothesis is quite reasonable and requires a real reflection on the predominance of internal factors in the acquisition of psychological well-being by a person and the possibility of changing external factors. The scientist Wagner (2020) believes that psychological well-being is a product of the development of human activity in the environment, not internal development. In the author's opinion, only the external environment can provide a person with mental peace, and satisfaction from ontological problems and characterize qualitative approaches to the possibility of their formation in the long-term period of development and personality formation. Other scholars, namely Thalmayer (2020), emphasize that psychological well-being is a factor in the development of the inner character and inner will of a person, as the main

component of gaining advantages in the world community. According to such views, the author Luchetti (2020), explores that negative socio-economic fluctuations stimulate the personality to transformation. The author notes that only the negative manifestation of such factors can serve as qualitative signs of its activity in society and the manifestation of personal traits that form psychological well-being. Failures in professional development, personal life, or in communication with other people are also a factor in personality development. Therefore, the author pays great attention to the acquisition of existing forms of psychological well-being. According to other features, psychological well-being contains several disadvantages and advantages. Through the formation and use of qualitative approaches, it is possible to create an internal environment of spiritual development and cultural formation. Researcher Soto (2020), considers the problems of human personality formation due to socio-economic instability as a catalyst for the development of psychological well-being. Tendencies that affect a person can improve the direction of self-consciousness, the definition of the role, and the formation of an ontological methodology for solving problems of being and meaning. Of interest is the view of Hudson (2020), who suggests focusing on religiosity as a key tool for gaining volitional advantages, because it is through religion that a person can increase his spiritual culture and moral and ethical qualities. Within such approaches, the author considers the key task to be the distribution of people on religious grounds and the possibility of forming their culture in the socio-economic space. With such approaches, it is most possible to form a personality following its moral guidelines. An important direction among the factors of psychological well-being, according to Luhmann (2019), is the use of spiritual values and imitation of culture. People may have their visions, but any of them will be similar to other, collective ones. That is why a person should form their own space based on communication with those people who share common spiritual values. These measures can qualitatively improve human activity and ensure psychological well-being. Thus, in the scientific literature, there is a wide discussion about the factors of psychological well-being, which in turn is determined by the purpose and objectives of the study.

### 3 Research aims

The research aims to identify the key factors of developed psychological well-being and to distribute them according to the sectors of influence. Important in the study is the analysis of the formation of a strategy for gaining psychological well-being in the context of global socio-economic challenges and geopolitical instability, which directly affect each person.

The spread of the aggravation trend of negative traits concerning ontological issues, and the decline in the index of life satisfaction in countries, stimulate the solution of this issue at the global level. Psychological well-being is a key factor in the development of human economic productivity since only those who can function well in society can be effective human resources for the corporate environment. Therefore, the subject of the article is to study the available tools for the acquisition and formation of psychological well-being.

Important in the article are approaches to the qualitative formation and development of psychological well-being as a promising category of human activity. The article describes key approaches to the distribution of factors of psychological well-being and the possibility of their formation under current trends in socioeconomic development.

### 4 Materials and methods

During the research, many scientific research methods are used that allow for revealing the essence of the research topic in the most detailed and complete way. Through the use of qualitative approaches to psychological diagnosis and correlation analysis, it is possible to create the means and formation of psychological well-being in the real and internal information environment following its activities in society. Using the method of search

analysis, the problems of the essence of psychological well-being are identified and the key factors of its development are characterized. Based on the implementation of the practice of using special approaches to the development of spiritual culture, some signs have been formed that indicate the possibility of acquiring moral and ethical values by a person. Moreover, to obtain moral guidelines as a factor of psychological well-being, the methodology of the influence of the external environment on the human psyche is studied. Using the method of deduction and induction, the principles of creation and formation of the human psychological climate are revealed. The key features of the distribution of moral and ethical qualities of a person, which catalyze the formation of self-awareness and the ability to manage their environment, are highlighted by the method of abstraction. Moreover, using the direction of modern methods of scientific research, the key disadvantages and advantages of the impact of socio-economic destabilizing processes are identified. Using the methodology of identifying personal development, an experimental study was conducted at a European university. The use of the methodology of interviewing and testing personality development made it possible to reproduce key indicators for correlation analysis, which connects the level of psychological well-being with the degree of manifestation of key personality traits. Thus, the used methods of scientific research and methodology of analysis can reflect the key results of the study.

### 5 Results

The issue of personal development in terms of stabilization of psychological well-being and achievement of qualitative forms of personal support is a key task amidst the spread of socio-economic destabilizing processes. The issue of psychological well-being is a complex paradigm of the mechanism of related complexes formed through the development of the personality and its environment, which directly affects the person. Based on such approaches, it is possible to characterize the degree of human development in as much detail as possible and enhance the quality of its interaction with the outside world (Fraley, 2020). An important factor in development is also that personality as a complex psychological category should use all available tools to overcome socio-economic destructive processes. Personal factors of well-being are usually divided into two groups:

- Internal factors – consist of the formation of the internal ethical and spiritual culture of a person and the possibility of gaining qualitative advantages over his previous “ego”, which was transformed into its current state. Internal factors are characterized by the possibilities of human perception of the world, the development of his imagination, and the possibility of projecting his spiritual images in real life. With such approaches, it is most appropriate to use psychological analysis of one’s life and the possibility of forming appropriate goals for its further development. In addition, through the introduction of psychological practices of introspection, you can improve the quality of your perception of yourself and your personality in the global dimension.
- External factors – consist influence the personality of an individual, regardless of his/her internal psychological state. The key factors of external influence are the environment and communication in it. It affects the cultural, spiritual, and social development of a person as the main catalyst for the formation of values and ontological meaning of an individual. External factors are also characterized by qualitative approaches to their possible acquisition as a result of geopolitical processes and changes in the socio-economic situation, which directly affects the formation of the individual.

These factors can create both favorable and negative psychological well-being. In the complex formation of factors of psychological well-being, it is necessary to take into account the quality of its implementation for each individual. It is based on the qualitative approach that the most control group of features necessary for the formation of a quality environment for personal

development can be formed. A more detailed description is given in Table 1.

Tab. 1: Features of psychological well-being of the individual

Features	Characteristics
Ability to self-realization	The opportunity to realize oneself in the social dimension creates real benefits for a person in the social environment, which eliminates the development of destructive ontological processes. People in professions of the greatest social importance: doctors, teachers, politicians, etc. have the highest level of self-realization and they are characterized by the lowest risk of exposure to ontological problems.
Environmental control and filtering	The ability to shape your environment and make appropriate amendments to it is an indicator of high personality development, as it is determined by its formation. The formed personality is capable of regulating and reproducing its environment through the internal culture. Thus, this approach prevents the development of the internal conflict.
Communication skills	A high ability to communicate can qualitatively influence the development of a person's psychological state. The ability to build a dialogue, and to find contact with different psychological forms of personalities, indicates flexibility and the ability to adapt a person to the surrounding threats in the form of communication with other people.
Adaptation	The issue of adaptation is broad in psychological well-being in conditions of socioeconomic instability. The ability of a person to overcome the negative consequences of the crisis and to form a quality environment that can neutralize environmental risks is the highest priority in the development of personal spirituality.
High spirituality and ethical component	Only people with high spirituality have the most qualitatively formed psychological well-being, precisely because of the possibility of understanding the essence of their being and the possibility of further development of a person in society. In addition, spiritual culture is often traced to highly religious people. This encourages them to accept the principles of following the confession of a particular religion, which in turn forms high psychological well-being.
Public position or understanding of personal goals	An active public position or following one's own goals can improve the quality of development of a person's psychological being and increase the quality of formation of his/her communicative and social abilities. Through the use of such skills, an individual is most clearly formed as a person.

Source: compiled by the author.

The features shown in Table 1 indicate that a person can have a variety of factors shaping their psychological well-being. However, the most typical for people with a high level of well-being is a high spiritual culture and understanding of their life goals and missions.

In today's conditions, there are negative processes that directly affect the psychological state of the individual and can completely destabilize it. The spread of the coronavirus pandemic was the initial stage of the development of these processes. In turn, the Russian-Ukrainian war was the culmination of the aggravation of negative factors of human psychological well-being. Let us consider in practice the features of the impact of socio-economic instability on students in Poland, the closest country to Ukraine.

To conduct the analysis, the technology of experimental research was used, which enabled us to show in detail the degree of manifestation of personal factors of psychological well-being of the individual in times of socio-economic instability. The study involved 110 students of the Faculty of Economics of the University of Wrocław. According to the approach of a comprehensive survey and questionnaires were carried out using the following methods: psychodiagnostic of self-consciousness of the individual, testing the activity of life position, and indicators of personal psychological well-being. The obtained results of the methodology, using the SPSS Statistics application software, have been processed and grouped by several factors influencing the indicators of well-being in conditions of socio-economic instability. The principles of construction were as follows:

- Favorable environment – this indicator was chosen precisely because of the need to position personal development in the context of the global environment and the formation of quality personal approaches. These can improve the functioning of a person following his or her key tasks in life. The environment and surroundings of a person directly affect their mental state and can cause both positive and negative factors.
- Autonomy indicator – consists in the fullness of participation in social life and the possibility of gaining one's social position in social and human activities. For students, it will be involved in scientific activities, group projects, and the possibility of using modern means of communication platforms (McCrae, 2019). Furthermore, autonomy is the ability to make independent decisions. It is

extremely important in the development of a socio-economically unstable environment.

- Management of the surroundings or one's environment. It is the ability to acquire the skills of filtering and analyzing what is useful for a person and what is not. With the help of this approach, it is possible to identify the most accurate indicator of the formation of an adult personality and, as a result, to determine the features of its psychological well-being.
- Personality development. The formation of psychological well-being occurs together with the processes of the spiritual and cultural transformation of a person. Cultural and spiritual reflection of a person can qualitatively affect his well-being. In conditions of socio-economic instability, such psychological qualities as a heightened sense of justice, a change in a person's ego, a high sense of anxiety, excessive stress, resentment, and distrust are exacerbated. Such qualities are accompanied by socio-economic instability. However, the development of mental intelligence and the ethical and spiritual component of the personality can reduce the impact of negative factors on psychological well-being.
- Positive communication skills. The qualitative ability to position oneself in society, and to find a common language with other people are the key skills for the development of psychological well-being. A person is fully social and should use his or her existing potential to gain several advantages on his or her "Me". Communication skills provide an opportunity not only to improve one's personality and create a favorable psychological climate but also to improve it in the interlocutor.
- Self-consciousness. The issue of self-consciousness is an important concern in psychology, since the ability of a person to understand the reasons for his/her existence, his/her tasks, and goals in life can improve the quality of his/her psychological well-being. According to modern approaches to analyzing the quality of self-consciousness influence on psychological well-being, it can be argued that the key problems are the following: ontological issues (being, essence, and mission of a person), social problems (communication barriers), inability to determine the direction of personal development. Therefore, this indicator is the most important factor in psychological well-being.

Having identified the key tools for the study, let's use the software to group the results of the faculty students according to the above indicators. The results are shown in Table 2.

Tab. 2: Indicators of psychological well-being factors in experimental analysis

Indicator	Favorable environment	Autonomy indicator	Managing one's environment	Personality development	Positive communication skills	Self-consciousness
Coefficient	65,4/110	76,8/110	79,5/119	65,5/110	65,4/110	67,3/110

Source: compiled by the author.

These indicators show that in the conditions of modern socio-economic instability, people are increasingly facing ontological problems, which should be solved as soon as possible to improve the quality of psychological well-being. One of the lowest coefficients is self-consciousness. Its indicator is 67.3, which is very low compared to the indicator of managing one's environment, which is 79.5.

The reasons for this may be the high level of influence of socio-economic issues and geopolitical challenges. Humanity has undergone global transformations in recent years, as the spread of the coronavirus pandemic and prolonged isolation from society negatively affect the psychological state of a person. Given that the global lockdown, which lasted in European countries and around the world during 2019-2021, has changed approaches to the formation of psychological well-being and the formation of its security. In modern conditions, the most problematic factor affecting the quality of psychological well-being is the Russian-Ukrainian war. It has caused complete

social destabilization in the European social space, but most of all has affected the internal climate in Ukraine and surrounding countries. That is why the autonomy indicator of Polish university students is the highest. Understanding the essence of the activity and outlining the key prospects for the development of their civic position stimulates the development of the positive side of the psychological well-being factor. The global political threat was able to improve the quality of perception of the surrounding world and stimulate the development of the internal environment. However, it is also necessary for Polish university students to form their vision of the development of psychological well-being.

Let us conduct a correlation analysis to identify the key reflection of the available indicators in human consciousness and the possibility of strengthening the epistemological direction of the development of the quality of psychological well-being. The results obtained are given in Table 3.

Tab. 3: Results of correlation analysis

	Favorable environment	Autonomy indicator	Managing one's environment	Personality development	Positive communication skills	Self-consciousness
Life guidelines	0,550	0,252	0,517	0,448	0,550	0,485
Activity in life	0,505	0,420	0,548	0,621	0,414	0,541
Labor productivity	0,446	0,405	0,746	0,428	0,422	0,447
Comprehension	0,265	0,222	0,657	0,250	0,618	0,427
Control	0,061	0,042	0,081	0,266	0,224	0,272

Source: compiled by the author.

The indicators of the analysis show that several trends in the experimental study can be traced by the level of correlation. The highest indicators are formed among the category: management of one's environment, and the lowest in self-consciousness. In addition, there is a partial decline in the indicators of autonomy and the ability of a person to make personal decisions and the formation of collective consciousness, which is a priority means of gaining psychological well-being in the context of socio-economic instability. Such approaches indicate that the importance of forming qualitative indicators of a person can qualitatively improve the level of perception of the world and the environment.

Let us consider the indicator of self-consciousness as a prickly factor in the formation of psychological well-being. Life orientations have a coefficient of 0.48, which is slightly below the norm. This is typical of the growing influence of geopolitical challenges, as people are guided by collective consciousness more than personal. Activity in life has a coefficient of 0.54 in the level of self-consciousness, which is average. This proves that at the onset of socio-economic fluctuations, people resort to a more socially active life and better manage their environment. The index of comprehension is 0.42, which is below average and is characterized by the need to improve the perception of one's own "Me" to eliminate the negative consequences of socio-economic phenomena. The indicator of control, which is quite obvious, is the lowest. A person is not able to control the processes taking place around him. This leads to the loss of quality positions in creating and maintaining the psychological well-being of the individual.

Thus, the study characterizes several factors that are typical in the global impact of socioeconomic challenges and geopolitical instability. The main one is the strengthening of autonomy and environmental management of their communications and verbal contact. According to such factors, a person can improve his psychological well-being and influence the psychological climate of another person. It is very optimal and rational in the

practice of improving the psychological state personally. In addition, the study shows that during the global negative consequences, the coefficient of self-consciousness and control is greatly reduced, which is caused by ontological issues of the direction of personal development and the inability to control these processes.

Thus, personal factors of psychological well-being can be divided into internal and external, which depend on the person and his environment. The opportunity to improve one's position of perception of the world can affect the psychological climate and stimulate the personality to gain competitive advantages over one's self over psychological problems. Further prospects concern, first of all, the possibility of improving the point of view of personal development and activation of cognitive activity. This should be done to achieve a favorable psychological climate in the environment and communication with other individuals.

## 6 Discussion

The results of the study indicate the need to form a quality environment of human social activity and its possible further development in conditions of socio-economic instability. There is also a need to exacerbate the key processes of transformation of human values following the individual ontological direction. Further prospects for the study may concern the qualitative factors and conditions of their functioning in the global environment. It is through the formation and acquisition of competitive advantages in the "social elevator" that a person can partially ensure his psychological well-being from the point of view of self-realization. Therefore, an important direction for further research should be the quality of professional development and even the choice of professions on the psychological well-being of the individual.

Foreign scientists, namely Damian (2021), determine that the practice of developing spiritual moral qualities and the ability of

a person to transform by the society in which he or she is should be a promising area of research on the quality of the psychological climate and spiritual traits formation. The statement about adaptation to the society in which a person lives is controversial since it is necessary to change the social dimension and communicative environment following one's personal development. It enables the possibility to improve psychological well-being as much as possible. According to such views, scientists propose to determine the level of environmental influence on the personality of an individual.

Other scientists, namely Mroczek (2020), believe that the issue of gaining psychological well-being is possible only with a strong internal culture, which is aimed at the development and formation of ontological characteristics of human social activity. On such grounds, it is worth highlighting a promising direction in the system for assessing such characteristics, because for the study it is necessary to create a special system that can ensure the quality functioning of a person under its modern requirements. In addition, with the help of individual approaches, it is possible to create an effective methodology for the development of mental intelligence and implement this methodology in cultural education.

Ukrainian scientists (Mishchychka, 2020) see the problem of further research in overcoming socio-economic conditions that directly affect the moral state of a person. This approach is quite understandable, as the war in Ukraine has caused not only problems in the macroeconomic situation of the country, but also created consequences for each person. Excessive levels of stress and loss of the benefits of civilization, encourage people to work with environmental factors, not internal ones. That is why an important area for further research on psychological well-being will be the quality of overcoming the destructive processes of the global environment.

Prospects for further research may also concern the tools for using the assessment of personal and individual traits of a person. These techniques should be aimed at identifying the moral and business qualities of a person as the basis of social activity and the development of communication abilities. By implementing such a methodology, a person can create the most psychologically favorable internal and external environment, which stimulates the search for innovative solutions to the problem of the impact of global challenges. Moreover, the factors of psychological well-being can arise from the factors of human self-analysis and ways of their implementation, which can affect the degree of solving ontological problems.

## 7 Conclusion

Thus, some conclusions can be drawn from the study that reveals the problems of factors of psychological well-being in the context of socioeconomic instability and geopolitical challenges. First of all, the main problem of the formation of the personality component of an individual is the need to improve the factors of personal development – improving internal self-esteem, overcoming the fear of communication, finding tools for social realization, and the possibility of participating in the spiritual development of a particular community. The factors of psychological well-being are divided into two key groups: internal and external. Each of these groups contains its features and applied technologies and methods for their detection. Internal factors relate to the psychological climate of a person and the possibility of gaining competitive advantages in the socio-economic space.

The factors of psychological well-being of the individual are an important issue for stimulating the development of labor productivity and ensuring the effective development of human capital, which is of strategic importance for the countries of the world community. According to such approaches, it is possible to characterize psychological well-being as a factor of influence on the socio-economic environment. If psychological well-being is an object, then the question arises of managing the factors of

influence, which can be classified by the degree of human socialization.

Thus, the conducted research and experimental analysis have shown that it is necessary to improve the internal spiritual culture using introspection and psychodiagnostics. The influence of the processes of socio-economic instability is reflected, first of all, in the worldview and design of the inner world of the individual.

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**Primary Paper Section: A**

**Secondary Paper Section: AA**



## RESTRICTIONS ON ACCESS TO PUBLIC INFORMATION IN THE NATIONAL SECURITY INTERESTS, THREE-PART TEST

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**Abstract:** The relevance of the topic is the need to form a modern model of national security protection, taking into account the human rights of access to public information. The conflict of topics lies in the inheritance of legal provisions for obtaining public information by every citizen and the possibility of using such information for personal or commercial purposes. To determine the tools for restricting access to information that may harm national security and national interests, it is customary to use various methods to create a quality environment for information circulation. From such positions, there is a need to conduct a study on modern tools for restricting access to public information to preserve state sovereignty and support the national security strategy. The use of restriction of access to public information is a key principle of strategic development of the countries of the world. In the context of geopolitical threats in the modern world, building an effective strategy to protect the country is a priority. The purpose of the article is to study the essence of restrictions on public information and the possibility of their implementation in the modern legal space. With the help of such approaches, it is worth using the tools to implement the preservation of national interests and preserve the right of citizens to access public information. The objective of the study is to determine the optimal distribution of the parity of the problem of citizens' rights to public information and the need to limit them. An important direction in the research is the use of modern tools and methodology to identify key aspects of the subject and the possibility of their improvement under the strategic policy of the country. By using a set of analytical tools and methods, a study on restrictions on access to public information in the interests of national security was conducted. The methodology of the study is the possibility of using modern means of search systematic analysis of the practice of providing and restricting access to public information. The results obtained can improve the quality of state policy-making on the development of national security interests through an optimal policy of providing access to public information. The article investigates the key principles of the development of trends in the restriction of access to public information and describes the main tools for their implementation.

**Keywords:** public information, national interests, three-part test, state secret, democracy, freedom of speech, liberalism, state sovereignty.

### 1 Introduction

In today's conditions, the development of strategic measures to ensure national security is a priority paradigm for the formation of a security complex in European countries and the global dimension. Russia's military aggression against Ukraine has created the conditions for revision and gradual transformation of approaches to access public information in the modern administrative sector. In such positions, the issue of using an effective mechanism of access to public information is a key advantage in the implementation of state policies on the implementation of freedom of speech and human rights. The subject of the study is that access to public information should be available to every citizen of a particular country. This approach is aimed at overcoming the phenomenon of corruption, and the development of speculative manipulation in the market, as well as improving the legal framework with the participation of a wide range of researchers and journalists. In addition, the issue of the quality of information circulation and key principles

of their restriction is of great importance. Restriction of access to information can cause several negative processes. However, in the context of the modern strategic development of the state, it is necessary to create a clear mechanism of access and the possibility of checking the quality of this information. The nature of information focused on possible danger or threat to national security should be limited by the qualitative principles of the legal field in Ukraine or any other European country. In addition, some mechanisms can qualitatively improve approaches to the formation and development of the most interesting and relevant forms of activity.

With this approach, it is worth using modern tools to implement the restriction and distribution of access to information. Several organizational structures that provide access to information may be strategically important for the state's interests. Therefore, the issue of information accessibility within such structures should be implemented according to a clear hierarchy. The importance of using modern practices of restricting access to public information, in particular, to protect the interests of national security, will stimulate the use and implementation of the methodology for the provision and restriction following strategic and social factors. Scientists argue about the most effective model of building access to public information in the country. There is a growing discussion about the possibility of using automated access systems and the implementation of appropriate access. Thus, it is worth exploring the peculiarities of the practice of restricting access to public information in the interests of national security and the strategic geopolitical interests of the country.

### 2 Literature review

The subject of the research is formed in many scientific works, which study the peculiarities of restricting access to public information as a tool for protecting national security. The issue of using such approaches can create a qualitative basis for protecting the national interests of the country. In addition, through the formation of a clear mechanism, it is possible to implement a qualitative development in the availability of information for public figures and particular citizens of the country. Also important in the current discussion is the issue of access to the information within military organizations and law enforcement agencies. Most employees of low positions or rank should be restricted in access to information. There is also the question of the possibility of creating digital backups and encryption of information. Maertens notes that the current vision of the development strategy of restricting access to public information is caused by speculation in the financial market (Maertens, 2020). Most of the disclosed information is used to carry out certain illegal actions that are made possible by gaining access to certain information. Preferential lending, and the possibility of fabricating documents in tenders, all of it is aimed at undermining the country's economy. Another researcher Zerback sees the essence of national security in the development of a comprehensive strategy of internal and external nature (Zerback, 2020). At the internal level, it is proposed to use tools for regulating the activities of law enforcement agencies, their development, and building systems for assessing the possibility of access to information and its protection. At the external level, the author suggests using modern software for threat analysis related to information confidentiality. The problem of access to information is described by the author as a key problem of the internal complex of tools to protect the interests of national security. Based on its implementation, the means of a legal mechanism for providing and restricting public information are being built. Scientist Margolin determines that the restriction of access to public information is a gross violation of human rights and should be optimized under the Convention on Human Rights and Freedoms (Margolin, 2020). This is also agreed by Pierre, who notes that human rights regarding access to public information should be ensured for every citizen (Pierre, 2020).

This stimulates the development of the judicial system and can curb the negative phenomena of corruption. The author Stoica determines that restricting access to public information is a necessary tool to optimize the country's policy in the implementation and realization of its strategy (Stoica, 2020). Through information restriction, it is possible to create a qualitative mechanism for the acquisition of forms and use of such information in the modern socio-political and socio-economic environment. Another author, Popat, characterizes the problem of finding parity between ensuring the rights of access to public information, as well as the possibility of its partial restriction due to the need to ensure national protection and protect national interests (Popat, 2018). In such approaches, it is most appropriate to use modern software tools that can control the circulation of information and analyze the ways of their distribution. Under such conditions, the question arises about the possibility of further use of information in the modern public space. Thus, the review of literature sources has led to the setting of the relevant objectives and purpose of the study.

### 3 Research aims

The research aim is to determine the features of the implementation of access restriction to public information to ensure the protection of national interests and ways to improve the key benefits of implementation and formation of strategic prospects of the country. The development of information technology encourages the use of a clear algorithm for restricting access to public information. The objectives of the study are to analyze the current factors and factors restricting access to public information, as well as a possible mechanism for restraining the dissemination of information.

An important direction of the research is to determine the direction of national security, which concerns the possibility of designing public information. In this context, it is necessary to analyze a popular and effective tool for checking the possibility of access to public information as a three-part test. The tasks are to determine the peculiarities of the application of the three-part test and the quality of its formation in the modern political and social space.

The article investigates the key principles of development and formation of principles of distribution of access to public information. The possibilities of introducing a systematic form of regulatory instruments of access following the available public information in sectors that ensure national security and protection of strategic interests have been considered.

### 4 Materials and methods

During the research, several scientific research methods are used that can reflect the issues in as much detail as possible. In addition, they can create a set of optimization solutions for the distribution of access to information as parity of human rights and ensuring national interests. With the help of analytical research methods, the essence of the definition of public information and the quality of its provision based on preserving national interests and stimulating the development of national security was determined. Moreover, the suggested approach can reveal in more detail the principles of building and forming a strategy to ensure restrictions on access to information. This is possible based on the formation of the internal policy of countries on the storage of state secrets and the implementation of the convention on freedom of speech and human rights. The characteristic features of the formation and organization of the three-part test as a key tool for gaining access to public information have been determined. Using a three-part test, the possibilities of building and using modern means of acquiring relevant information have been analyzed. The method of abstraction has been used to synthesize the problems of the modern protection system development of the national interests of Ukraine, as a country with the broadest geopolitical challenges and threats to the national economy. The key directions of creating restrictions on access to information and the possibility of implementing a three-part test have been

identified by the method of deduction and induction. Statistical methods and grouping have been applied to process reports on the number of general administrative cases of possible access to public information. The corresponding statistical study has also been compiled, which shows the most acute areas of restrictions on access to public information. The article develops a methodological approach to the possibility of further use of means of restricting access to information. In addition, a mechanism for improving the three-part method by introducing it into a broad system of public administration has been suggested. The applied research methods can improve the quality of formation and use of modern approaches and management practices to restrictions on access to public information. Based on the given methods and methodology of the study, the results of modern research have been carried out. These results can reveal in more detail the characteristics of the acquisition and form a qualitative example of human activity in the global space.

### 5 Results

Nowadays, the issue of information protection is key for any human activity. Protection and classification of information can contribute to strengthening national security and form a characteristic climate for its storage. Such factors are caused by global processes of aggravating conflicts. Therefore, for state practices, the issue of ensuring national security is the most key, in the context of global political uncertainty and the need to regulate existing conflicts. Moreover, various forms of access control to information are used to ensure national security. One of the most popular in the modern dimension is the three-part test. It enables analysis of the real importance of information and possible damage caused.

The essence of public information in the scientific literature is considered from several positions, due to the legal and political fields. The issue of the legal nature of access to public information is the key to the development of an open system of economic potential and legal norms in the country. Public information in its essence provides the possibility of access to a citizen of the country to obtain key facts about the activities of an enterprise, organization, state policy, or strategy (Lee, 2018). In addition, to form a legal framework for access to state information, it is necessary to establish an effective mechanism for accessibility and classification. Such aspects should exist to avoid problems of disclosure of state secrets and key strategic information. It is also worth noting that with the current development of global events in the world, the need to create information security is a priority. The main areas that should be optimized under the restrictions on access to public information:

- Information about military facilities and the military strategy of the country is a key principle of strategic development of national security. After all, the possibility to disclose this information lies in the life of the country, taking into account current events in Ukraine. That is why, even though among human rights there is the possibility of obtaining information about the activities of the army and armed forces, this information should be carefully checked for the nature of its availability.
- Information on the activities of political figures and diplomatic treaties. The main priority is to create state secrets for those issues that can provide competitive advantages following the diplomatic and economic development of the country. This may improve the quality of storage of diplomatic treaties if they contain global strategic importance for the country. However, providing access to such information is possible if it does not interfere with the national strategic interest.
- Access to information on state financial organizations and social investment organizations. The issue of transparency of organizations is a key area for avoiding corruption and promoting open tenders and access to them for any enterprise. As a rule, countries have an imperfect system of real public information about the financial results of the company. To address this issue, independent audits are used, which can make the most accurate conclusion about the

company's activities and characterize it following the requirements.

The above areas will form the basis of national security because they will be the most problematic for obtaining information, so the country will prioritize the use of a rational system of access to information. Moreover, it is necessary not only to have a system in which information can be public, but also one that will effectively carry out regulatory activities (Winterlin, 2021). It is through the use of regulatory activities that enterprises and state organizations can improve their performance. For example, at a certain time, public information was available on the procurement of military weapons, ammunition, etc. However, with the development of military events in Ukraine, it became necessary to close access to such information. From this point of view, the state must create an effective mechanism for regulating access to information and verifying the openness of its provision.

The issue of public information creates the legal basis for the development of democracy and freedom of speech in the state. The methodology of restricting freedom of access to information is a sign of totalitarianism and restriction of human rights and freedoms. This will negatively affect the overall state of formation of a democratic society in the country.

In large financial institutions and the activities of the court, there is information about the activities and implementation of the company policy. That is why to improve the quality of functioning it is necessary to implement several measures aimed at improving the policy of access to information. The most popular and typical for modern countries are the peculiarities of preparation and use of the three-part test. With the help of this test, it is possible to determine the following three factors regarding the availability of information:

- Is it possible to provide access to the information?
- Will the information provided harm national security?
- Does the information contain any information about strategic or infrastructure objects?

Based on the construction of such questions, it is worth using a three-part test. It can most accurately convey information about the company's activities and describe its general situation according to its segment of activity. In addition, today it is important to improve the quality of the organization's functioning based on open information about its activities. Such measures are aimed at solving the following problems of society in Ukraine, namely:

- Overcoming corruption is the most essential area because information on public tenders, procurement, and the possibility of providing full information on financial or strategic activities should be available to every citizen;
- Improvement of the judicial system. The development of the judicial system is a priority, as the publicity of information can affect independent judicial proceedings and create conditions for compliance with legal acts. This can qualitatively improve the functioning of the regulatory aspect in the country.
- The right to freedom of speech. The key direction of today's development of human rights is the possibility of acquiring freedom of speech and the possibility of discussing key issues of strategic importance for the country. That is why, through the use of public information, it is possible to carry out journalistic investigations, hold discussions on the strategic development of the country, and improve the quality of the basic functions of the state.
- Promotion of the country brand. Accessibility and openness of information for citizens of the country qualitatively confirm the effectiveness of the system of its strategic nature and the possibility of economic development. For investors, countries with high levels of corruption are unfavorable, because investments cannot bring real benefits and there are risks of financing dubious projects. That is why countries with the most open information on the activities of state

strategic facilities, the judiciary, and the political vector are the key to economic development.

Having identified the main characteristic aspects of access to public information, it is necessary to consider the key principles of the three-part test and the possibility of its widespread implementation following current trends. More details about the principles of the three-part test are presented in Table 1.

Tab. 1: Principles of using the three-part test

Strategizing	The possibility of forming long-term national security, through building a single mechanism of developed issues that can reflect approaches to the design of national strategic facilities.
Three-stage protection	It consists of the formation of three stages of checking the possibility of access to information if at least one of them does not meet or does not belong to the suggested requirements, creating qualitative characteristics of encryption and restriction of access to information.
Secrecy of information	Protection of information on state secrets is a key area in the formation of national security policy.
The openness of access to public information	The introduction of the three-part test is based on the principles of using the accessibility of every citizen to official information, but the importance of providing this or that information should be reflected by the three-part test.
Transparency	The questions of the three-part test should be clear and concise, reflect the essence and protect secret information.

Source: compiled by the author

Table 1 shows the characteristic principles of the three-part test as a tool for providing access to information. The use of the three-part test should provide qualitative checks on the possibility of access to information and its further use. The three-part test is the most popular form of preserving information on national security. There is the possibility of using it not only for the strategic development of the state but also to contribute to the financial potential of the country.

The war in Ukraine has changed the approaches to the implementation of the legal mechanism in many areas of activity of state structural bodies in European countries (Niederdeppe, 2020). For instance, let us consider Ukraine, which uses modern methods of information preservation and opportunities to improve access to public information through a three-part test. In addition, Ukraine has introduced a system of control over the availability of access to information. In strategic terms, this approach can improve the functioning of the legal framework and ensure the preservation of national interests.

The key aspects that have changed in approaches to public information are as follows:

- Changing the political vector of the country regarding the provision of information about the activities of the military, armed forces, and any information about the provision and financing. Access to information should be restricted to ordinary citizens. However, there is a question about the formation of a hierarchy of access to the information within the military structures. Any information should be verified using a three-part test and have many characteristics regarding the mechanism of its provision.
- The openness of trials. In Ukraine, during the war, the issue of punishment of offenders and war criminals became more acute. Any judicial information is currently public, which led to the emergence of martial law in the country. It is also important to note that there are individual cases that motivate the secrecy of information on certain trials, but this

is temporary for the duration of the investigation. Upon its completion, any information should be published.

- For businesses, the war in Ukraine has created conditions for access to public information. The main direction of business support has become preferential lending and opportunities for wide access to state economic resources and promotion of investments in the Ukrainian corporate sector. Information on financial activities has become partially mandatory for large industrial enterprises. This approach is due to the importance of developing a system for ensuring economic activity within the country.

The problem of forming a clear system of access to public information in the European space is caused by the following factors:

- Global liberalism and principles of democracy;
- The possibility of open access to information for citizens as a basis for the development of human rights and freedoms;
- Promotion of business climate improvement through the openness of information;
- Use of modern means of analysis and encryption of information.

These factors indicate that the political and economic vector of Europe stimulates the openness of information. Therefore, to address the strategic issue of preserving national security and strengthening the protection of relevant information, it is necessary to implement a quality system for analyzing possible restrictions. In addition, European countries should also apply mechanisms for analyzing access to public information from the perspective of socioeconomic development. Given the current crisis fluctuations, this is a priority task to preserve well-being within the country.

Military hostilities in Ukraine are constantly establishing tools to restrict access to information. The use of such restrictions can qualitatively improve the functioning of the legal field in Ukraine and provide the country with innovative approaches to ensuring the legality of the activities of state bodies and the political system as a whole. Let us consider the most popular areas covered by the three-part test in more detail in Table 2.

Tab. 2: The most popular coverage areas of the three-part test

	2020	2021
State secrets	10%	12%
Lawyer and procurator information	21%	15%
Protection of political and legal information	9	7%
Access to information about military facilities and military units	46%	53%
Managerial information	6%	5%
Financial information	4%	6%
Socio-economic and ethical information	4%	2%

Source: compiled by the author based on «Minfin.ua» publishing house

These indicators characterize that during the escalation of the war in Ukraine, more and more attention is paid to the restriction of information on military facilities, any information on the movement of the military, and the purchase of special equipment. The outbreak of military aggression in 2014 and the global campaign in 2022 stimulated the construction of an effective mechanism not only to protect information to ensure national security but also to significantly restrict it. However, such measures have negative tendencies. In particular, due to the secrecy of partial information on the activities of Ukroboronprom, in 2021 several numerous corruption schemes have been revealed that violated and undermined strategic

security in the country. This has become a key catalyst to stimulate the construction of a mechanism of openness of information, which allows to conduct of an effective audit of the company and determine whether its activities are legitimate. Given the above, the three-part test is widely used in Ukraine as a key indicator for measuring the possibility of access to information.

Thus, the study shows the following. Restriction of access to public information in the interests of national security is a priority in protecting these interests of the country. However, it is negative in terms of the possible development of corruption and the decline in the investment environment. That is why the country needs a qualitative mechanism for the use of the possibility of restricting access to information based on a three-part test as a tool for forming a policy of providing or restricting information.

## 6 Discussion

The results of the study indicate the possibility of further development of the problem and finding ways to solve it in the context of ensuring national interests and the possibility of creating the necessary conditions for the development of the national security strategy. The issue of forming access to information, as well as providing it to a wide range of citizens, concerns, first of all, the profile of a wide range of researchers who are trying to outline the key directions of building and developing a mechanism for checking the possibility of access to information in the financial, economic, administrative, steam and military sectors. Moreover, following the implementation of qualitative approaches to the analysis of available information and conducting key benefits following the interests of national security, it is necessary to form qualitative characteristics for the development of a regulatory mechanism for regulating access to such information.

Given the current trends of global political challenges and threats from the Russian Federation, the issue of building an effective system for the countries of the European Union and Ukraine is a priority, notes Rodriguez (Rodriguez, 2019). He argues that the prospects for further research should be based on the use of a qualitative mechanism to verify the possibility of access to information by citizens. It is worth considering the possibility of creating a four-part test, which would also include the question of whether the disclosure of the information would result in certain benefits. The essence of such an approach can be implemented in the right military organizations based on internal implementation, where access to certain information can lead to an improvement of the overall situation.

Foreign scientists, namely Cunningham, explore the concept of restrictions on access to public information of a technical nature (Cunningham, 2021). After all, in their opinion, the effective implementation of a modern system of control over the circulation and use of information should be implemented using a machine approach, without human intervention. This factor will exclude possible signs of corruption and the human factor in general. Therefore, the issue of document automation, encryption, and cryptography should become a key means of development in encrypting information. It can improve the quality characteristics of relevant developments and stimulate their development. With such approaches, it is important to research the quality of building a model for distributing access to public information based on software and digital technologies.

Ukrainian scientists, namely Stevanovic, believe that the prospect of further research may be the cooperation of domestic and international law enforcement agencies (Stevanovic, 2020). Gradual integration into a single mechanism of circulation and storage of access to information on a global scale can qualitatively improve the position of the European continent in the context of military threat and socio-economic instability. The use of the principles of cooperation and joint development of the security system, according to scientists, can qualitatively improve the ways of formation and development of modern

mechanisms for restricting access to public information and, as a result, ensure support for national security.

Given the outlined areas for further research, it can be concluded that the topic should be under constant monitoring. Moreover, it should be improved in terms of the development of technological equipment and the possibility of its use in the modern dimension. With such approaches, it is possible to create the most effective and appropriate mechanisms for the implementation of means. Thus, it is possible to form conclusions from the conducted research.

## 7 Conclusion

Thus, several fundamentally important conclusions can be drawn from the study to support national security by restricting access to public information. Taking into account the geopolitical processes in the modern world, the key direction should be to reduce the impact and the possibility of citizens' access to public information. Despite the possible negative consequences and the gradual economic downturn, the possibility of access to public information should be limited under martial law. The implementation of the three-part test is an effective tool for verifying the possibility of providing access to information. This method can be applied to many areas of its influence and have a rational distribution of the possibility of access to information.

Restrictions on access to public information in the interests of national security are key areas of research. This can form modern relevant approaches to the development and formation of the national strategy of the country. In addition, it is necessary to take into account some measures that can be used to stimulate the development of the investment climate, through the partial provision of information, in its incomplete volume.

The main basis of the study is the formation of signs of the consistency of the three-part test as verification of access to information. The challenge remains the qualitative mechanism of its application in internal military organizations and among their employees. It is proposed to improve the system of the three-part test by adding another category that can track the possible benefits of information disclosure.

Thus, the study can qualitatively characterize that restrictions on access to public information in the interests of national security are a modern necessity that needs to be improved and technically developed. Prospects for further research will concern the possibility of using effective tools for the development and formation of a strategy to protect national interests.

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**Primary Paper Section: A**

**Secondary Paper Section: AF**

## EUROPEAN SECURITY ARCHITECTURE: THE NEED TO UPDAT

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**Abstract:** The relevance of the topic is the need to transform the existing security model of Europe under the global geopolitical challenges associated with the war in Ukraine and the growing socio-economic problems for the European continent. The importance of this topic is determined by the need to ensure national interests and create a quality mechanism for their protection. The war in Ukraine shows that European countries have made a significant mistake in the implementation of their geopolitical vector of development and must radically change the approach to building a further security architecture. The issue of implementing an effective security model is explored in the article as a key task for the implementation of European countries that operate on conservative approaches. Most European countries need to form a paradigm of security development and direct efforts to strengthen their own economic and armed sectors. The purpose of the article is to study the current principles of building an effective model of European security, eliminate negative factors influencing it and describe the further vector of development. The objectives of the study are to investigate the processes of factors influencing the European security model and key aspects of its implementation. The object of research is the architecture of European security and the possibility of its improvement in the modern strategic space. By using the methods of scientific research and applied analysis, the characteristics of the incapacity of the modern security model have been carried out. Moreover, the key principles of building an optimized security architecture have been identified. The methodology of the study consists in identifying the factors that hinder the development of European countries to an effective security model and determining key economic factors that shape the economic security of the European continent. The results of the study can serve as a tool for further analysis of the development of European security and outline the key principles of its formation. Practical significance can be used for European strategic instances and managerial elite.

**Keywords:** energy market, energy resources, hostilities, national interests, national security, security architecture, military alliance, modernized weapons, military conflicts.

### 1 Introduction

In today's conditions, the formation and development of a sound European security system can qualitatively improve the strategic development and socio-economic sector. The protection of national interests is the main priority of statehood, which is caused by the processes of development of human civilization. The issue of the formation of a quality architecture of Europe in the context of the war in Ukraine, stimulated a complete revision of the existing concept and model of European countries to operate in the modern geopolitical space. An important area for the formation of an effective security model is the financial sector of European countries because due to cooperation with the Russian energy market, European countries have become controlled and partially dependent on Russian influence. A sharp restructuring of the market orientation is impossible, so to implement policies for the transformation of the European security market, it is necessary to create qualitative formations to operate per the market. Nowadays, the issue of the quality of European security formation is the possibility of gaining competitive advantages following the global vector of the policy pursued by European countries. Through the restructuring of the financial market and the possibility of its improvement through the optimization of capital investments, the key direction is the formation of its energy market independently of the Russian Federation. An important direction in building a security architecture is the creation of our military-industrial complex,

which can neutralize the threat from the aggressor country. In addition, to build an effective military sector, it is necessary to improve its policy on the implementation and possibilities of its development under current requirements. Moreover, the involvement of international organizations and the unification of European countries in one direction of development can provide a significant advantage in the defense industry. Therefore, the issue of using the modern model of security architecture should be qualitatively developed in the scientific circle and aimed at solving global political challenges that create military conflicts taking place in continental Europe. In addition, an important area is the creation of an information complex that can ensure the effective development of digital technologies and create protection around key digital technologies. Scholars argue about the quality of the use of modern concepts of European security models, so it is necessary to explore key views on the prospects for the development of European security architecture.

### 2 Literature review

The problem of the study is the possibility of improving the current model of the European security architecture and the practice of its implementation in the context of global presentation and urgent restructuring of the energy and financial markets. European countries were not ready for the global conflict that is represented today. That is why it is necessary to improve the existing model about the consequences and develop the military-industrial complex. There is a debate among scientists about the reasons for the imperfection of the European security architecture and why it did not work. In addition, the issue of the formation of the European energy market and energy resources as a tool for gaining energy independence and the possibility of improving the internal socio-economic environment is widely studied in the scientific literature. The author Wiseman (2022) notes that the issue of forming a quality security architecture in European countries will be the possibility of using modern tools. These tools can ensure the effective formation of its development and stimulate the strengthening of qualitative features of the functioning of the internal financial, defense, and energy complex. This approach is expedient since the energy market is considered a complex system for the implementation of measures. It is aimed at improving the system of suppliers and excluding Russia from it, which will serve as a factor in shaping European security. The researcher Thomas (2022) determines that the key parameters for assessing the effectiveness of the security of the European continent will be modern modernized weapons and defense systems. With the help of high-tech developments, Europe can gain real advantages in continental warfare. Another scientist Daniel (2022), notes that today, there is no single model for the formation and development of architectural security. Therefore, it should be constantly improved and capable of using modern approaches to the development of the financial and defense sectors. Noteworthy is the opinion of Bigg (2022), who believes that the future war will be waged not by machines, but by technology. The issue of technological support and the development of digital infrastructure will help Europe to gain key advantages. The importance of building an effective digital environment and ensuring the protection of information that can create conditions for the protection of national interests is a priority. This is agreed by Cohen (2022), who believes that the prospects of continental war will be resolved based on two components: the use of digital technologies and their possible introduction to widespread use. Moreover, attention is focused on the fact that to qualitatively build a model of the European market functioning, it is necessary to introduce effective instruments of its political activity. Establishing diplomatic relations, according to Harris (2020), will become a new paradigm for the European Union. The author sees the need to create new treaties on the use and circulation of nuclear weapons, strengthening control over the military-industrial complex, as well as the creation of effective international bodies that will cooperate. Such measures, in the author's opinion, will provide prospects for further growth of the

European market and will be effective in the long-term perspective of its development. High attention is paid to Ukraine's participation in the current war and its future role in shaping the architecture of the European Union. According to the scientist Romm (2022), Ukraine is and will be the main frontier of protection of the European continent from imperialism and totalitarianism movements caused by Russia. The conflict between European and barbaric cultures creates social shifts in the modern geopolitical environment and causes the need to revise the transformation of European security to the present. Thus, the analysis of literary sources prompts to set the goals and objectives of the study.

### 3 Research aims

The research aims to study the peculiarities of the transformation of the existing security architecture of the European continent to an effective model. An important area of research is the revision of the existing security archetype of both strategic and economic nature. The objectives of the study are to determine the key parameters and principles of building a modern model that can solve the problem of deterring the threat of the use of nuclear weapons and the spread of totalitarian regimes. Furthermore, it can restrain destructive fluctuations in the economy caused by the influence of aggressor countries.

It is essential to use the example of Ukraine as an argument for the ineffectiveness of the implementation of the current security model in Europe and outline the key prospects for its further development. The use of quality tools for the formation of national security with a differentiated nature of direction can ensure the protection of Europe's strategic interests.

The article contains an analytical study on the possibility of forming an effective methodology for national security and describes the key measures for its implementation. The reasons and factors for the inability of the modern model of European security to confront global challenges are highlighted and ways of their solution are proposed.

### 4 Materials and methods

The formation of a strategic vector for the development of the security architecture of modern Europe involves a whole range of research methods aimed at addressing these stages. Therefore, for the analysis, it is suggested to use methodologies aimed at solving the problem of the incapacity of the modern European security model and the possibility of its improvement following the key factors and principles of its development. With the help of analytical methods, it is possible to identify the key negative factors of the current system and prospects for the development of the future security architecture of the European continent. Scientific research methods have been used for the study. With the help of the induction method, the state of European financial markets has been revealed and the quality of the impact of the Russian-Ukrainian war has been characterized. The application of the statistical method has made it possible to characterize the energy market and provide prospects for its development. The study of the consequences of the Russian-Ukrainian war for Europe and proposals for ensuring economic stability were made using the analytical and search method. The methodology of the study is to be carried out in three stages: identification of factors and problems of the inefficiency of the modern security system of Europe, outlining of key measures for its optimization, and analysis of the energy market of the world and European countries as the main factor of manipulation by Russia. The issue of the use of energy resources and raw materials is of total importance for the socio-economic development of Europe. This becomes the first factor of impossibility to responding with real intervention in the conflict, the second is the threat of nuclear war spreading. That is why, using the synthesis method, it is proposed to study economic and military measures to deter and slow down the escalation of the conflict.

### 5 Results

Today, the issue of European security in the context of global geopolitical challenges should become a priority for the European Union and the European continent. The outbreak of war in Ukraine demonstrates the global ineffectiveness of the policy pursued by European countries. Moreover, according to the reviews of modern analytical assessments and publications, Europe was the key culprit in shaping the preparation of such a war by building diplomatic relations with Russia and financing key military-industrial complexes, and providing the energy market for Russian enterprises. The main goal of the security architecture is to create an effective financial and military mechanism that can overcome key global challenges (Scott, 2022). European countries prefer economic means of fighting. For example, in cooperation with the United States, they resolved problematic military conflicts that took place on the principle of civil war in Syria, which was supported by the aggressor country. In addition, most conflicts on a global scale follow a similar scenario. The Russian Federation finances and creates opposition groups inside the country, such as in Azerbaijan and Armenia, and stimulates the transition of power to temporary representatives. The difficulty of overcoming this conflict lies in the constant need to support the legitimate representatives of the authorities, and the supply of weapons, which with the intervention of Russia as a key source of energy is a global problem. The war in Ukraine shows that the policy pursued by the European model is completely ineffective and threatens the existence of the territorial integrity of most European countries. In addition, there is a nuclear problem that should be resolved through diplomatic negotiations, without the direct use of weapons of mass destruction. The nuclear issue is a deterrent in overcoming the aggressor country, which creates massive local conflicts around the world.

The conservative view of European countries on building a modern security model has led to the consequences of 2022. It indicates the need for a radical transformation of the security system with a vector of support for Ukraine as a key security frontier. It is offered to consider the architectural security system at two levels: military and financial. At these levels, it will be most expedient to build an effective model of influence on the current environment of functioning of European countries and the possibility of their further development in the face of geopolitical challenges.

Let us consider the main principles of building an effective European security architecture in Table 1.

These measures, shown in Table 1, are key to the possibility of creating an effective system of protection of European space. This requires qualitative improvement and optimization. In quantitative terms, Europe has a high share of equipment, but there is no readiness for a major continental war due to the weak internal energy and resource market. In terms of military measures, European countries need to develop qualitative methods to improve the quality of armaments, as well as the development of the military defense industry (Jiansuo, 2021). Air defense systems and special drones should become the paradigm of the development strategy of European countries. The issue of using information security in the modern world is important due to the possible paralysis of key official communication channels, failures in banking systems, and loss of information. Many processes in the modern life of society take place due to the development of digital technologies and infrastructure. Therefore, the construction should be based on the development of information protection, according to the following principles:

- Designing of information security systems should be carried out in low-level programming languages that work directly with the computer operating system, which is more difficult to damage than programs written in high-level programming languages;

- The creation of backup data centers, information encryption, and cryptography should be a key task to ensure the stability of the banking system and the possibility of transferring key servers of European countries to another continent.

Development of a clear mechanism of legal protection and legal mechanism of citizens' access to technology and public information, which can play a key role in the modern world.

Tab. 1: Principles of building a modern European security architecture

Financial measures		Military measures	
Overcoming energy dependence on Russia	Creation of an effective system of exit from Russian influence, termination of cooperation	Increasing the military levy to finance NATO	The importance of building a European army is a priority in modern conditions
Search for alternative energy sources	Finding new markets and suppliers should become a priority to reduce dependence.	Establishment of military training schools for high command	Can improve the quality of combat readiness and strengthen the role of officers' influence in the army
An artificial decline in the Russian stock market	A decrease in the financial activity of the Russian market can strengthen the quality of security policy	Social and economic protection of servicemen, the introduction of privileges	The use of benefits for servicemen should be a key task to motivate them.
Introduction of radical sanctions packages	Sanctions should target the capital market of the aggressor country and disconnect it from the European payment network, SWIFT, PayPal, MasterCard, etc.	Construction of industrial complexes of medium and long-range artillery systems.	Artillery of high accuracy and range provides key advantages on the battlefield.
Restriction of trade traffic and increase in customs tariffs	Restraining the development of economic supplies by raising duties and banning the import of goods or products from Russia	Introduction of modern air defense systems, following the example of the Israeli approach "Iron Dome"	Such approaches can qualitatively improve the security of the European state
Closure of commodity markets	The closure of commodity markets stimulates a drop in the production of supply and demand	Conducting nuclear tests and training	The nuclear threat should not be excluded, as it is the key danger, therefore the issue of testing is the main one.
Use of liquefied natural gas from the United States.	Although liquefied natural gas from the US is more expensive, this approach to building an energy market will be quite safe for Europe.	Use of robotic technologies, construction of drones, and high-tech weapons	The role of drones and the peculiarities of their use in modern European space can provide advantages on the battlefield.
Exclusion of Russia from the UN and other international organizations	Radical measures should be aimed at excluding and rejecting the "veto" power of the aggressor country	Creation of information troops, involvement of programmers of low-level programming languages (- C, C++ Pascal) in the construction of cyber defense systems, work on cybersecurity of the country	In the modern information space, cybersecurity is key

Source: compiled by the authors.

A more complicated issue is the modernization of the financial market of Europe and the transformation of the energy market since Russia was a key source of oil products and energy resources. Therefore, the issue of restructuring should become a key problem to be solved in the modern world.

The consequences of the Russian-Ukrainian war have been felt in the global economic space of Europe since its beginning and will have an impact in the future. Destructive processes affected the financial markets of European countries, changed the macroeconomic situation, and caused destabilization in the world market. The need for research is to analyze the impact of the Russian-Ukrainian war on the financial situation of European countries and to find optimal solutions to overcome the crisis. The imposed sanctions not only harm the economy of the Russian Federation but also reduce trade turnover in Europe. The problem of the study is the possibility of a new crisis in Europe and global turmoil. This will be a catalyst for economic transformation, change of conservative political forces, and building an independent Europe. The main reason for the rise in prices in Europe was the shortage of resources and the need to find alternative supply channels. In addition, the cost of energy

carriers and appliances has skyrocketed. Despite the shadow supply sector and the possibility of bypassing sanctioned sales channels, the level of fuel and energy supply is critical. Therefore, European countries should look for rational means to preserve the energy balance. Stocks on the financial markets suffered as a result of the withdrawal of commercial companies of the Russian Federation, which accounted for the lion's share in the energy and oil refining industries. The most vulnerable market is the German one, which was almost completely dependent on the Russian energy supply. The German example proves the need to find innovative channels of energy supply and implement reforms to restructure the macroeconomic sector. For financial markets in other European countries, the rise in prices for metals, banking products, and food products has exceeded the price level of 2008. This study will analyze the extent of the impact of the Russian-Ukrainian war on financial markets in Europe and suggest ways to address the energy shortage and economic stabilization plan.

Let us consider the global regional distribution of electricity demand in recent years and forecast indicators for 2023, more detailed information is presented in Table 2.



Tab. 2: Regional distribution of electricity demand, 2020-2023

Terawatt-hour (TWh)	2020	2021	2022	2023	Growth rate 2020-2021	Growth rate 2021-2022	Growth rate 2022-2023
Africa	709	754	783	805	6,4%	3,9%	2,9%
Americas	6 036	6 180	6 295	6 325	2,4%	1,9%	0,5%
<i>of which the U.S.</i>	4 109	4 167	4 254	4 247	1,4%	2,1%	-0,2%
Asia-Pacific region	12137	13115	13558	14077	8,1%	3,4%	3,8%
<i>of which China</i>	7 471	8 222	8 479	8 846	10,1%	3,1%	4,3%
Eurasia	1 224	1 297	1 282	1 269	5,9%	-1,1%	-1,1%
Europe	3 648	3 805	3 827	3 866	4,3%	0,6%	1,0%
<i>of which the European Union</i>	2 625	2 740	2 762	2 774	4,4%	0,8%	0,4%
Middle East	1120	1162	1187	211	3,7%	2,2%	2,0%
In the world, in total	24874	26313	26933	27554	5,8%	2,4%	2,3%

Source: compiled based on OECD materials «Europe energy market – 2022».

From the above table, it can be concluded that the global energy market has undergone a qualitative transformation as a result of the war in Ukraine and has rapidly redistributed the paradigms of its development. Therefore, based on this information, it is worth exploring the key means and tools for the development and formation of the modern energy market in the world. Europe, as the main sector of influence of the danger from Russia, needs to completely transform approaches to changing its policy (Wasum, 2022). The development of the European commodity and energy market should be a key measure for building an effective security system. Since this market is the cause of global socio-economic fluctuations in the European Union. There is an increase in inflation and a rapid rise in prices for both industrial goods and utilities. Let us consider the key measures that can solve the problem of electricity and oil products in Europe:

- Attracting resources and raw materials and special technical equipment from the US market and the possibility of strengthening cooperation with the US market on mutually beneficial terms;
- Search for new suppliers of oil products and energy resources. The most typical suppliers can be representatives of Arab countries. The establishment of diplomatic relations and conclusion of new agreements and contracts should become the prerogative of diplomatic relations for the countries of the European Union;
- Use of alternative energy sources. The use of renewable and alternative energy can qualitatively improve the quality of energy resources in the European market.
- Stimulation and modernization of domestic production, creation of reserves. The issue of building technical infrastructure can be a key advantage for the European market. Therefore, for the effectiveness of such measures, it is necessary to implement technological projects for the development of energy infrastructure in Europe.

The proposed measures can qualitatively improve the overall environment of influence in European countries and stimulate its search for alternative means of formation and development of security. The problem of the formation of financial security in European countries is, first of all, an effective methodology of its implementation, which today plays a key role in the formation of the necessary factors and possible advantages in the analysis of European security.

The global problem of all European countries has become the widespread use of investment potential to finance energy enterprises of the aggressor country. Another issue is conducting diplomatic relations based on securing its energy market. Therefore, to overcome the global nuclear threat and build effective financial security, it is necessary to take some measures to transform the domestic energy market. In addition, the search for alternative and renewable energy sources will be a priority for European countries.

Moreover, as of today, the cost of using efficient means of the energy market can be exacerbated by competing policies of allocating available resources and shaping them on the global market.

Thus, the results of the study indicate that the current security architecture of Europe is completely incapacitated, which led to a major continental war. Therefore, the European Union countries need to implement effective optimization tools at the financial and military levels. Rational allocation of resources and the use of modern systems of optimization of financial policy and the possibility of diplomatic relations will be key advantages in overcoming the problem of vulnerability of the European security system. Special attention should be paid to information and legal protection, which should form an effective digital environment in which the influence of the aggressor country will be minimal. The key priority for the development of European security is to establish its energy market and create effective means of its functioning, which can strengthen the quality of influence on the geopolitical environment.

## 6 Discussion

The results of the study indicate the need for a global transformation of the European security model and bringing it to an up-to-date state that can respond to global geopolitical threats and challenges. The need to overcome the conservative princes that dominate the political elite of Europe is the principle of ensuring the protection of national interests and the ability to deter global threats on the European continent. Further research should concern the possibility of technological improvement of the military-industrial complex and the implementation of qualitative measures to optimize existing weapons and their possible modernization. Another, no less important area is the solution to the problems of the energy market and oil products, through which Russia influences decision-making in European countries.

Security researchers of the European continent, namely Czulno (2022), determine that the peculiarity of forming an effective model of ensuring the protection of nominal interests and incentives for information protection should be developed regardless of Russian development vectors. The authors see the key prospects in getting rid of complete dependence on the influence of the industrial sector of the country sponsoring terrorism, and the possibility of building its modernized industrial complex. An important direction is to stop any technological supplies to the Russian market and to slow down the supply of information technology.

Foreign scientists, namely Daniel (2022), determine that the future of Europe depends entirely on the possibility of optimizing the internal market of energy resources and petroleum products. The authors see the main problem in the need for a qualitative formation of the implementation of the internal energy market and the search for new suppliers that can meet the needs of European countries. In addition, the further object of the study should be the directions of development and optimization of the energy market, stimulation to the development of innovative technologies in this area, and qualitative improvement of existing mechanisms for implementing key factors of gaining advantages in the market.

Ukrainian scholars, namely Kuchyk (2021), see prospects for the development of European security architecture through strengthening armed and economic support for Ukraine, as it protects the border from barbaric aggression and a totalitarian regime. The issue of strengthening Ukraine is of strategic importance for Europe. Since to occupy European territories it is necessary to capture transit routes in Ukraine, which is impossible with proper support from European countries. Therefore, through the implementation of international cooperation programs, Ukraine can gain competitive advantages in the military-industrial complex, gain tools to overcome Russian aggression and return to the temporarily occupied territories. Scientists see the priority of development in strengthening investment activities in the food industry and agricultural sector, which is of strategic importance for the global agricultural sector.

Prospects for further research lie in a wide range of studies and analyses of the possibility of gaining the advantages of the European continent through the use of security instruments by developing the military-industrial complex and improving the financial and energy markets. An important direction for further research is to outline the impact of sanctions on the Russian market and to study the quality of the impact of the raw material structure on Europe. Noteworthy is also the possibility of cooperation with Ukraine as a state that is a symbol of the protection of European values and culture.

## 7 Conclusion

Thus, several conclusions can be drawn from the study on the current state of the European content security architecture. The current model of protection of national and strategic interests does not work. Therefore, Europe needs to look for ways to build an effective model and conduct qualitative research. This research should concern the protection of Europe and the creation of modern means of influence on world space, termination of diplomatic and economic relations with Russia. Global security of the European continent should focus on two global vectors of development. The first one concerns the formation of a high-quality financial and energy market, which can ensure socioeconomic growth and deprive Europe of direct dependence on the Russian market. The second vector of development should concern the development and formation of an effective military-industrial complex, which will contain modern technologies of high-precision weapons.

The European security architecture, in its current form, is ineffective. It has led to the development of the military conflict in Ukraine, which began not in 2022, but in 2014. This has shown that long-term orientation towards the market of the aggressor country can lead to total consequences. Such positions call for the search for effective ways to solve this problem and the creation of modern mechanisms for the protection of European space in the context of the war in Ukraine.

The main principles of building a future model should be strengthening Ukraine and facilitating the solution to the issue of nuclear weapons trafficking and ways to deter the nuclear threat. However, diplomatic ways may not be effective enough. Therefore, European countries need to restore the military-industrial complex and encourage the corporate sector to invest in it. An important element remains the construction and development of digital technologies as a tool for the war of the future. Superiority in information technology can provide key advantages for European countries.

Thus, the study shows the need for transformation of the European security complex and the introduction of broad support for Ukraine as a key instrument of protection. A crucial direction for further research should be the implementation of measures to optimize the energy market and the development of the domestic military-industrial complex.

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**Primary Paper Section: A**

**Secondary Paper Section: AD**

## THE USE OF ADAPTIVE LEARNING IN THE STUDY OF NATURAL AND MATHEMATICAL DISCIPLINES AS A MEANS OF DEVELOPING STUDENTS' INDEPENDENCE

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**Abstract:** One of the ways to improve the quality of general education is the development of science-based methodological systems for teaching mathematics, the activation of the educational process, the optimization of pedagogical and cognitive activities of students, the development of their creative potential, the strengthening of the role and importance of the teacher in the independent and individual work of students with innovative pedagogical technologies in the educational process. The introduction of new adaptive learning technologies into the educational process, based on computer support for an independent pedagogical and cognitive activity, opens up prospects for expanding and deepening the theoretical knowledge base. It integrates pedagogical disciplines and differentiates learning, intensifying the educational process. It activates educational and cognitive activities, expanding opportunities for communication between students and teachers. It increases the share of independent educational activities, revealing the creative potential of all subjects of educational activities. The purpose of the academic paper is to reveal the features of using various adaptive learning tools for forming students' independence skills in the process of mastering natural sciences and mathematical disciplines. Methodology. In the process of fulfilling this scientific work, an analytical method was used to study literary sources on applying adaptive learning technologies and the developing independence of education seekers, as well as an online survey for the practical clarification of certain aspects of using adaptive learning tools in classes in natural sciences and mathematical disciplines. Results. Based on the research results, the main directions of studying the issue of developing students' independence from the perspective of using the adaptive tools in the educational process when mastering natural sciences and mathematical disciplines by the education seekers have been established. Along with this, the advantages of individual adaptive learning tools have been clarified, and possible ways to improve natural science and mathematical education have been outlined from the viewpoint of the main possibilities of their application.

**Keywords:** independent work, adaptive learning tools, improving the quality of natural sciences and mathematical education, forms of organization of independent work, use of an adaptive learning system.

### 1 Introduction

Classes in mathematical disciplines can significantly increase the level of intellectual development of pupils and students when they obtain education in any specialty. Mathematical classes aim to develop the education seekers' logical thinking, provide a basis for acquiring scientific activity skills. At the same time, the implementation of personal qualities and acquisition of the abilities mentioned above by pupils and students requires intense and systematic independent work (Lim et al., 2022).

The necessity and importance of independent work while mastering the natural and mathematical disciplines is dictated by their research and experimental nature. At the same time, when organizing independent learning activities of education seekers, it is important not only to achieve success in mastering knowledge but also to teach pupils and students to manage their

own learning and independently organize their own acquisition of skills and abilities (Ryan & Deci, 2020).

Considering that the share of independent work in education has increased significantly in the past few years, the ability to organize one's own learning activities in a quality manner is a significant indicator of erudition and an important prerequisite for acquiring professional skills in the future (Ho & Lim, 2021).

The theoretical sections of the present academic paper contain a discussion of the concepts and components of independent work of students, characteristics and main directions of the teacher's activities in the process of preparing to natural science and mathematics classes, assignment of education seekers' active independent work in the process of studying natural science and mathematical disciplines have been considered.

The practical sections of the scientific work represent the results of the conducted survey regarding the reasons for the insufficient use of the adaptive learning tools in the study of natural science and mathematical disciplines at general educational institutions. At the same time, the viewpoint of the respondents regarding the prerequisites for spreading the adaptive tools in mastering natural science and mathematical disciplines has been determined. The most defining types of the goal of education seekers' work on independent study of subjects have been outlined. The evaluation of the effectiveness of adaptive forms and learning tools in independent mastering natural science and mathematical disciplines by secondary education seekers has been provided.

Based on the research results, conclusions were made regarding the viewpoints of the respondents on the issues raised. The main reasons for the insufficient use of adaptive learning tools in studying natural science and mathematical disciplines in general educational institutions are insufficient assessment of the social importance of improving the quality of natural science and general mathematics education and the lack of teachers' skills regarding applying the adaptive learning tools in order to optimize the independent work of students when mastering natural science and mathematical disciplines. At the same time, there are the factors determining the active spread of adaptive learning tools in the study of natural science and mathematical sciences. They are the growing urgent need to improve the management of students' independent work in the process of their natural science and mathematical education, the emergence and active dissemination of innovative approaches towards implementing the adaptive learning tools based on using modern ICT tools. The survey has shown that the students' independent work in studying the disciplines of natural science and mathematical spectrum is organized with the aim of increasing the general level of awareness and improving competence skills, and forming practical personal skills, the ability to overcome difficulties, and the formation of will and character. Moreover, an analysis of the effectiveness of individual adaptive forms and learning tools in independent mastering natural science and mathematical disciplines, carried out as a result of the survey, has shown that the most promising of them are as follows: preparation for classes, advancing knowledge, solving problems independently or doing homework, preparing for practical classes and conducting them, performing cases and various types of practical tasks.

### 2 Literature Review

Currently, the independent educational activity of education seekers is a fairly common area of work of scientists conducting studies on the quality of various types of training (Liao & Wu, 2022).

According to the definition of D. Taylor and M. Yeung (2021), "independent educational work of students – various types of

individual and collective educational activities of schoolchildren, which are carried out by them in educational classes or at home with the tasks of the teacher, under his guidance, but without his constant participation. The implementation of these instructions requires active mental activity on the part of students, independent performance of various cognitive tasks, and application of previously acquired knowledge”.

Needless to say that improving the skills of independent work is the subject of the efforts of education seekers; however, the issue of effective tutoring during the independent work of students during their mastery of natural and mathematical disciplines requires additional study (Tesene, 2018).

Adaptive learning from the perspective of its applying for the development of students' independence is a multi-stage process. It is implemented with the use of the relevant ICT tools at each stage. This makes it possible to achieve a new quality of education, namely, to obtain high results from the characteristics as follows:

- the level of knowledge and skills of the future teacher, necessary for independent work;
- the flexibility of the educational process, which is manifested in the fact that, based on the analysis of the accumulated experience of applying a certain type of independent work and data on its effectiveness, gradual involvement of the student to greater independence is carried out;
- the effectiveness of training, which provides the possibility of monitoring the process of completing the task and the availability of communication resources; this makes it possible to receive and provide targeted help, recommendations, etc. to the education seekers;
- transparency of education, demanding openness of requirements towards the results of independent work, criteria for their assessment, rating indicators of the child's educational achievements (Feng, Cui & Wang, 2018), (Aslan, 2021), (Moreno-Guerrero et al., 2020).

The main thing in the work of a teacher during teaching natural science and mathematics is to organize the educational process in such a way as to create a communication environment that will ensure effective independent work of education seekers, while effectively using software tools and interactive resources (Álvarez-Rodríguez, Bellido-Márquez & Atencia-Barrero, 2019).

The development of electronic technologies facilitates access to information sources, enables wider and effective communication and creates new prerequisites for effective independent work of education seekers. The issue of developing new methods and searching for the latest tools of independent educational activity is becoming more and more relevant (Cole, Swartz & Shelley, 2020).

### 3 Aims

The purpose of the research is to determine the position of teachers and schoolchildren' parents regarding the features of using adaptive learning tools to develop students' independence in the process of mastering natural science and mathematical disciplines.

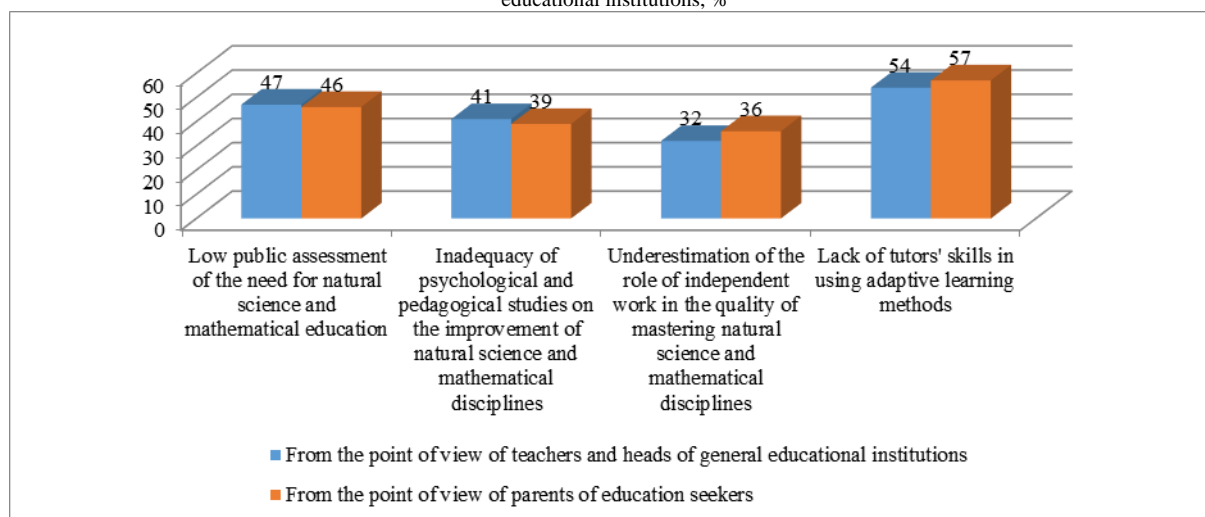
### 4 Materials and Methods

The practical research of using the adaptive learning tools in the study of natural science and mathematical disciplines was conducted by surveying 211 teachers of natural science and mathematical disciplines of general secondary educational institutions, as well as 164 parents of schoolchildren receiving education in general educational institutions of the Volyn and Rivne in Ukraine. In the process of organizing the survey, the authors have used the Survey Planet service.

### 5 Results and Discussion

Currently, in the conditions of the active development of adaptive learning technologies, there are the following reasons for their insufficient applying the tools for training students' independence towards mastering natural science and mathematical disciplines (Figure 1).

Figure 1: Reasons for insufficient use of adaptive learning tools in studying natural science and mathematical disciplines in general educational institutions, %



Source: compiled by the authors.

As the survey has shown, the most important obstacles in applying these types of tools are an insufficient assessment of the social importance of improving the quality of general natural science and mathematical education and the lack of teachers' skills in using adaptive learning tools in order to optimize the independent work of students when mastering natural science and mathematical disciplines.

Along with this, it is expedient to highlight the factors contributing to the activation of using the adaptive learning tools, namely (Figure 2):

- growing urgent need to improve the management of students' independent work in the process of natural science and mathematics education;

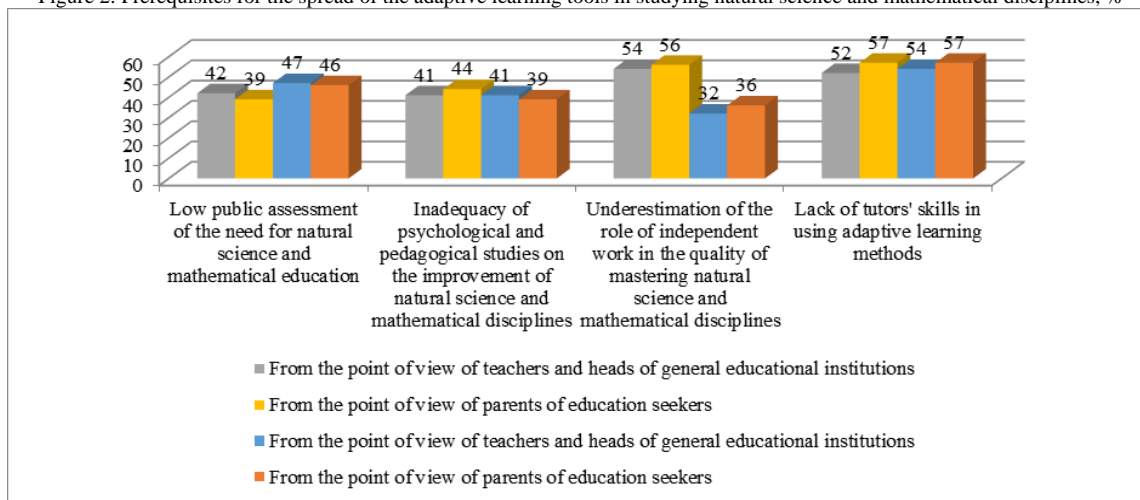
- the emergence and active dissemination of innovative approaches to implementing the adaptive learning tools based on using modern ICT tools.

The analysis of the results of the conducted survey gives reasons to assert that the independent work of students in studying the disciplines of natural science and mathematical spectrum is organized with the goals as follows (Figure 3):

- increasing the general level of awareness and improving competence skills;
- formation of practical personal skills, ability to overcome difficulties, cultivation of will and character.

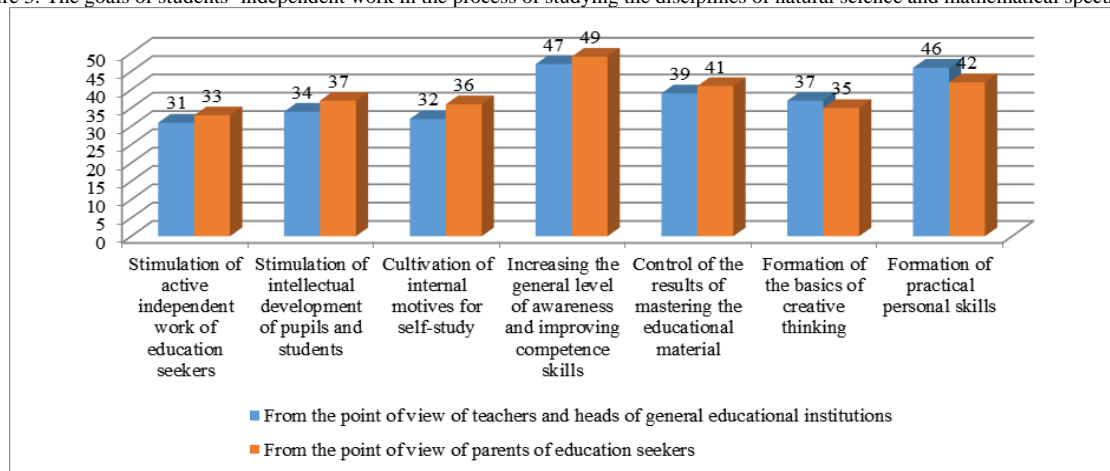
By the way, the analysis of the effectiveness of individual adaptive forms and tools of learning in the independent mastering natural science and mathematical disciplines, conducted as a result of the survey, has revealed that the most promising of them are as follows (Figure 4).

Figure 2: Prerequisites for the spread of the adaptive learning tools in studying natural science and mathematical disciplines, %



Source: compiled by the authors.

Figure 3: The goals of students' independent work in the process of studying the disciplines of natural science and mathematical spectrum, %



Source: compiled by the authors.

- preparation for classes (seminars, practical works);
- extending knowledge; independent solving of problems or doing homework;
- preparation for practical classes and their conducting;
- implementation of cases and various types of tasks.

As an integral part of the educational process, the student's independent work to a great extent determines the quality of his training. Under the conditions of effective organization of independent educational activities of education seekers, cognitive aspirations and goals are effectively formed. Personal qualities such as will, attentiveness are developed, creative and professional abilities, cognitive skills are cultivated (Hamutoglu, Savasci & Sezen-Gultekin, 2019).

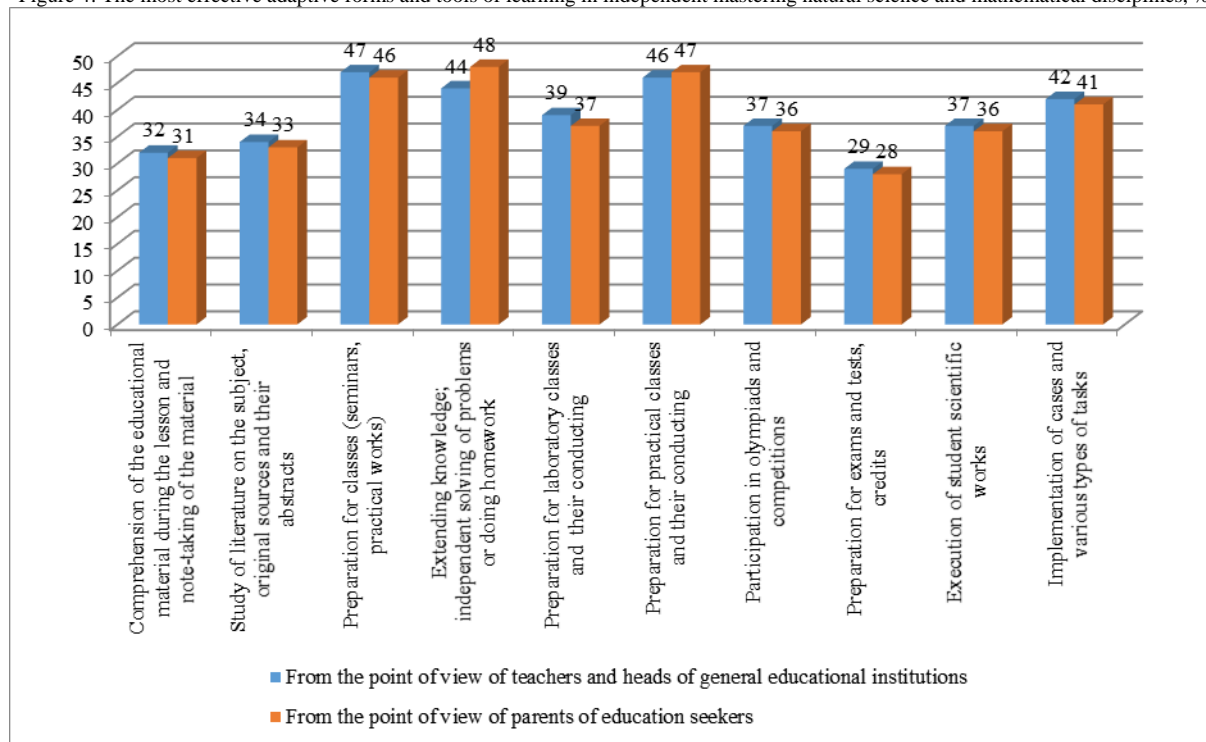
Self-study skills are an important factor in successful education. In addition, pupils' and students' self-studies in principle significantly enhance the educational process, intensifying the educational work of education seekers and contributing to the

development of intellectual abilities (Al-Fraihat, Joy & Sinclair, 2020).

At the same time, it should be emphasized that self-studies can be the most useful and effective only if they are optimally included in the overall system of organizing the educational process (Chau, Law & Tang, 2021).

The goal of the independent educational work of the participants of the educational process is the formation of their interest in the subject of study, stimulation of the development of skills of an active, mental, cognitive and professional nature, as well as the necessary competencies. In the process of organizing students' independent work, it is significant to form a positive attitude of education seekers towards independent performance of exercises, set relevant requirements, create the necessary conditions and provide them with information about adequate techniques for independent educational activities (Liu et al., 2018).

Figure 4: The most effective adaptive forms and tools of learning in independent mastering natural science and mathematical disciplines, %



Source: compiled by the authors.

The increased level of complexity of natural science and mathematical subjects makes it necessary to take into account the individual qualities of education seekers. At the same time, it is essential to select effective adaptive methods of managing educational work taking into account the characteristics of the participants of the educational process (Kim, Nimrod & Maccann, 2018).

The distinguishing feature of natural science and mathematical disciplines is that tasks, explanations and solutions to the main educational assignments have already been developed, described in detail, explained and published on specialized sites, forums, etc. (Wang et al., 2021).

Due to the high level of development of mathematical modeling in natural and mathematical sciences, the use of computer tools is a necessary element of professional activity in the relevant scientific and industrial fields. Independent mastering of natural science and mathematical disciplines by students or pupils should take place, taking into account the requirements and conditions of nowadays, using the latest information and computer tools. These acquired work skills will be useful to students during further work (Kim, Nimrod & Maccann, 2018).

The specificity of students' independent work in natural science and mathematical education is determined by its mainly research-experimental nature, which involves determining the purpose of learning, specifying tasks, and choosing a research method and relevant tools. At the same time, an important task of managing students' independent work is not only to increase its effectiveness but also to promote the activation of the student's participation in planning his independent work.

## 6 Conclusions

Therefore, the conducted research has made it possible to find out that the main features of education seekers' self-study in mastering the disciplines of natural science and mathematical cycle, which consist in as follows:

- a significant share of research and educational activities;

- a gradual transition in the process of mastering a discipline from cognitive to partially search-creative methods of learning;
- high systematicity and, at the same time, dynamism of the educational material;
- the necessity to implement an individual approach toward choosing learning methods and the level of tasks for each student;
- periodic need for timely, targeted assistance to the student;
- active use of computer tools during independent work.

Adaptive technologies are an integral part of the educational process, which significantly increases the overall effectiveness of education and contributes to the students' overall personal development.

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**Primary Paper Section: A****Secondary Paper Section: AM**



## FORMATION OF PSYCHOLOGICAL AND PEDAGOGICAL FUNDAMENTALS OF THE STUDENT AS AN INDIVIDUAL AND FUTURE SPECIALIST

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**Abstract:** One of the objectives of the higher education system is the training of highly qualified specialists, the main indicator of which, on the one hand, is the level of professional training manifested in the acquired knowledge, abilities and skills necessary for their successful further practical activities, and on the other hand, it is the formation of a comprehensively developed personality. To ensure the successful professional development of education seekers, it is necessary to create conditions in the institution of higher education for the implementation and activation of his potential personal formation, for his awareness of the problems of the chosen profession and the acquisition of skills to specify and correct their professional intentions in accordance with real opportunities. Such conditions can be created in the process of specially organized psychological training of future specialists for their professional activity. The purpose of the present academic paper is to consider the main directions of studying the issue of the education seeker's personality formation from the viewpoint of the psychological and pedagogical aspects, as well as investigate the features of individual elements of his psychological preparation for professional activity. Methodology. In the course of conducting the present scientific work, a questionnaire survey was used to clarify certain psychological and pedagogical aspects of the formation of the student's personality as a future specialist. Results. Based on the research results, an assessment was made of the main principles of student's personality formation considered in the scientific literature, and the viewpoint of teachers and heads of higher educational institutions regarding certain practical aspects of personality formation of education seekers was established.

**Keywords:** personal potential of the education seeker, professional subjectivity of the student, professional activity, subjective success, self-education, personal and professional orientation.

### 1 Introduction

One of the features of the educational process in institutions of higher education is that these processes are social in content and personal-individual in form, and they are directly related to the personality of the teacher and the student.

In the theoretical part of the present research, the concept, structure, and principles of professional and psychological training of higher education seekers have been substantiated from the viewpoint of their personality formation, as well as the directions of the student's personality development as a future specialist have been outlined.

Based on the results of the conducted survey, it was possible to assess the importance of individual elements of psychological preparation for the professional activity of the future specialist, the most important directions of studying the psychological phenomenon of subjective success, the defining principles of studying from the viewpoint of the effective cultivation of the education seeker's personality, and directions of personality formation of the future specialist from a psychological and

pedagogical perspective. Along with this, the most important functions of the educational process have also been evaluated.

Based on the results of the research, conclusions were made regarding the studied issues. In particular, the main and most defining elements of psychological preparation of a future specialist for professional activity are the development of professional motivation and readiness to exercise roles and powers. At the same time, the respondents have determined the exploration of the conditions for achieving success and accomplishment in the process of self-education and self-fulfillment of the individual, the investigation of the motivation of activity and acquisition of goal-setting skills, reflection, and significant life orientations as the main psychological directions of studying the phenomenon of subjective success.

In the opinion of pedagogical workers, the principles of organizing the educational process, which are of the most important significance, are as follows: conducting effective diagnostics, the degree of achievement of educational goals and professional training, and awareness of the prospects for further personal and professional development.

By the way, the survey participants have outlined the following most important priority directions for the formation of the future specialist's personality, namely: the development of the desire to prove oneself as a qualified specialist, the cultivation of the relevant idea about the student's social significance and content of work in the future field of activity, about the patterns of his development, as well as confidence in one's own professional suitability.

### 2 Literature Review

The importance and relevance of information regarding the features of working conditions and the quality of preparation for future professional activity is extremely important. It requires to be studied from the beginning of educational activities.

Scientists also pay attention to the need to identify psychological connections in the "personality – profession" system in higher school conditions. This helps a young person to orient himself in the labor market and correctly assess his chances, individually correlating the professional implementation strategies with the specifics of the profession. The above implies the need for a conscious attitude of pupils and students to timely analysis and development of potential learning opportunities for professional activities (Vedel & Poropat, 2017).

The content, components and structure of the psychological training of a specialist in any field of the national economy is a prerequisite for forming a system of principles and grounds for methodological and normative regulation of the educational process (Yessenamanova et al., 2022).

Studying the psychological and pedagogical fundamentals of the future specialist's personality development, it is worth emphasizing that the results of the teacher's activity are materialized in the quality of the student's knowledge, the level of his upbringing, the orientation of the personality and professional skills, character traits, etc. The peculiarity of a student as an object of pedagogical activity is manifested in the fact that at the same time he is a subject of activity, namely, a participant in pedagogical-cognitive, research, communicative work, who also has his own goal in life, his own viewpoints on the ways to achieve it, his own capabilities. Adequate assessment by the teacher of the education seeker's individual characteristics is an important prerequisite for their effective interaction and learning outcomes, namely, as the formation of professional and personal qualities of a student or pupil (Lauer mann & Hagen, 2021).

To achieve the learning goal, it is essential to effectively plan educational activities, develop students' skills to highlight the main things in planning tasks and effectively organize the learning process while building an effective system of means and methods of organizing the learning process (Li, Q et al., 2021).

The dynamics of the development of modern professions is ahead of the real possibilities of psychological training of students of higher educational institutions for future professional activity due to its psychological content, specificity and features. Obtaining the qualification of a modern professional and developing his competence in future occupational activity requires applying innovative technologies to form the student's professional subjectivity. Taking into account the above, it is worth noting that currently, the issue of cultivating students' and pupils' individual qualities, which are necessary for them as future specialists in any field of activity, is extremely relevant (Clarke et al., 2017).

In a generalized definition, psychological training is aimed at activating the skills necessary for a specific type of activity. It is not about developing individual personality traits, but about strengthening the interrelationships necessary for specific work. This is achieved by forming the necessary motives for actions and the relevant attitude towards them (Mattingly & Kraiger 2019).

Professional activity, as one of the most important types of activity, has a single general structure and classification (Miao, 2017).

### 3 Aims

The purpose of the present academic paper is to determine the standpoint of teachers and heads of higher educational institutions regarding certain psychological and pedagogical issues of the formation of students' personalities as future specialists.

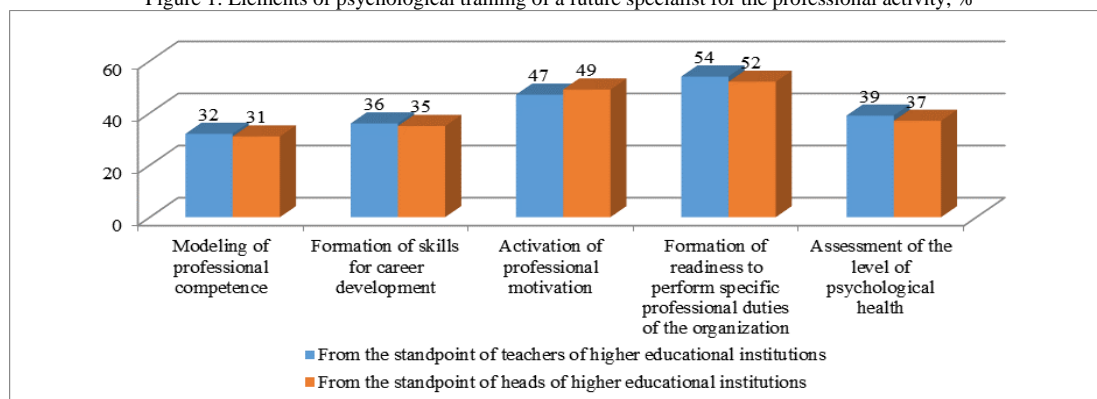
### 4 Materials and Methods

The study of the fundamentals of the formation of students' personalities was conducted by surveying 342 teachers and heads of higher educational institutions working in 29 higher educational institutions in the following cities of Ukraine: Rivne, Volyn, and Lutsk. Typeform service was used to organize the survey.

### 5 Results and Discussion

Therefore, as the survey has shown, the principal and most determining elements of psychological training of the future specialist for professional activity are as follows (Figure 1).

Figure 1: Elements of psychological training of a future specialist for the professional activity, %

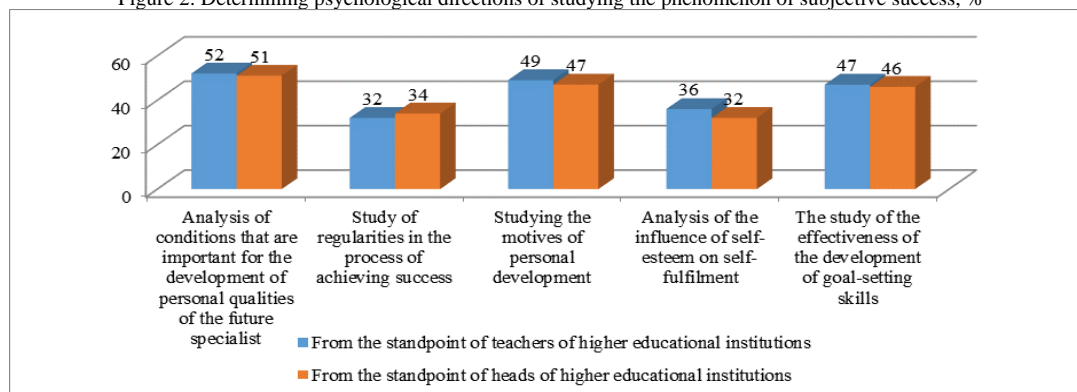


Source: compiled by the authors.

- activation of professional motivation;
- formation of readiness to fulfill roles and assignments in the organization.

In the course of the survey, the respondents have identified the following basic psychological directions of studying the phenomenon of subjective success, namely (Figure 2).

Figure 2: Determining psychological directions of studying the phenomenon of subjective success, %

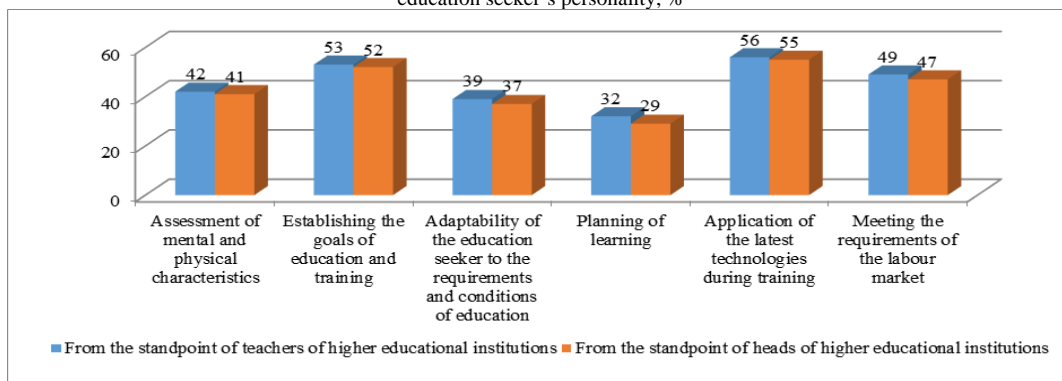


Source: compiled by the authors.

In the scientific literature, the following most important directions of studying the phenomenon of subjective success are distinguished, namely: studying the conditions for achieving success and accomplishment in the process of self-education and self-fulfillment of the individual, the investigation of the motivation of activity and acquisition of goal-setting skills, reflection, significant life orientations.

From among the most significant principles of the organization of the educational process, according to the standpoint of pedagogical workers, the following ones are of particular importance (Figure 3).

Figure 3: The most important principles of the organization of the educational process from the viewpoint of the effective formation of the education seeker's personality, %

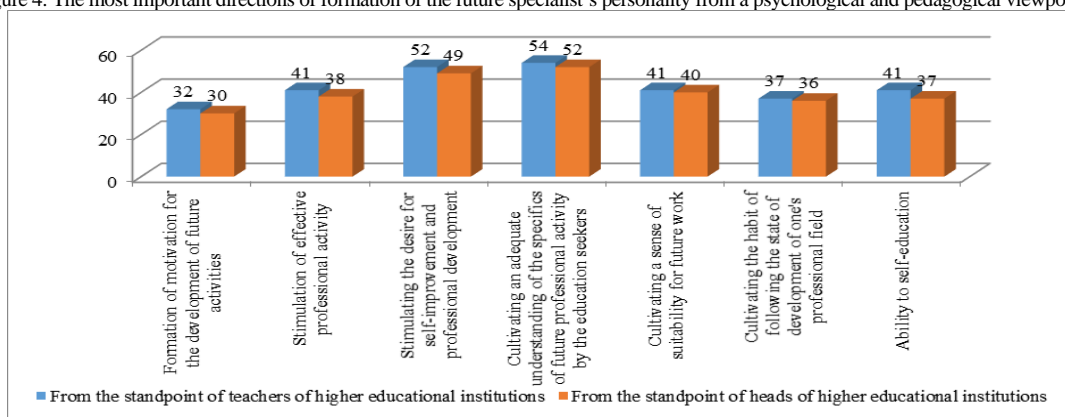


Source: compiled by the authors.

- conducting effective diagnostics, which consists in providing an opportunity to assess the social-psychophysiological features of the student's personality, the degree of achievement of educational goals and professional training;
- awareness of perspectives, which means ensuring the conditions for a deep understanding of learning outcomes by the education seeker, as well as the possibility of their successful implementation;
- technological and innovative, which involves using effective psychological and pedagogical and information technologies, contributing to the high-quality training of specialists with higher education and entry into a unified, information and educational space.

In the course of the research, the respondents were asked to identify the primary directions of formation of the future specialist's personality from a psychological and pedagogical viewpoint (Figure 4).

Figure 4: The most important directions of formation of the future specialist's personality from a psychological and pedagogical viewpoint, %



Source: compiled by the authors.

- the development of the desire to show oneself as a qualified specialist and achieve success in work, the desire to more successfully solve professional tasks;
- formation of correct and relevant idea about the social significance and content of work in the future field of activity, about the regularities of its development;
- formation of the student's confidence in his own professional suitability, as well as conscious mastery of all disciplines and forms of education provided for by the curriculum of the higher educational institution;
- fostering the ability to direct all self-education for the benefit of work, and to constantly update one's knowledge.

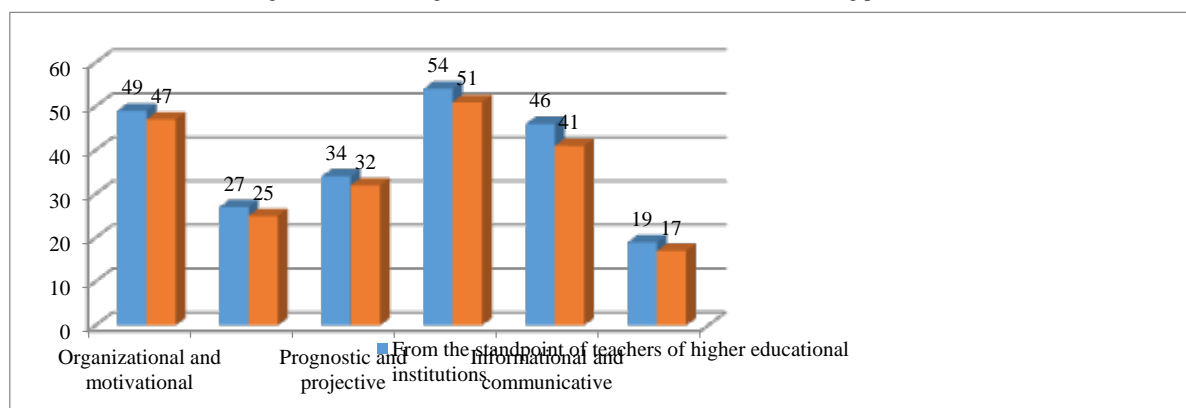
- organizational and motivational;
- formative and developmental;
- informational and communicative.

Personality with his unique spiritual world has been and remains one of the most difficult problems of human cognition. Currently, the need for scientifically reliable data on the psychology of the personality, suitable for practical tasks, primarily for professional activities, has increased significantly (Olderbak et al., 2019).

The modern transformation of the political and economic situation in the world puts forward increased requirements for the professional level of specialists, which can be met only under the conditions of flexible adaptation to new values and the purpose of professional training (Taylor et al., 2017).

Along with this, the education seekers have identified the most significant functions of the educational process, namely (Figure 5):

Figure 5: The most significant functions of the educational and training process, %



Source: compiled by the authors.

Education in a higher educational institution should be aimed at mastering professional knowledge, abilities and skills, which, undoubtedly, form the basis of the future specialist's professional competence. It is also aimed at the formation of a motivational and valuable sphere of the personality, which has a wide range of necessary professional, personal, communicative and social skills. Thanks to this the education of a specialist will be effective and adapted to his individual characteristics; it will contribute to the optimization of his activities and the effectiveness of personal development (Vasiuk et al., 2022).

The main characteristics cultivating the personality of a specialist are as follows: the presence of professional skills, analytical thinking skills, the ability to establish effective communication, stress resistance, and the construction and organization of a high-quality self-concept (Shaffer, 2019), (Soto et al., 2017), (Da'as, 2022).

From this viewpoint, scientists have identified the following essential personal components of a specialist's professional development:

- orientation of the personality, characterized by a system of dominant needs, motives, attitudes, value orientations;
- a set of professional knowledge, skills, as well as methods of professional activity;
- high professional competence (the ability to act in suddenly complicated conditions, in the event of accidents, violations of technological processes).
- psychological qualities of the personality that determine the effectiveness of the activity;
- professionally important psychophysiological qualities (visual-motor coordination, eyesight, extraversion, reactivity, energy, etc.) (Vasiuk et al., 2017; Auvinen et al., 2020).

The development of a student's personality as a future specialist is complicated if the profession hasn't been chosen by personal desire. In this case, at the stage of professional training, many students experience disappointment in their chosen profession. This is precisely why the issue of the development of the student's personality and the formation of his readiness for future professional activity are central in the theory and practice of improving the work of a modern higher educational institution (Wang & Louick, 2020; Howard, Gagné & Bureau, 2017).

The main and most important directions of the professional development of a specialist, distinguished by scientists, are as follows: the intensification of work aimed at the professional orientation of students, optimization of their mental state, increasing professional responsibility, stimulating the development of skills that form the moral, ethical, intellectual and emotional maturity of the future professional, as well as the formation of self-education and self-development skills as

prerequisites for the self-sufficiency of an individual and a specialist (Zhanguzhinova et al., 2018; MacCann et al., 2020).

## 6 Conclusions

Thus, the personality development continues throughout life, and the time of study at the university plays a special role in this process. During this time, the fundamentals of those professional qualities are cultivated in the students, which they will use in new work environment, where their subsequent individual development will take place. Therefore, the issue of students' personal development in professional activities should always be in the center of attention when studying the issue of development of general educational institutions.

The specialist simultaneously acts in a unique and inimitable form of the subject of activity and communication and the object of training; he is the constructor and changer of the social and material world, the creator of spiritual and material values. The problem of personality development has acquired special importance nowadays in the conditions of unprecedented dynamics of social processes, scientific and technical revolution, and the growing role of the subjective factor in the progress of social development. Therefore, scientists and practitioners, teachers and educators are faced with the issue of the human personality's essence, the ways of his comprehensive and harmonious development, the features, possibilities and consequences of his material and spiritual activity, the impact on nature and the society, as well as the issue of a person's freedom and responsibility.

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**Primary Paper Section: A**

**Secondary Paper Section: AM, AN**

## RESPONSIBLE PARENTHOOD AS AN ETHICAL AND SOCIAL ASPECT

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**Abstract:** The academic paper examines the ethical and social aspects of parental responsibility and the possibility of its implementation in the modern policy of social protection. The necessity of conducting the present research is driven by the aggravation of the world's social problems, which indicates the growth of children from disadvantaged families, the spread of a low level of education and the emergence of more and more low-income families. The relevance of the conducted research is explained by the possibility of improving the ethical and social aspects of responsible parenthood and identifying key negative factors of influence on a child's ethical and social upbringing. This topic is of particular importance is due to spreading the imperfect pedagogical practices and the deformed system of social protection in the world, which forms the problematic. The scope of the research lies in the modern aspects of implementing responsible parenthood and the means to improve it, taking into account modern approaches, its development and the possibility of providing children with funding, ensuring quality cultivation of personality and access to education. The methodology and methods of scientific research are used in the academic paper to analyze the definition of responsible parenthood, the etymology of implementing measures of ethical and social upbringing of children and overcoming key problems related to the internal climate of the family. The purpose of the academic paper is to outline the main results of the ethical and social aspects of a child upbringing and to outline prospective directions that can improve the system of approaches to the responsible mechanism as a structural system of social protection. The objectives of the scientific work lie in determining the basic principles of ethical and social norms of children's behavior, the formation of creative and physical development and overcoming the destructive environment within the family. The obtained results can be of real practical significance for the social environment through the implementation of the proposed recommendations. They can qualitatively better the current state of education and improve the population's standard of living, which partially depends on responsible parenthood. The academic paper defines the principles of ethical and social aspects of parental responsibility and analyses the prospects for their further development.

**Keywords:** spiritual culture, family well-being, social protection, social institutions, social responsibility, upbringing, cultivation of personality, educational activity, ethical and social features.

### 1 Introduction

Considering the current state of social protection in the world, it can be said that the mechanism of responsible parenthood does not work and needs significant modification. The problem of dysfunctional families and the spread of drug addiction, illiteracy and low intelligence among children have a growing tendency. Such a swing of things formulates the goal of eradicating the root of these processes, which can better the development of human social capital and improve the general standard of living among countries. The importance of the formation of the upbringing and educational process should be based on several principles regarding the development of the child in the modern social environment. Moreover, in order to fulfill these measures, it is necessary to form qualitative features regarding the implementation of the approaches both at the level of households and at the state level. Ethical and social aspects of responsible

parenthood consist in the possibility of cultural development of children and the cultivation of a child's personality during upbringing. The development of ethical traits and the child's ability to be socially active is a priority task for parents. However, in modern conditions of development, the implementation of such measures is imperfect, as evidenced by the general level of decline in children's intelligence, the spread of poverty and the increase in the number of disadvantaged families. A significant part of conflicts occurs due to the insufficient level of financial support of households, leading to negative consequences for the child. The war in Ukraine and the spread of the coronavirus pandemic only accelerate these processes. Therefore, parents must take responsibility for developing ethical and social traits to cultivate a high-quality internal spiritual culture of the child and be able to develop it in accordance with modern aspects of the world environment. An important direction in the development of ethical and socially responsible parenthood is the formation of the internal culture of parents regarding the child's development and the implementation of effective methods of upbringing. It can improve the psychological perception of the world by the child, form the principles of communication in society and determine the basic norms and rules of behavior. A child's culture depends on the influence of parents and the quality of upbringing provided, which is reflected in everyday life. In the modern world, the issue of responsible parenthood is acutely raised, because it is a key direction in the formation of a child's activity in the public space. Let's consider the main approaches to using ethical and social aspects of responsible parenthood in the scientific literature.

### 2 Literature Review

The ethical and social aspects of parenting are increasingly reaching a critical limit, forasmuch as the negative phenomena that caused the coronavirus pandemic and the war in Ukraine are growing rapidly. The spread of poverty and psychological disorders stimulates the search for an effective mechanism for optimizing both the state policy of social protection for children and the possibility of improving the domestic upbringing of children. The issue of implementing responsible parenthood is widely debated, but it has several clearly defined provisions regarding the rights of parents and children, as well as general recommendations for its implementation and providing the child with proper upbringing. The scientist (Smalko, 2018) believes values that responsible parenthood is a moral system of parents' regarding the necessity to provide proper upbringing of children, which is enshrined in the country's legislation. This approach shows that not only parents but also the state are responsible for the upbringing of children. The scholar (Shakhrai, 2020) also adheres to this viewpoint. He notes that the features of the modern development of responsible parenthood have significantly worsened due to the decline of cultural development, as a result of geopolitical challenges and even the spread of scientific progress. The access to education is considered by (Sliusar, 2016), who emphasizes that modern education should be accessible to every child, depending on the family's financial situation. It should have a clearly existing official nature of its manifestation. The author sees the main problem in the imperfection of the development of educational institutions, which mainly operate on a commercial basis, and free education is difficult to access due to bureaucracy and the vague process of accessing it. Thus, this approach creates a social deformation that children from wealthy families have much greater opportunities than other children. According to the scientist's viewpoint (Moilanen, 2019), the ethical and social aspects of the responsibility of parenthood are considered from the perspective of providing the child with the relevant cultural and spiritual development. It is based on effective methods of cultivation of spiritual culture that one can form a personality and determine the further life and social development of children. Upbringing within the family, as noted by (Bartkiv, 2018), should be based on the principles of mutual

understanding and moral norms of behavior. The problem of modern families is the parents' low level of education and the exacerbation of psychological diseases, as a result of long isolation during the coronavirus, as well as the negative social-economic consequences caused by the war in Ukraine. The problem of poverty as the main factor of destructive influence on responsible parenthood is investigated by (Pastorelli, 2021). The scholar believes that the key to a child's development in any direction is the support of families and the possibility of access to social institutions functioning within the boundaries of a particular country. Thus, according to the scientist's viewpoint, the development of social infrastructure and the mechanism of state regulation should be aimed at supporting responsible parenthood.

### 3 Research Goals

The purpose of the research is to determine the process of development of ethical and social aspects of responsible parenthood and the main directions of influence on a child's upbringing. Reflection of the results of parents' upbringing activities and directions for ensuring the child's social-economic life and the possibility of his adaptation to life in a modern social environment are the key objectives of the research. Based on using the approaches of social protection and upbringing activities with children, the academic paper reveals the main key principles of the ethical and social aspects of responsible parenthood and the possibility of its further development. In addition, it is of particular importance to apply the necessary tools for developing ethical traits of the child's character and stimulating the development of communication skills and the ability to function in a social environment. The study towards determining the system of responsible parenthood, the definition of the basic components used to ensure the upbringing of the child and the provision of educational recommendations acquires great significance. Thus, the conducted research reveals the problems of modern social protection of children at the global level and improvement of the system of upbringing activities based on an individual approach.

### 4 Materials and Methods

The research methodology consists of applying scientific research methods for meaningful description of responsible parenthood issue and its current state of development. According to characteristic features, the modern parenthood mechanism contains a number of shortcomings, both at the level of the state and at the level of households. This approach is caused by several negative factors of the global space, and it needs a solution to improve the level of social life in the countries of the world. To determine the ethical and social aspects of responsible parenthood, a synthesis method was used to provide characteristics of the essence of the responsible parenthood concept and the basic principles of its implementation in the modern environment. By an analytical method and a static one, the global problems of responsible parenthood are described, which is manifested in the increase in the number of children from disadvantaged families and the level of decline in knowledge. The use of this method makes it possible to analyze these processes and determine the key factors of their formation. After all, based on such approaches, the most effective means of prevention can be used, which can improve the state of responsible parenthood. To cultivate the personality of the child and his spiritual culture, the method of induction is used, which makes it possible to determine the basic principles for implementing educational activities towards promoting the development of these areas. The method of induction is used to display a graphic image of responsible parenthood, which should be distinguished by the structure of the influence components. The above methods of scientific studies form a research methodology that can significantly improve parenting quality and contribute to improving the social protection system at the global level. In addition, the academic paper examines the issue of the influence of digital technologies on the ethical and social aspects of responsible parenthood. The analysis of the factors of low level of upbringing work on the part of parents was conducted by applying the method of observation. Based on the methods outlined and the research methodology, it is possible to display the following results of the

research, which can improve the ethical and social aspects of implementing responsible parenthood.

### 5 Results

The issue of responsible parenthood is of great importance for ensuring children's cultural awareness and their further development. The problem of modern education and upbringing consists in the development of various forms of educational practice and spreading the negative influence of the information environment on the child's psyche. To ensure quality upbringing and stimulation of the child towards comprehensive development, responsible parents should implement a set of goals aimed at developing ethical and social aspects of human activity. After all, this will be able to qualitatively improve the activities of the child in the future of society and ensure the solution of negative problems of strategic importance for the state: reduce the crime rate, weaken the influence of the social bottom of the population, and improve the standard of living. Such macroeconomic features of ensuring the country's social policy begin with the upbringing of each child individually.

Current issues of the ethical and social aspect of responsible parenthood include the need to develop a qualitative approach to upbringing children and to develop their analytical and cultural abilities. Mass unemployment among young people, which is about 30% in European countries, has become the biggest problem in the global environment. Such an indicator points at not only the insufficient level of knowledge and skills, but also the problem of self-determination and understanding of one's social significance for the world. Currently, the second problem of young people is the constant change in technologies, leading to the need for a constant change of professions or a complete restructuring of the professional approach towards education. The global level of decline of children's skills and analytical abilities is another negative phenomenon regarding educational upbringing and as a consequence of social activity. For instance, the average level of IQ among children aged 5 to 18 years is decreasing worldwide. From 2010 to 2021, it has fallen by almost 40 points, and it currently stands at the level of 90-95 points. The issue of culture also remains acute, forasmuch as the level of vulgar behavior, the development of crime and low emotional intelligence has increased in the world.

The problems outlined indicate the necessity to revise the modern system of parenthood education. At such a pace the future world may lose all its modern achievements. Consequently, the ethical and social aspects and the possibilities of their implementation should be the main factor of development for parents. The essence of ethical and social aspects lies in cultivating children's spiritual culture and its development in accordance with the modern global environment. It is manifested in everyday life, and it is an important feature of acquisition of certain factors by children and their manifestations. Dysfunctional families, where high conflict is observed, or where parents have a number of harmful social habits, are a key threat to the formation of the future society. Ethical and social aspects consist in the manifestation of children's cognitive and emotional intelligence, the ability to behave in the society, the possibility of using their creative and analytical potential, which can qualitatively ensure their activity in accordance with the modern development of the world.

Spiritual and cultural educations are the basic principles of responsible parenthood. Let's consider the essence of the responsible parenthood concept based on the modern world's problems. Modern responsible parenthood consists in the methodology of the developing the child's cultural and spiritual features, which can form a full-fledged complex of the child's development and use its own tools to strengthen the modern principles of the implementation of behavior in society. Responsible parenthood should also be based on the principles as follows:

- Moral and cultural principle – it consists in carrying out the educational process based on respect for the child and

promoting his cultural development, taking into account modern methods of educational activity.

- The ethical principle of education and upbringing lies in improving the ethical norms of the child's behavior and creating conditions for its formation on the basis of educational work and explanations about the rules of behavior and generally accepted norms of ethics.
- Respect for the child – it is important to carry out upbringing work with the child based on respect and mutual understanding, which can qualitatively improve the child's perception of the modern world and create an understanding of the key processes related to his activity in the society.
- Social education – it consists in explaining the basic principles of functioning of the social environment and the possibility of implementing the child's potential there.
- Financial and economic – responsible parenthood consists of providing the child with basic characteristic needs such as housing, food, access to the world.
- Legal and moral – it consists in the possibility of using only legal means of upbringing, without physical and moral violence against the child. It is the most important principle, forasmuch as in today's world it is significantly violated and constitutes a key problem for children from disadvantaged families. Therefore, such a principle should be developed, because it is on its basis that the child will be able to become a personality without psychological trauma.

The above-mentioned principles of ethical and social features of responsible parenthood can qualitatively improve the child's functioning in the modern world and provide his awareness of the surrounding social environment. The problems of responsible parenthood arise in many manifestations regarding non-compliance with such principles. The reason for this is poverty, insufficient level of cultural development, manifestation of aggression and psychological disorders on the part of parents. In addition, according to statistics, the number of dysfunctional families is constantly increasing, mainly in countries with an imperfect economy.

For instance, in Ukraine, during the period of independence, the children's segment decreased significantly and amounted to 7,6 million people prior to the start of the war. Moreover, more than 600 thousand children are from disadvantaged families, where more than 100 thousand are brought up in residential care facilities. The key problems of this state of development are social-economic problems of poverty and low social responsibility of parents, which leads to negative consequences, and it is the most significant problem for the country's human

capital. During the war in Ukraine in 2022, a significant number of children were deported from the country's territory, which caused difficulties in forming the social fund of Ukraine. Responsible parenthood should use all available tools to improve modern approaches to child development and promote its social-cultural and ethical development.

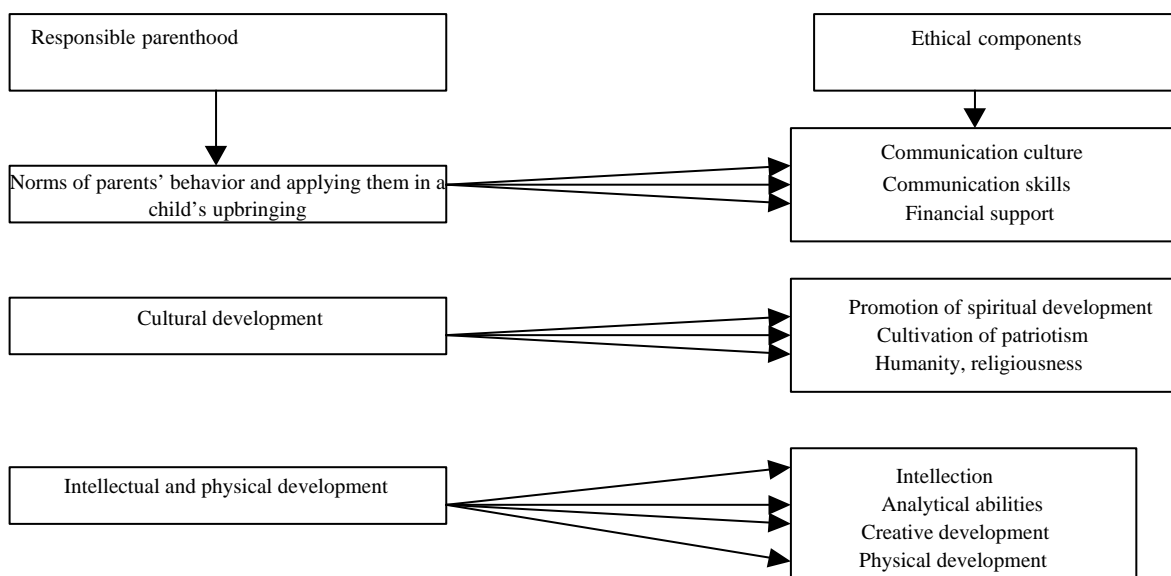
Apparently, the given example of Ukraine proves that the state of responsible parenthood remains bad, which requires improvement of the state social policy and education of parental responsibility through economic and legal means. From an economic view point, it is worth increasing financial benefits for parents; from a legal view point – to strengthen responsibility for illegal actions against the violation of children's rights and create a thorough mechanism for monitoring such cases.

An important direction of modernity is the development of technologies, and especially the influence on the ethical and social culture of the child. It is on the basis of the rapid development of information technologies, the child's psychological state is fundamentally transformed and contains its own development features. Issues are raised regarding the high-quality using the upbringing tools of a child and the possibility of increasing their activity in the modern world from the position of a high-functioning social element. Digital hygiene is an important innovative direction in the formation and composition of responsible parenthood. Explaining the need to use smartphones, information from the Internet and the ability to use them without harming the mental state of the child are key principles for the development of responsible parenthood.

An important problem of responsible parenthood is the spread of drugs, alcohol, chaotic sexual contacts, leading to the decline of the country's cultural environment. Social management bodies should search for the means of solving such problems and stimulate the implementation of effective mechanisms for overcoming the current issues. These tools can improve the child's upbringing and minimize the negative manifestations of the population's stratum with low social responsibility.

Having determined the essence of the problem of responsible parenthood and characterized the basic principles regarding its implementation and the possibility of overcoming the key problems of young people in the modern world, it is expedient to form a structural diagram by applying a graphical and analytical method. It will be depicted in Figure 1.

Figure 1: System of responsible parenthood



Source: compiled by the author.



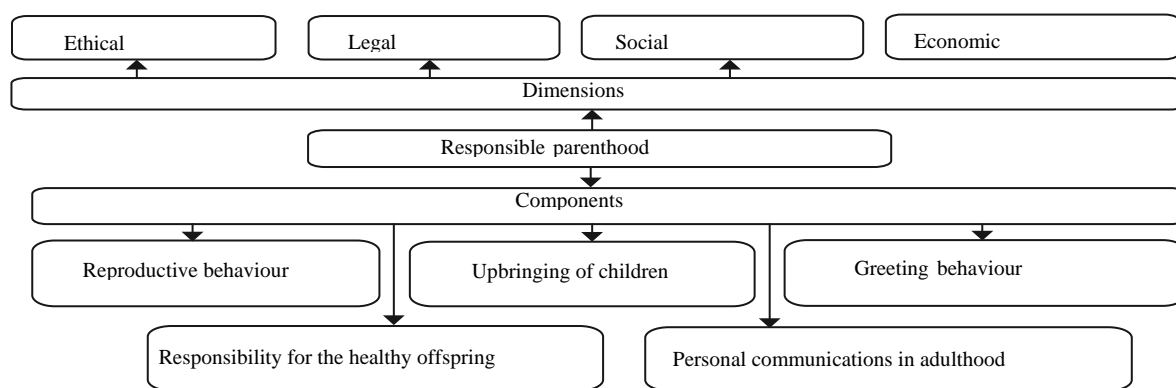
According to the author’s approach, the system of responsible parenthood consists of three key structural elements that form a complex mechanism for implementing the ethical and social aspects of responsible parenthood. Taking into account the scientific approaches, (Onypchenko, 2018) considers the system of responsible parenthood in the framework of four structural elements, which includes the social one, as the main aspect of the development of responsible parenthood. It is aimed at enhancing child’s social intelligence and the possibility of improving his behavior in society and developing communication skills.

In general, responsible parenthood is mainly considered from the standpoint of influence on psychological educational work with the child; however, the main aspect of the parenthood implementation is cultivation of internal personal qualities for the parents themselves. It is on the basis of their own ethical and social character traits and qualities that they can cultivate a child’s spiritual culture and social and ethical norms (Shakhrai, 2020).

In order to effectively interact with the child, the key form of establishing a relationship with the child is self-improvement and elimination of one’s own negative phenomena and characteristics that can be projected by the child as a norm of behavior. This is precisely why, based on this approach, viewpoints on responsible parenthood are considered in modern science as a mechanism for parents to implement their own development and the possibility of transferring general concepts to their children.

Responsible parenthood from the standpoint of upbringing can have its own dimensions and components in relation to the upbringing process, because it functions on the principles of responsibility and should be implemented in accordance with the pedagogical and ethical methodology of its introduction. Based on the methods of synthesis and analysis, the following scheme for measuring responsible parenthood is proposed. It is reflected in Figure 2.

Figure 2: Dimensions of responsible parenthood



Source: compiled by the author.

The culture of ethical and social perception and approaches to its implementation are changing in the world. Based on such principles, the relevance of selecting the practice of upbringing activity spreads. Responsible parenthood is aimed at cultivating the children’s necessary character traits and personal traits for the achievement and formation of social-economic and cultural goals.

From Figure 2, it can be seen that responsible parenthood is considered both from the standpoint of influencing the child and the possibility of using one’s own development to ensure the functioning of the child in the public space. In addition, it is also of particular importance to form the basic principles of acquiring ethical and social aspects from parents, which can improve

approaches to organizational work and direct educational activities to the formation of the child’s key skills and focus the main attention on cultivating the child’s ethical traits.

Taking into consideration the spread of the global coronavirus pandemic and a number of negative consequences, we can observe negative phenomena that manifest as a result of isolation, namely: increased aggression of parents towards children, deterioration of communication skills and deformation of the child’s ethical skills. Based on such grounds, it is possible to investigate that the features of using ethical and social aspects of responsible parenthood lie in the qualitative implementing the social and intellectual development of the child.

Let’s consider the key directions of the development of modern responsible parenthood in Tab. 1.

Tab. 1: The necessary directions for the development of modern responsible parenthood

Ethical norms of behavior	The basic principle of a child’s behavior in the society and the norms of its implementation
Secured family	Responsible parenthood consists in the well-being of the family and its internal climate, so as not to harm the psychological development of the child
Respect for a child	Respect for a child forms cognitive-emotional intelligence and promotes an increase in mental activity
Financial and cultural support	Funding children’s needs for clothing, food and education are basic to ensure a child’s quality development
Spiritual culture	A child’s spirituality should be cultivated from childhood, which affects his entire life. The spiritual education of a child should be stimulated by the parents and foster decency and nobility.
Digital hygiene	In the conditions of the development of digital technologies, the child should be explained what personal information can be posted, what can be written on the Internet and how to behave on the global network
Culture of business relations	It is important to educate the child to understanding the norms of behavior at home, with friends and behavior at school or university. That is why the formation of business culture norms of behavior is carried out with the beginning of the child’s entry into the business society.
Patriotic education	Patriotic education and love for the Motherland are the basis of love for the native country and improvement of its social welfare. It is necessary to avoid negative consequences such as corruption, contempt for the native land, etc.

Creative development	Creative imagination and the opportunity to display talents at a young age is an important means of reflecting a child's upbringing. Parents should contribute to the creative development of the child in order to ensure the full-fledged formation of the personality,
Conducting educational work	Children should be taught respect, kindness, courtesy and compassion. Responsible parents talk to children as individuals and contribute to their comprehensive development.
Sexual education	Sexual education of children is not given much attention due to the fact that it is a widespread social taboo on this topic. However, in today's realities, the level of development of sexually transmitted diseases is constantly increasing, and sexual education of children should be carried out in adolescence.
Prevention of dangerous and harmful habits	The importance of curbing the risk of the development of such dangerous phenomena as alcoholism, drugs, smoking should be carried out at a young age, because the child's psyche is most vulnerable to the negative effects of the environment

Source: compiled by the author

The issues highlighted in Table 1 are of the most urgent importance, forasmuch as it is with their help that it is possible to qualitatively improve the ethical and social aspects of the responsible parenthood. The efforts of the countries' governments should be aimed at overcoming the problems of disadvantaged families and use means that can eliminate the differentiation between children from secured and disadvantaged families.

Thus, the results of the research indicate the necessity to improve the modern system of social protection, as well as conduct an information campaign regarding the quality of education and upbringing. In addition, responsible parenthood, as a means of social protection of the child and a tool for the development of ethical and social personality traits, should be ensured with the support of the country and the state, which will improve the general state of parenting in the world and in Ukraine.

## 6 Discussion

The research indicates the necessity of using modern means and tools to improve responsible parenthood at the individual and state level. The effective use of such a mechanism will be able to qualitatively improve the state of the social situation in the countries of the world and solve the key problems of ensuring the ethical and social significance of parenthood. The issues raised in the present research concerned two directions: the first is the cultivation of a child's spiritual and educational culture, as the main factor in its development and the possibility of functioning in the social space; the second one is the ineffectiveness activities, carried out by modern state social institutions, forasmuch as they use an ineffective mechanism for promoting the development of responsible parenthood, which stimulates the increase in the number of children from disadvantaged families and low social responsibility. In addition, the number of representatives of children with low social responsibility is growing, which negatively affects the standard of living, and it is a factor in the crime development.

The problem of poverty is a global world problem; however, the financial aspect is the key principle that causes a low level of responsible parenthood. Therefore, to solve this problem, it is necessary to use modern tools for stimulating the development of the ethical and social aspects of responsible parents, means of financing and the effective mechanism of the functioning of social institutions. Social institutions are the key establishments that can promptly respond to problematic aspects in the family. Financing social policy is a priority task of the state. After all, the main mission of the state as a global structure, which is a product of civilizational development, is to ensure viability and a high standard of living for the people of the country. The problem of children in dysfunctional families due to their low parental responsibility is an acute topic and requires an analysis of possible implementation mechanisms for its solution. With the help of an effective financing system the problem of low level of responsible parenthood can be overcome.

Ways of child development and modern global practices regarding the development of ethical and socially responsible parenthood should be implemented in every household. The emergence of distance education partly transfers the process of upbringing and educating a child to parents, because prior to the

widespread distribution of distance education, the child participated more in society and could use his communication skills as a cognitive activity in a scientific environment. The school and the university form a spiritual culture; however, the impossibility of physical attendance by a child of an educational institution worsens the development of cognitive-emotional intelligence and requires a quality approach on the part of parents towards upbringing and spiritual development of a child. This is precisely why the analysis of using modern educational practices in the conditions of distance education can be an important direction for further studies.

In general, the conducted research outlines the current global problems, related to the war in Ukraine, the spread of the coronavirus pandemic, the rise in prices and the increase in the number of low-income families. All these factors indicate that there should be an effective mechanism of social security that can solve this problem. After all, on the basis of the formation of such a mechanism, the family, as the institution of the household economy, can cultivate a socially active person who will benefit the state and provide high standard of living. The outlined prospects for further studies make it possible to draw a number of the following conclusions.

## 7 Conclusions

Therefore, a number of the following conclusions can be drawn from the research regarding the ethical and social aspects of responsible parenthood. The responsible parenthood is defined as the ability to provide quality development of a child's intellectual, social and cultural spectrum of knowledge and skills. In addition, responsible parenthood involves providing the child with the basic needs, necessary for ensuring a relevant standard of living. By virtue of using modern means of the ethical and social principles of responsible parenthood, a person can achieve a high living standard of the population and contribute to the macroeconomic indicator of the country. This process occurs due to the possibility of forming a quality environment of households. In addition, in order to form effective means of responsible parenting tools, it is worth using modern means that can be applied towards children and stimulate them to achieve ethical and cultural norms of behavior.

Modern problems of responsible parenthood are the low level of social protection and the spread of poverty. These global macroeconomic problems have emerged as a result of the war in Ukraine and caused a number of negative processes in the world. They should be resolved in accordance with the optimization of social institutions, the search for innovative management solutions and the possibility of promoting the development of a quality approach toward child education and upbringing.

The research results indicate that in the context of spreading distance education and the development of digital technologies, the educational component and the cultivation of the children's moral and spiritual culture now rests on their parents, forasmuch as children are unable to physically attend educational institutions. Therefore, to develop analytical abilities and ensure the child's comprehensive development, parents should use a complex methodology that will be aimed at cultivating intellectual abilities, skills and physical culture of the child.

The approaches outlined make it possible to form the hypothesis that responsible parenthood nowadays is in its partial state of development and requires qualitative improvement to ensure the development of home institutions at the meso level and contribute to enhancing the macroeconomic climate of the country. Prospects for further studies should be the investigation of an effective system of upbringing of children and the possibility of improving the work of social protection bodies.

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#### Primary Paper Section: A

#### Secondary Paper Section: AM

## THEORETICAL AND METHODOLOGICAL PRINCIPLES OF MANAGEMENT: AN INNOVATIVE APPROACH

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**Abstract:** The development of management technologies and the introduction of management activities determine the rapid pace of management transformation to innovative forms of its implementation. The current digital business space uses digital technology tools to improve its operations and automate key business processes. In connection with such events, the issue of determining the definition of management as a category of management activity at enterprises becomes of particular importance. The purpose of the academic paper is to study the innovative approaches to the theoretical and methodological fundamentals of the business essence and to determine the key aspects of establishing a theoretical analysis of the management concept. The transformation drives the formation of modern approaches to the concept of management to the approaches of monitoring, management, organization, planning and use of business processes as a key indicator of the stability of the country's development. The research object of the academic paper is the process of development of the scientific management category due to the emergence of new approaches to its implementation and digitalization of the business environment. The research subject of the academic paper is the modern fundamentals of theoretical and methodological approaches to managerial activity, work with personnel and human communications. The objectives of the research lie in conducting an analytical study on the available approaches in order to determine the essence of management and outline the further prospects for its development. The academic paper examines the features of different schools' approaches to the concept of management and tools for its implementation. The key management models have been analyzed and the advantages and disadvantages of each of them have been characterized. The scientific work provides a theoretical and methodological analysis of the concepts of business definition in accordance with representatives of classical and neoclassical management schools. Thus, the conducted research acquires practical significance for modern organizations and enterprises with the aim of improving the management model based on theoretical approaches and management tools.

**Keywords:** Agile-Waterfall, American model, digital technologies, enterprise management, Japanese model, management solutions, personnel management, personnel, Scrum.

### 1 Introduction

The modern development of scientific provisions regarding the concept of management acquires its significant development due to the factors of the capitalism manifestation and the construction of a market economy in most countries of the world. This sequence of events determines the processes of society corporatization and incentives to participate in closed economic systems. The change in the social system from socialism, the dominant ideology in the XX century, to the new one, stimulates the formation of quality tools for the development of management activities. Private property and the work of enterprises and organizations in a market economy are key provisions for the development of management as a science. The theoretical and methodological fundamentals of the management development consist in the possibility of its determination and change of formation paradigms. The features of the scientists' modern viewpoints are conditioned by conducting real experimental studies on the production activities of organizations and enterprises. In addition, the use of innovative models for determining the essence of management is

also due to the development of such factors as cultural and spiritual regional features. Management is closely intertwined with psychology, as one of the key areas of management is work with personnel. That is why modern approaches are formed based on establishing economic and managerial relationships between people in the corporate environment. Another characteristic manifestation of management is the use of management decisions and principles regarding optimizing the enterprise's activities and introducing an effective methodology for implementing its commercial activities. Management can take place in various spheres of activity and manifest itself in all structural subdivisions of an enterprise or an organization. Therefore, the current state of innovative approaches to the theoretical and methodological fundamentals of the management essence is due to the heterogeneity of scientific approaches regarding the possibility of managing business processes, working with personnel and using special forms of communication between people.

### 2 Literature Review

In modern scientific literature, there are significant differentiated approaches to the definition of management and approaches to managerial activity, which vary in terms of monitoring, planning, work with personnel and management. Such principles create new management models and introduce their use in accordance with the company's corporate policy and values. (Maschner, 2021) adheres to this viewpoint; the scholar defines that the modern management approach can be any historical model, even in a mixed form, because the main thing lies in ensuring the goals and mission of the enterprise. Such an approach in the science of management is considered a process one, as the key goal of managing an enterprise or an organization is to ensure the vitality of the organization's business processes and the possibility of their development. Particular attention should be paid to an important standpoint of (Xiaochuang, 2018); the scientist defines management as a complex system of decisions aimed at optimizing the company's activities and the possibility of using the most effective means of activity in accordance with the key principles of the company's development. The issue of the management model is studied by (Riznyk, 2017); after all, the parity of motivating an employee by means of material assistance and strict control should be reduced or provided to any specific method. Another opinion is held by (Nazari, 2017), who believes that modern management is a complex of automated systems and digital technologies that can improve management business processes, enhance labor productivity and provide control functions for all areas of business activity. That is why such approaches characterize the features of management development in the most detail. (Kutieshat, 2022) defines the issue of management as an innovative category in his scientific works; he believes that the main principle is the implementation of the American and Japanese models, as two key areas of managing the corporate environment of the enterprise and in work with personnel. The scientist (Boiral, 2021) believes in the possibility of implementing automated digital systems at all levels of the company's activity; this approach is considered as an innovative one in the management system. An important segment of the research is the current features of working with personnel. M. Follet and F. Taylor have defined the key principles of development of modern concepts for personnel management. (Trushkina, 2020) adheres to their viewpoint and notes that the proposed concepts of the management essence stimulate the development of effective management forms and monitoring the enterprise's business processes. Another scientific viewpoint of the definition of management is the opinion of (Weller, 2017); the scientist classifies management as a system of management decisions aimed at rational distribution of human resources and automation of the organization's business processes. Based on the definitions outlined, it can be investigated that there is no single standpoint on the theoretical and methodological

fundamentals of the essence of management nowadays. This is due to different spiritual cultures and practices of implementing management activities. However, the development of digital technologies makes it possible to identify enterprise's most effective management tools and to increase the overall state of management development and formation. A wide range of scientific viewpoints on management issues leads to the relevance of conducting the research and setting the relevant goals and objectives of the research.

### 3 Research Goals

The purpose of the academic paper is to study innovative approaches to the theoretical and methodological fundamentals of the essence of management and to determine the aspects of its implementing in administrating the enterprise by personnel. The development of modern scientific schools and concepts for management activities and tools for the formation of management decisions has led to the formulation of the research problems. Modern management issues lie in the heterogeneity of approaches towards determining its essence and the existence of a number of processes of developing the management activity and the means of its optimization. The objectives of the research are to carry out a synthesis of existing concepts and viewpoints on the essence of management and to determine the key features of management according to innovative approaches of modern scientists. The use of effective means of determining the essence of management and the possibility of practical operation by them is the prerogative of analysis of the academic paper. The comparison of different theoretical and methodological fundamentals of the essence of management and the possibility of its further development is peculiar for the present research. On these grounds, one can explore the most relevant forms of determining the category of management influence.

### 4 Materials and Methods

To outline the research results, it is proposed to make a sample from the latest scientific viewpoints on the essence of management, defining their key tasks and outlining the essence of approaches to personnel management and business processes. It is expedient to take such directions as operation, planning, organization and control as key indicators of management. By virtue of the method of comparison and synthesis, the study of the most popular management models in the world was conducted, namely, American and Japanese ones. Based on the available research tools, each of their key advantages and disadvantages were identified, and the basic principles for their implementation were outlined. In addition, a methodological analysis of the manifestation of management in various spheres of its influence was conducted in the academic paper. It is proposed to explore the role of personnel management as a key determinant defining the essence of management. Attention is paid to the issue of tracking digital systems, such as Agile, Scrum and Waterfall, which are products of the development of digital management. According to the approach of innovative viewpoints, a schematic representation of approaches to the definition of the essence of management was compiled. They were classified according to two schemes. The method of analysis makes it possible to carry out a comprehensive study of the manifestation of managerial activity in various spheres of management influence and the possibility of its further development. The enterprise and the personnel management system is a key indicator of the modern state of management and the definition of its essence. Scientific research methods were used to compare classical approaches to the essence of management and its use in the practical goals and objectives of the enterprise. By virtue of the method of deduction and induction, the main areas of management have been classified, which are divided into four components; they will be used to study the essence of innovative approaches to management. The academic paper provides recommendations on further prospects for conducting studies based on the results obtained. The available methodological research is of the theoretical nature through the paradigm of the management formation in the conditions of developing digital technologies and spreading the ideas of capitalism and private property, as a key element of the world economy development.

The determined research methodology makes it possible to reflect the following research results.

### 5 Results

Modern theoretical and methodological approaches to management's essence consist of the possibility of using qualitative management models of enterprise or organization. The goal of management is to organize the enterprise's activities and increase the efficiency of production activities and the ability to control the implementation of such concepts. The development of economic human relations creates innovative approaches to the development of management as a scientific category in the scientific circle, and contributes to the improvement of the management system and the performance of key management functions, namely: control, organization, planning and management.

The development of historical schools and the emergence of a digital environment determine the modern theoretical and methodological fundamentals of the essence of management. After all, the management of an organization involves a complex of actions aimed at using the characteristic features of the enterprise and the possibility of implementing management concepts. According to the performance indicators of business organizations, the quality of the functioning of the management system in the short and long term is determined. The variety of approaches to the essence of management is due to the problem of setting the goals and mission of the organization and implementing a type of planning.

Let's consider the modern features of approaches to the essence of management as the introduction and implementation of a quality management mechanism that can describe the internal environment of the organization in more detail and compile the key features of its management. The historical development of scientific approaches defines management as a system of human corporate relations that have a power structure and the distribution of responsibilities among themselves.

The historical development of management is based on Fayol's studies, who proposed the classification of management models according to aspects of the functional features of management and the features of its implementation. Such features can include control tools, planning tools, implementation of coordination processes. This approach determines the key characteristic features of management activity and its development. The use of control tools makes it possible, both in digital and traditional management, to monitor the performance of the enterprise, the fulfillment of the employees' duties and the possibility of correction of existing errors or inaccuracies. Fayol has revealed that the features of management consist in the quality of planning the management system. By applying such a system, one can use the most effective management tools, forasmuch as they qualitatively improve the functionality of the enterprise and ensure its vital activity in difficult social-economic conditions.

F. Taylor made an important contribution to the modern approach towards the essence of management regarding the principles of scientific management (increasing wages from production). The scientist has proposed the hypothesis that modern management in the organization includes tools for encouraging the employee to fulfill his duties effectively, using various management methods. The key provisions of F. Taylor were the use of qualitative principles for implementing managerial activities through social communication and employee motivation. After all, on the basis of such approaches, it is possible to improve the functionality of the organization's activities and create a favorable environment for the work of employees. Along with this, F. Taylor has identified the problem that employees are unwilling to fulfill their obligations on the proposed salary, and there should be systems to encourage and stimulate remuneration for overachievement of target. It was the approach of F. Taylor that became a factor in the development of the KPI system (Key Performance Indicators) in the modern world, forasmuch as the process of managing the effectiveness of personnel activity can increase the efficiency of the enterprise.

However, in the conditions of the modern development of the enterprise's economic activity, personnel motivation systems are used through monetary rewards and other means of verbal influence. F. Taylor's approach to understanding the essence of management has created a quality platform for the modern business environment.

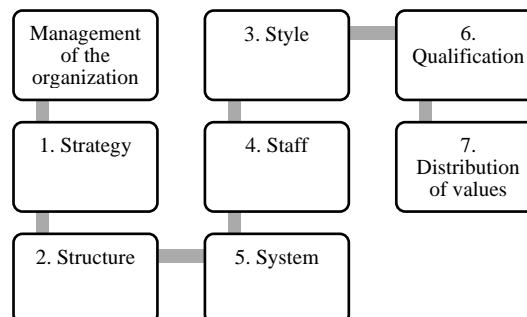
M. Follett has studied the features of implementing management within a social group and the possibility of forming high-quality interactions between them, precisely with the help of planned and in-depth construction of corporate relations, without a clear hierarchical authority structure. Such an approach to identifying the essence of management has significantly influenced the modern definition of management and the conduct of organizational activities. After all, on the basis of applying such approaches, it is possible to create a favorable social environment within the enterprise and distribute management functions not according to a hierarchical structure and monitoring of work performance, but based on the collaborative cooperation. A manager, being a participant in the execution of work, and not only performing managerial functions, is much more effective, and he uses qualitative indicators of his activity, which can involve quantitative approaches to planning and forming managerial activities.

An important approach to the essence of management is the viewpoint of Thomas Peters and Robert Waterman, who propose to consider management according to the key principles of its implementation in the business environment. The approaches proposed by the scientists can improve the activities of management processes in the organization and increase the quality of their use, as well as stimulate the formation of the most characteristic and special forms of activity, which can qualitatively affect the distinctive aspects of the innovative management methodology development of a modern enterprise. The schematic concept of management developed by Thomas Peters and Robert Waterman is reflected in Figure 1, according to applying the key principles of management activity.

The concept proposed by Thomas Peters and Robert Waterman has its supporters worldwide, and it is used in the modern form of managerial activities. The features of such principles are a complex evaluation system and the possibility of their implementation in the organization's activities. As the scientists note, at each level of implementing and using management, a number of comprehensive measures can be identified to improve and optimize management activities. Scientists see the essence of management in the skill of managing human capital and its development. This very approach is a priority for the development of internal personnel and can be the most effective

model of the modern development of the business environment. The principle of the formation of such a theoretical and methodological approach to the definition of management has gained supporters among the sectors of public administration and the information sector.

Figure 1: Schematic concept of management developed by Thomas Peters and Robert Waterman



Source: compiled by the author

The advantages of managerial activity in the information sphere according to Peters' concept is the possibility of dividing complex processes into local structural elements and introducing automated control and implementation processes. In the process of software development, this approach is the most relevant and convenient; consequently, it is expedient to use it. In modern forms of management and implementing managerial activities, the issue of the effectiveness of the proposed measures and the possibility of their implementation becomes of particular importance. Digital management is the main direction of development of the future; therefore, it is precisely on this ground that approaches to the implementation of management activities should be formed in accordance with the development of modern management concepts.

The outlined modern historical approaches towards the theoretical and methodological fundamentals of management consider issues at several structural levels, and they can qualitatively improve the functioning of a business organization and create a relevant environment. Modern innovative approaches are the use of digital technologies, software and various tools for control and management. An important tendency of modern management is the introduction of digital management control and monitoring systems, forasmuch as it is with their help that one can use high-quality means of optimizing the effectiveness of the enterprise.

Tab.1: Comparison of approaches to the essence of traditional and digital management

	Traditional management	Digital management
Planning	It is carried out on the basis of using the current financial activity of the enterprise and the cultural state of the organization	Software for the analysis of management quality is used. Implementation of modeling tools and scenario development of structural elements of the enterprise when implementing certain management measures.
Organizing	It is defined as a clear distinction between a manager and an employee, a production plan, a term of employment, a contract, etc.	Modern process management systems, such as: Scrum, Jira, Agile, Waterfall, etc. are applied. It stimulates creativity and unconventional approaches.
Control	Real means of control, the presence of personnel at the workplace are used. Control of management decisions is based on indicators of the enterprise's commercial profit or product results.	Time tracking systems and software are used to display the actual efficiency of the employee and the amount of time spent on work.
Governing	It has a clear hierarchy in relation to the manager - the employee. Governing is carried out according to the step system in accordance with the structural components of the enterprise.	There is a mixed distribution of management responsibilities, individually for each organization.

Source: compiled by the author.

The outlined analytical approach to the differentiation of traditional and digital management consists of qualitative tools for the organization of key functions of management and the principles of its provision. The essence of modern management lies in determining and dividing the approaches, forasmuch as it

is through the use of qualitative approaches that modern features and tools of management activity can be used, as a scientific paradigm.

In the conditions of social-economic development and

opportunities for improving the management system and building effective management models, it is necessary to use tools that can improve the management system. Based on such factors, scientists distinguish the scientific approaches to the definition of modern management, which can be divided according to the structure as follows:

- A comprehensive system; it provides for the possibility of organization and features of management activities in accordance with the key catalysts of the business climate formation. Therefore, such a model is effective nowadays, forasmuch as for its full use it is necessary to implement a number of indicators regarding the possibility of determining the activity of the environment, organizations and business. The complex consists of social, political, cultural, ecological and technical factors that directly affect the formation of the subsequent management strategy. It is expedient to define the essence of management as a spectrum of directed actions in order to optimize management decisions based on the complex system.
- An integration approach to defining management. This approach is caused by the possibility of implementing management measures at different stages of the enterprise's activity or the production process. The importance of using such an approach lies in the possibility of using management at various stages of production and its implementation in a modern management system. It is this approach that will be the most relevant for the organization's activities, because the integration approach provides control over the management of vertical

management levels, and also determines the main stages of the product's life cycle and its development opportunities in accordance with the key indicators of the enterprise's activity.

- Functional approach. The modern system of using a functional approach can be applied based on meeting the needs of the organization. That is, the essence of management according to the functional approach lies in the direction of actions and complex tools that can satisfy the needs of the organization. This approach to determining management contains several disadvantages, forasmuch as it neither takes into account long-term prospects nor includes a comprehensive analysis of the business organization's activities, which in the long run can contain significant problems for the enterprise.

The outlined characteristic approaches regarding the essence of innovative approaches to the theoretical and methodological fundamentals of management and the possibility of its definition consist in the qualitative use of modern means on a regional basis. It is the cultural division of management and the approaches of different civilizations that determine the features of implementing the management activities. Therefore, in this aspect, it is important to determine the specifics of using modern management models. For such an approach, it is expedient to take the American and Japanese model; after all, it is based on such an approach that it can most expediently reveal the effective provisions for implementing managerial activities and constitute the characteristic features of management activities at the structural levels of the enterprise. The comparative characteristics of such models are shown in more detail in Table 2.

Tab. 2: Comparison of Japanese and American management models

Japanese model	American model
Determining the strengths and weaknesses of the employee and directing him to the most suitable place.	It functions according to the system "position – employee"; each position contains a number of requirements for the employee and the conclusion of a contract regarding the terms of cooperation and defining the role of the employee in the organization.
Formation of a long-term perspective of work at one specific enterprise, without changing the workplace.	The American model of management involves focusing on two directions: 1 – practical experience and qualifications of the employee; 2 – following and confessing corporate values.
Cultivation and development of the employee's internal corporate culture and determination of the most effective principles of his activity can emphasize the advantages of the companies and cultivate the employee's corporate spirit.	Personnel for the American model are a key tool for the enterprise's effectiveness; consequently, the selection of employees is carried out carefully, taking into account practical and personal factors.
The absence of social differentiation; actually, in Japan, it is not accepted to determine the quality of an employee by his classification, because every contribution and activity of the organization is important.	The organization of administrating under the American management model creates opportunities for autonomy and independence of the employee, encouragement to search for non-standard or creative solutions.

Source: compiled by the author

The approaches outlined in Table 2 testify to the variety of means of using modern management systems and the mechanism of their implementation. They in the long-term nature of activity can qualitatively influence the key indicators of the formation and development of the enterprise's management activity. Modern management functions mainly according to the American or Japanese model. Such approaches developed in these cultural spaces make it possible to determine in the most detailed and qualitative way the features of functioning of the existing environment and stimulate it to fulfill and solve the target goals. It is with the help of such features that the approaches to the essence of management, shown in Figure 2, can be formed.

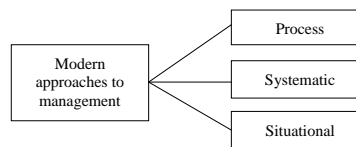
The use of a process approach to defining the essence of management is based on the determination of processes, as the main basis for the implementation of management activities and the use of solutions for the formation of an effective environment of an enterprise or an organization. It is the actions and functions that determine the characteristic features of management activity and can qualitatively reveal the key provisions of management activity in the conditions of sustainable development of an enterprise or an organization.

A systematic approach to the definition of management consists in using the concepts of historical views on management and

implementation of management decisions. The essence of this approach lies in the possibility of defining simple structural elements and building a relevant hierarchy from them. The systematic approach is widely used in manufacturing enterprises and complex processes.

The use of the situational approach involves the wide implementation of the features of management activity to the situational analysis of a specific case and process at the enterprise. The innovative principles of such management are the use of digital technologies in order to analyze and consider the processes of managerial activity.

Figure 2: Modern approaches to the essence of management



Source: compiled by the author

Currently, the innovative development of technologies and digital infrastructure has led to a comprehensive approach towards the formation of the management system. Such systems as Agile, SCRUM and the Waterfall are gaining popularity. These project management systems provide comprehensive control and opportunities to implement the company's activities in the digital environment. Analysis and tracking of managerial processes is carried out on the basis of digital technologies and the possibility of qualitative distribution of responsibilities among people; consequently, it is expedient to use the latest technologies.

Therefore, the modern scientific community forms the essence of management and the basis for changing approaches towards using management tools and the process of directing organizational activity. Modern innovative approaches to the theoretical and methodological fundamentals of the essence of management necessitate further studies.

## 6 Discussion

The obtained results indicate the need for subsequent studying the concepts of the management essence and approaches to its implementation. The main principles that are followed in the process of performing the key indicators of management activity, namely, the implementation of the function of control, management, organization and planning are differentiated, which necessitates further studies. Moreover, modern approaches to the essence of management testify to the ambiguity of the approaches towards implementing management activities, forasmuch as they determine the quality environment for the implementation of the company's management policy and the possible influence of the manager on the personnel of the enterprise or an organization.

In view of such positions, an important direction of further research should be the determination of the effectiveness of using one or another management model, both in the short-term sense and in the long-term; after all, it is the high-quality use of tools that can ensure the company's activity and stimulate it to qualitatively improve corporate indicators at all levels. Innovative approaches to the theoretical and methodological fundamentals of management consist in using digital technologies and the possibility of changing approaches regarding the provision of business activities and the possibility of implementing the most relevant approaches according to the segment of the enterprise's activity. In addition, the scientific approaches that have been described in the conducted research testify to the variable-based approach of the authors to the definition of the management essence, which determines conducting further studies due to the fact that the modern scientific space of defining the management essence does not have a uniform viewpoint.

An important direction of further studies should be the characteristic features of determining the concept of implementing the management decisions and the possibility of interaction between managers and the personnel of the enterprise, forasmuch as it is managers who are the key tools for ensuring management at the enterprise. Therefore, subsequent studies can include an analysis of the features of performing managerial functions at the enterprise and ways of their improvement. The analytical research can reveal the practical significance of such results concerning the innovative approach towards understanding and using management, taking into account the wide development of digital technologies and software.

Digitization of modern business processes and human economic activity necessitates the use of effective, innovative approaches to the organization of enterprise's activities. Further studies should concern the possibility of applying digital technologies in management and changing management policies when implementing such tools. The analysis of the digital sector will play a key role in the development of management and corporate policy, which will create a number of new definitions regarding

the essence of management and further prospects for its development. Therefore, on the basis of such factors regarding the development of the theoretical and methodological fundamentals of the essence of business, it is possible to use effective tools of activity and their introduction into the modern business environment of the organization.

Further directions should be the analysis of the approaches of scientific schools and their influence on modern features of determining the management as a tool for the implementation of management activities. The development of new forms of management, which are caused by the emergence of digital technologies and mass phenomena of digitalization, is also gaining particular importance.

## 7 Conclusions

Thus, the study of the features of developing the theoretical and methodological fundamentals of the management concept as a scientific category was carried out. The key approaches to the management functioning are the division of management activities into several management models aimed at the formation of a favorable social climate within the organization or the total regulation of the employee's activity and control. This is precisely why, based on such approaches, the features of developing the modern management are most characterized by actual means of management activities aimed at motivating personnel and stimulating their productive work.

Fonnet and Fayol show that the key innovative principles towards defining the management are the use of terminology and tools to ensure staff activity and create the relevant working conditions. In addition, the models proposed by the authors create effective grounds regarding the principles of management, the distribution of responsibilities between managers and the further use of modern fundamentals of management activity.

Innovative technologies have fundamentally changed the modern representation of the features of using management planning, organization, and control models. Therefore, it is suggested to use digital control tools such as Agile, Waterfall, Scrum and other tracking systems that can improve the performance of the enterprise and use the model data from an effective perspective.

The results obtained characterize the change in scientific viewpoints on the monitoring of the management models and their use in enterprises. Consequently, it is customary to use mainly the American and Japanese models, which contain a variety of approaches to motivating an employee to work, determining his qualifications, concluding an employment contract and the possibility of long-term cooperation.

Thus, the conducted research opens up space for the analysis of future forms of definition and interpretation of management as a means of monitoring and directing personnel in order to increase labor productivity. In addition, issues of applying digital technologies in business organization can become important directions.

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**Primary Paper Section: A**

**Secondary Paper Section: AE**

## PHILOSOPHICAL AND METHODOLOGICAL PROBLEMS OF INTERACTION OF SOCIETY AND NATURE

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**Abstract:** Philosophical and worldview studies of the person's influence on nature, carried out based on analyzing the development of modern science and technological achievements, are a significant factor in the nature and specificity of changes in the ecological situation in the future. Optimal management of the current ecological situation is possible based on the formation of new worldview fundamentals of a person's scientific and technical attitude towards nature. The goal and result of optimal management lies in ensuring an ecological situation that will enable the effective co-existence of people and the natural environment. It is necessary to search for new approaches to overcome the destructive consequences of the widespread consumer-pragmatic attitude of a person to the natural environment that requires a critical revision of the consumption culture, which causes a violation of the technical and humanitarian balance in the world. The nature of the interrelationship between human interests and natural resources in Ukraine has been developing inconsistently with the requirements of unhindered development and conservation of the natural environment. Using the natural resource sphere leads to the gradual destruction of nature and the entire environment by a person. The connection between the development of society and the consumption of natural resources, the contradictions and problems arising from this have been and remain the focus of attention of numerous scientists, politicians, entrepreneurs, practitioners, philosophers and scientists. This is understandable, forasmuch as human activity is closely related to the sphere of natural resources and natural potential. The purpose of the academic paper is to characterize the features of the interaction between a person and nature from the viewpoint of revealing the philosophical and methodological problems of this issue. Methodology. In the course of the research, an analytical and bibliographic method was used to study the scientific literature on the interdependence of nature and a person, as well as a questionnaire survey for the practical clarification of certain aspects of the philosophical and methodological problems of the interaction of the society and nature. Results. Based on the research results, the features of human activity from the viewpoint of his impact on the natural environment were studied, and separate philosophical and methodological standpoints on this issue were investigated.

**Keywords:** co-evolutionary coexistence, consumer-pragmatic attitude, harmonious coexistence of a person and nature, natural resource management, optimal management, protection of natural resources.

### 1 Introduction

The harmonization of all spheres of human life cannot bypass the appeal to the relationship between a person and nature, because nowadays, more than ever before, the human recognizes his genetic dependence on the laws of the development of nature as a super system. The person's attitude towards nature as a bio-socio-spiritual being is an important part of social life, containing moral and value content and, to some extent, depending on the choice of methods and features of production and consumption. On the subjective level, this is a kind of projection of criteria and evaluations used in interpersonal communication and in relations with the world (Griffen et al., 2022).

In the process of gradual understanding of interrelationship between the society and nature and a human, the very concept of ecology is transformed and ecological knowledge and its

properties are differentiated in various aspects – sociological, psychological, legal, economic, and geopolitical, etc.

In the theoretical part of the present research, the concepts and features of the process of optimizing the interaction between society and nature have been substantiated. Attention is focused on the material and energy information exchange between society and nature, and destructive relations between society and natural resources. Ways of forming a new way of thinking have been outlined.

The practical part of the research includes an assessment of the prerequisites that make it necessary to review the interrelationship between the human and nature, the most promising directions of scientific and philosophical developments on the issue of the interrelationship between a person and the natural environment. It also includes highlighting the necessary changes in the philosophical and methodological aspect of scientific developments on the issue of human-nature relations and factors contributing to the formation of an ecological worldview, as well as the gradation of global goals that determine the general direction of ecological ideology as a conscious appeal to the future.

Based on the research results, conclusions were made regarding the issues raised. In particular, it has been established that, according to the survey participants' viewpoint, currently, in the conditions of the deterioration of the ecological state of the planet, the need arises to review the interrelationship between a person and nature in different periods of the human civilization development, in particular, with the emergence of the global ecological crisis and the exacerbation of psychological and philosophical conflicts in human relationships and nature. At the same time, scientists all over the world are paying more and more attention to the philosophical aspects of this issue. And the most promising directions for further development of problem outlined are the uncontrolled growth of the world population, increased industrial needs for mineral processing products, and uncontrolled environmental pollution. The basic factors contributing to scientific study on solving the issues of the interaction of society and nature, which are currently the most effective and in demand in the scientific field, are ecological systems, implemented in one way or another in relation to nature, and the skills of rational nature management. At the same time, according to the respondents' standpoint, in order to achieve eco-ideological norms, humanity must achieve safety and an efficient food system.

### 2 Literature Review

The idea of the dialogue between a human and nature in the research is nothing new. Nowadays, the issue of the joint development of society and nature, taking into account the specifics of co-evolutionary coexistence, is gaining particular importance. It is the concept of co-evolution of nature and society, based on the idea of an optimal relationship between society's interests and the possibilities of the biosphere, that becomes the key to understanding human nature and determining the fate of mankind, also due to the fact that the speed of natural and social evolution do not coincide. Without such a synthesis, it is impossible to understand a person in all the drama of his relationship with nature, and, consequently, it becomes impossible to create a truly workable strategy for the interaction of nature and society (Carrier & Gartzlaff, 2020), (Sideris, 2017).

It should also be taken into account that a human and nature are substances of the universe, and they cannot exist independently of each other; at the same time, they must find a balance in interaction (Lahoz-Beltra, 2018).

The main feature of optimizing the interaction between society and nature is that the emerging relationships are complex and dynamic. The previous (industrial) model of society development was aimed at increasing the material product due to the expansion of the extraction of raw materials and the attraction of additional energy, leading to catastrophic environmental pollution. The new model is primarily aimed at the development of science, the growth of the amount of knowledge and information in general, the use of renewable energy sources, and environmental protection. In this case, we are talking about states that have changed the direction of their development in favor of protecting and preserving their own natural resource potential and improving ecology (Popkova, 2018).

If considering nature and society as components of a single system, then it can be argued that their development is subject to the system's general laws as a whole and the specific laws for each subsystem. At the same time, the laws of nature have a universal character. Many of them also operate in society. At the same time, only such a social-economic system can be viable, the laws of which do not enter into irreconcilable contradictions with the laws of nature. Therefore, the fate of the future of civilization depends on the harmony of the interrelationship between a human and nature and the harmony of countries in solving global problems (Zwart, 2022).

In addition, the negative changes occurring in nature are increasingly approaching the critical mark in many of the most important parameters. Therefore, the time frames for solving global problems are strictly defined. Consequently, the idea of a "new enlightenment", a fundamental transformation of thinking, the result of which should be a holistic worldview, humanistic, but free from anthropocentrism, is open to development (Box-Steffensmeier et al., 2022).

Currently, regulation and optimization of the interaction between a human and nature is complicated by the fact that a significant part of natural resources is rapidly depleted and cannot be restored. Considering that natural resources are exhaustive, economic agents should consider that by consuming an additional unit of such a resource nowadays, they will reduce the amount of consumption available in the future.

These and other destructive factors in the interrelationship between a human and nature convincingly testify to the need for a radical change in the format of the social development policy, a sharp limitation of the consumption of natural resources, the search for an alternative to raw materials that would contribute to its natural recovery. It is obvious that these pragmatic tasks, which are currently being solved by humanity and at the same time constantly bringing new natural resources into circulation, cannot be solved in the long term. Contemporary global challenges of a long-term nature (in particular, the depletion of the environment and its resources, which, in particular, causes conflicts over resources, new types of diseases, global warming and a number of others) may remain unresolved within the framework of the current model of economic growth (Mohan & Kelly, 2020), (Dawadi et al., 2021).

### 3 Aims

The purpose of the research is to determine the standpoint of scientists conducting studies in the field of interaction between society and nature regarding the specifics of philosophical and methodological problems related to the formation of an ecological worldview and natural resource management.

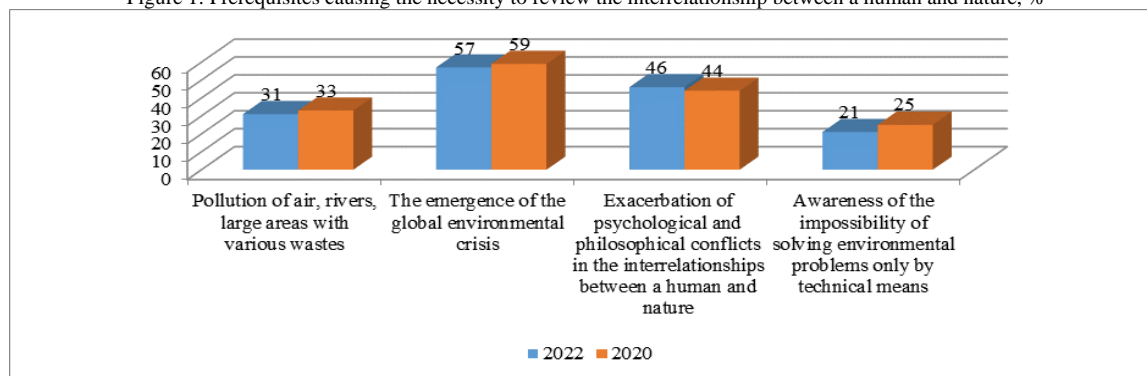
### 4 Materials and Methods

A practical study of modern philosophical and methodological tendencies concerning the issues of the interaction of society and nature was carried out by surveying 232 scientists conducting scientific and pedagogical activities in 24 institutions of higher education in the Vinnytsia, Cherkasy, Volyn, Rivne, Zhytomyr and Kyiv regions of Ukraine. The research was conducted using the Survey Planet service.

### 5 Results and Discussion

According to the survey participants' viewpoint, currently, in the conditions of deteriorating the ecological state of the planet, the need to review the interrelationship between a human and nature in different periods of the human civilization development, in particular, is caused by the following prerequisites (Figure 1):

Figure 1: Prerequisites causing the necessity to review the interrelationship between a human and nature, %



Source: compiled by the authors

As the survey has shown, based on the scientists' viewpoint, the most important prerequisites causing the necessity to review the interrelationship between a human and nature are the emergence of the global ecological crisis and the exacerbation of psychological and philosophical conflicts in the interrelationship between a human and nature.

According to scientists' assessments, human civilization has existed for 2-3 million years. But until recently, nature has managed to cope with often unreasonable human actions. The situation has worsened dramatically in the XX century. In this regard, scientists all over the world are paying more and more attention to the philosophical aspects of this issue. In particular,

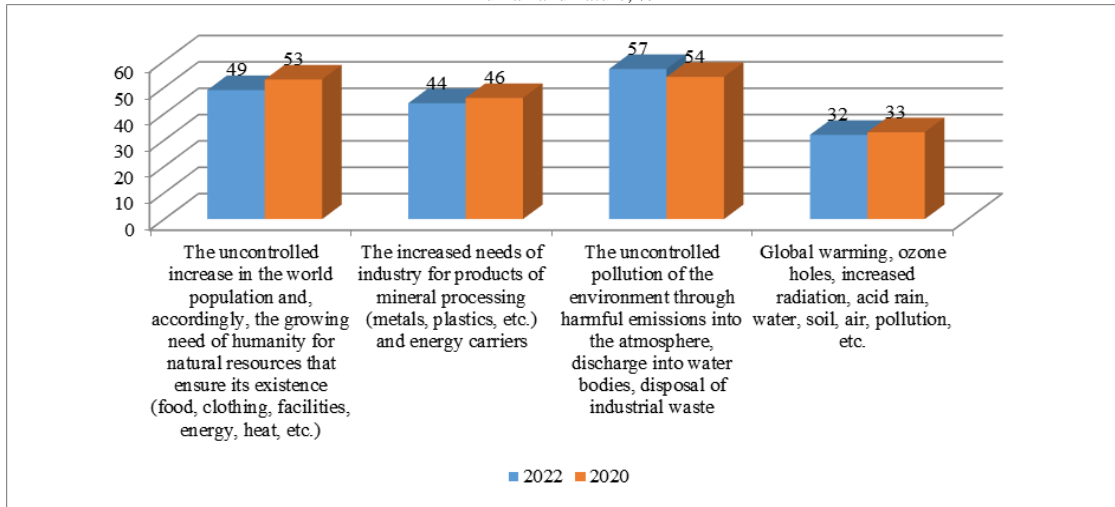
the most promising directions for further development of this problem are as follows (Figure 2):

- the uncontrolled increase in the world population and, accordingly, the growing need of humanity for natural resources that ensure its existence (food, clothing, facilities, energy, heat, etc.);
- the increased needs of industry for products of mineral processing (metals, plastics, etc.) and energy carriers;
- the uncontrolled pollution of the environment through harmful emissions into the atmosphere, discharges into water bodies, disposal of industrial waste.

The relevance of studying the human ecology requires the solution of global problems of humanity and the transition to the ecology of complex and multifaceted human activity (Figure 3):

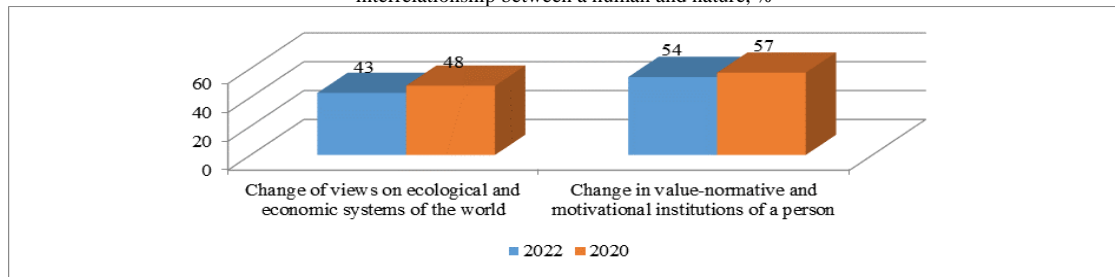
According to the survey participants' standpoint, systemic changes in the philosophical and methodological aspect of scientific developments primarily require changes in the value-normative and motivational institutions of a person.

Figure 2: The most promising directions of scientific and philosophical developments on the problem of the interrelationship between a human and nature, %



Source: compiled by the authors

Figure 3: Assessment of the necessary changes in the philosophical and methodological aspect of scientific developments on the issue of the interrelationship between a human and nature, %

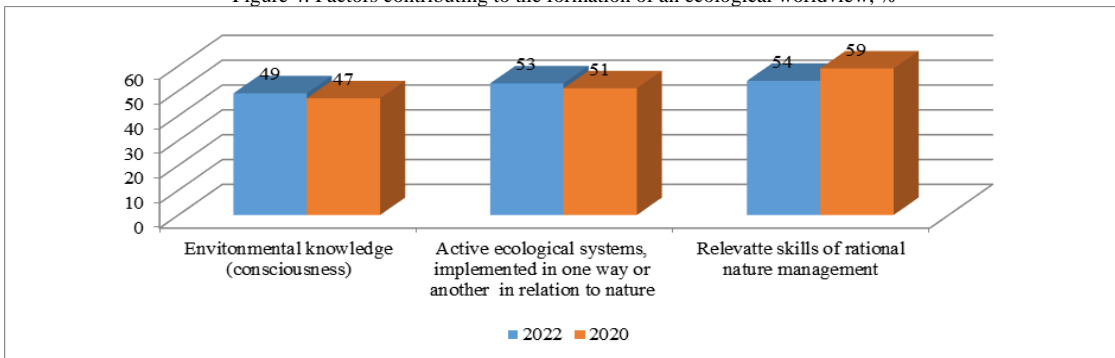


Source: compiled by the authors

In the course of the research, respondents were asked to identify the principal factors contributing to scientific studies on solving problems of the interaction of society and nature, which are

currently the most effective and in demand in the scientific field and contribute to the formation of an ecological worldview (Figure 4):

Figure 4: Factors contributing to the formation of an ecological worldview, %

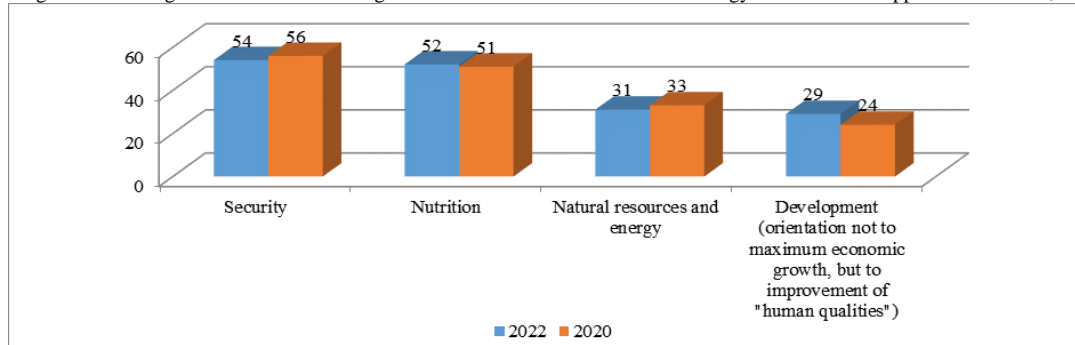


Source: compiled by the authors

As the survey has shown, such factors are ecological systems implemented in one way or another in relation to nature and the skills of rational nature management.

Along with this, according to the respondents' standpoint, to achieve eco-ideological norms, humanity must implement at least such global goals that determine the general orientation of ecological ideology as a conscious appeal to the future (Figure 5):

Figure 5: Global goals that determine the general direction of environmental ideology as a conscious appeal to the future, %



Source: compiled by the authors

- security;
- nutrition.

The universe unites the simultaneous existence of nature and a person, guaranteed by the balance, the interrelationship between them. A person is a higher substance, a component of the universe, which ensures his vital activity through the use of natural resource potential (Mohajan, 2018).

The problem of the interaction of society and nature is an important direction of scientific studies aimed at solving the complex processes of the nature development and its components, nature resource management at the planetary and regional levels. Nature and society function according to their own laws, which are fundamentally different from each other. It is about natural and social laws that natural and social sciences study with the help of different concepts, units of measurement, etc. (Andrushchenko, et al., 2019).

A retrospective analysis of the dynamics of the interrelationship between society and natural resources shows that the human attitude to the benefits of nature has been based on needs. These are the most important components that, as a rule, determine the pace and degree of involvement in the cycle of natural resources. Unfortunately, the society's requirements are ahead of the restorative properties of nature. In addition, some types of animal and plant life, some types of non-renewable minerals are quickly disappearing forever. Those needs that in the era of consumption often stay above the level of their satisfaction are growing. This creates a certain tension that becomes both an engine of economic growth and a cause of dissatisfaction with the status quo (Dawson, 2022).

It is possible to optimize the interrelationship between society and natural resources by limiting consumption. Another option is to limit population growth. However, as our research proves, none of the above-mentioned ways of limiting consumption can be objectively used in the current conditions, forasmuch as their implementation requires the awareness of society that nature of the current interrelationship between a human and nature will lead to the death of all living things on the earth (Berghöfer et al., 2022).

The way out of the problem outlined requires unified, consolidated and balanced actions of all countries, all inhabitants of the earth, aimed at stopping the barbaric destruction of the world's natural resources. It is about acting together to stop the debilitating and destructive development that is seen as the greatest good in many countries nowadays (Coscieme, 2020).

The tendencies and contradictions that have developed in the world economy testify to the need for the formation of a new social-economic system that must meet the challenges of modern times, in particular, regarding the elimination of various forms of inequality, the development of the middle class, and access to raw materials (Ducarme et al., 2020).

Studies reveal that developed countries often create destructive interrelationships between society and natural resources. In order to further accelerate development, they not only consume the lion's share of the entire natural resource potential, but also cause damage to the environment, artificially inhibit the development of other countries, which, despite the wealth of natural resources, have been in the group of underdeveloped countries for decades (Harrison et al., 2018).

Currently, more than ever, there is an urgent need to change the format of progress of highly developed countries, which largely depends on ensuring the harmonization of interrelations between a human and nature. The new paradigm of economic development primarily represents a transition from the predominantly sluggish market self-organization of the economy to its development, which is based on strengthening the fundamentals and gives rise to a new type of economic growth. Increment of growth as the main indicator of progress nowadays and in the distant future needs to be evaluated taking into account the scale of use, preservation, restoration and protection of the natural component (Himes & Muraca, 2018).

Studying the ways of developing a new way of thinking, a new attitude towards a person and his environment, solving global problems of humanity is important both in a practical and theoretical sense. In this context, the social-ecological methodology offers a rational approach to the quantitative measurement of interrelationships in the "society – nature" system (Jones & Tobin, 2018).

Material and energy information exchange takes place between nature and society, forasmuch as it occurs within the subsystems. However, the driving forces behind this exchange are different. While natural forces act in the "nature" subsystem, then social-economic forces act in the "society" subsystem. Their interaction creates a complex system of social-ecological and economic interrelationships. Direct and feedback connections of these two subsystems are implemented directly through a person, his biological links with nature, and through social, socially mediated links – through human production activity. A human is not only a natural, but also a social-natural being that combines inorganic and organic forms of movement (Cundill et al., 2017).

## 6 Conclusions

Therefore, as evidenced by the analysis of scientific literature on the research topic and the questionnaire results, the modern scientific community is aware of the necessity to develop and implement a model of "partner" dialogue based on the establishment of a harmonious coexistence of a human and nature. Such a model should promote the dialogue between individual cultures and integrative-synergistic scientific, educational and enlightenment-based directions regarding the value dimension of the natural environment.

Excessive and often ineffective human intervention in nature, inefficient use of existing natural resource potentials lead to their destruction.

Optimizing the interrelationship between nature and society requires compilation and the determination of a specific action plan within each country, region to ensure development without additional involvement of land, forest, water, etc. resources. Building new relations between society and nature becomes possible thanks to the inventory of natural resources, their redistribution between new owners, the introduction of the latest technologies, the introduction of scientific and technical achievements into the reproduction process.

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#### Primary Paper Section: A

#### Secondary Paper Section: AA

## LEADERSHIP IN THE CONTEXT OF THE INFORMATION STATE

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**Abstract:** The issue of effective leadership of managers in the civil service is an extremely intriguing and controversial topic. The actions of a civil servant manager are strictly regulated by the law and regulatory framework, respectively, the leadership of such a manager is limited by these framework conditions. However, in our time of global and dynamic changes, only the ability to be flexible and proactive allows staying in the field of dynamic actions. A successful balance between formal management and effective leadership is a prerequisite for the quality of large-scale innovation processes in public administration. The leadership skills of the manager play a very important role in motivating his subordinates to participate in the latest information processes. Thus, the effectiveness and coherence of the management of state bodies are largely determined by the person who manages these bodies, the presence or absence of experience, relevant qualifications, and innate or acquired leadership qualities. The article aims to identify the features of the implementation of leadership qualities in public administration, taking into account the peculiarities of working conditions in the information state. Furthermore, the article intends to determine the opinion of experts in the field of public administration on the peculiarities of leadership in such conditions. Methodology. In the course of the study, analytical and bibliographic method has been used to study the scientific literature on leadership in the context of an information state. Moreover, a questionnaire survey has been conducted to practically clarify certain aspects of the application of leadership qualities in today's information state. Results. According to the results of the study, the directions of studying the application of leadership qualities in today's information society have been analyzed. Based on the results of the survey, the point of view of scientists in the field of public administration on certain key aspects of this issue has been investigated.

**Keywords:** development of leadership qualities, peculiarities of the information state, mastery of information technologies, leadership competencies, leaders in the context of an information society.

### 1 Introduction

Today, in light of globalization, democratization, computerization, technology, and the increasing role of the individual in the economy, politics, and government, the issue of leadership acquires new meaning and content.

The modern information society is fundamentally different from the previous industrial society in its attitude to innovation processes. The basis of its development is the creation of an information environment, which is connected with the entire infrastructure of society - economy, public administration, culture, education, etc.

Therefore, in the modern environment, where technologies and processes change very quickly, it is important to implement public administration, taking into account the concept of innovative leadership. Innovative leadership in public administration is seen as the process of internal socio-psychological organization, management of team activities, and influence on employees. This is accompanied by a change in the perceptions and values of the latter, activation of the higher need for innovation, productivity, creativity, and self-realization.

The theoretical part of this study traces the main features of the leaders' activity in the information state. It also considers the main characteristics of the global information space in terms of public administration. In addition, the process of modern business organization in the information society is assessed.

The practical part of the study includes an assessment of the priority of areas that require additional scientific and practical study in terms of the specifics of the application of leadership skills in the information society. It includes determination of the importance of the main qualities of a leader, directions of personnel policy in state bodies in terms of their effective practical implementation in the information state, and types of skills that are most effective and in demand leaders in the information society.

According to the results of the study, conclusions were drawn on the main areas that require further development in terms of the specifics of the application of leadership skills in the information society. In particular, according to respondents, such areas are the mechanisms of leadership and management, leadership in social interaction, as well as the role of the leader in change management. The survey also found that nowadays especially effective leaders are specialists who master the latest search information technologies, quickly adapt to new types of communication, and successfully use their communication and resource potential, taking into account the changing information environment. At the same time, important for the development of leadership skills in terms of their effective practical implementation in the information state is the effective use of information technology, selection procedures for civil service, and advanced training. An essential result of the survey is the identification of the most effective skills in demand for leaders in the information society, namely human resource management, result orientation, and business skills.

### 2 Literature review

Power and influence as leadership tools are the only means available to a manager to solve organizational, production, along with other problems. If the manager does not have sufficient power to influence those on whom the effectiveness of the team he leads depends, he will not be able to achieve the goals of the organization (Cortellazzo, Bruni & Zampieri, 2019). However, it should be noted that now, in the conditions of formation and active development of the information state, having power does not always mean the ability to impose one's will regardless of the feelings, desires, and abilities of another person. On the contrary, in many cases, subordinates have power over the leader: his choice for the position, the information necessary for decision-making, the interest of employees in the task, and enthusiasm or passivity in its implementation. The leader should use power very carefully and skillfully use methods of influence (Weiner, Rodriguez & Merry, 2022).

Leaders in an innovative society also bear personal responsibility for the implementation of projects that require innovative development. Therefore, leaders in a modern state need to introduce a culture of trust and build relationships based on trust. They have to take initiative, set ambitious goals, and link these goals to the needs of their clients, departments, and organizations (Vidgen, Shaw & Grant, 2017).

The most crucial sources of innovation in the information state are research and development, system innovation, knowledge management, integration, new strategies, and new business models (Aarseth, Ahola, Aaltonen, Økland & Andersen, 2017).

The modern world is characterized by a focus on knowledge, constant information changes, and globalization processes. Experts of the advanced countries of the world pay considerable attention to the implementation of innovative leadership in



public administration in the context of information globalization (Brunet et al., 2021).

Modern society is moving towards participatory democracy, which is manifested in the growth of broad civic initiatives and the growing interest of citizens to participate in social and legislative policy (By, 2021).

At the same time, there is a transition from a hierarchical to a network organization, since the centralized hierarchical structure delays the flow of information and counteracts all the processes that take place in other spheres of society (Chang-Richards et al., 2017).

While analyzing the activities of the leader in the information state, it should be noted that the media, especially television and the Internet, play a dual role in society (Dille et al., 2018). On the one hand, the emergence of the global information space is a powerful democratizing force, mainly due to the online availability of political information. Interactivity allows citizens to obtain the information they need, express their opinions, and demand personal responses from their representatives to monitor their activities. Information society theorists believe that the global network offers extraordinary opportunities for the expression of citizens' rights and the spread of humanistic values. The Internet creates the possibility of instant access for an unlimited number of people to the texts of draft laws at the stage of their preliminary development, as well as to the dissemination of the maximum amount of analytical information of an unclassified nature. Voters, regardless of their income level and location, expand their opportunities to organize or "self-organize" to represent their interests at the state and non-state levels. By reducing the costs of collecting and transmitting information, the circle of people who have the opportunity to participate in the development and adoption of politically significant decisions will significantly increase, possibly to the level of the entire politically active population. This will create conditions for a gradual reduction of political inequality of

opportunities for citizens of formally democratic states caused by unequal distribution of wealth and income (Lai et al., 2018), (Luna-Reyes et al., 2021).

On the other hand, new information technologies bring new threats and risks caused by several factors. The most important of them are the future division of society into those who have access to information and those who do not and the related restriction of the principle of democratic elections; the threat of spreading false information by criminal and extremist groups.

### 3 Aims

The purpose of the study is to determine the position of scientists in the field of public administration and specialists working in managerial positions in public authorities on the peculiarities of the implementation of leadership qualities in the conditions of public administration informatization.

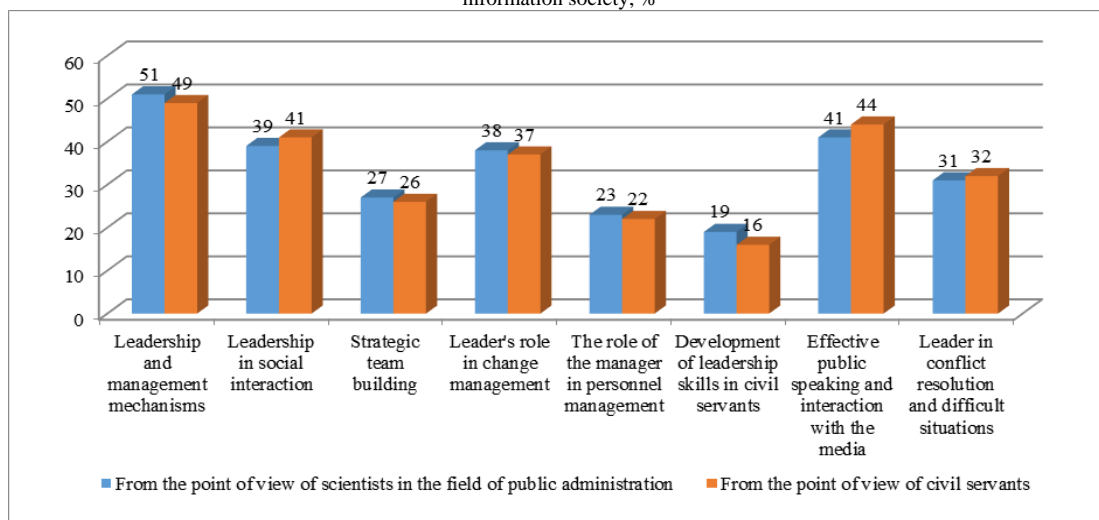
### 4 Materials and methods

Practical research of leadership features in the context of informatization of public administration was conducted by interviewing 211 practicing civil servants and 52 scientists. They carry out research or teaching activities in the field of public administration in 17 research and educational institutions of Chernihiv, Rivne, Zhytomyr, Ivano-Frankivsk, and Kyiv oblasts of Ukraine. The research was conducted using the Survey Planet service.

### 5 Results and Discussion

In the course of the study, the point of view of scientists and public administrators on the main areas that require additional refinement in terms of the peculiarities of the application of leadership skills in the information society was studied (Figure 1).

Figure 1: Areas that require additional scientific and practical study in terms of the specifics of the application of leadership skills in the information society, %



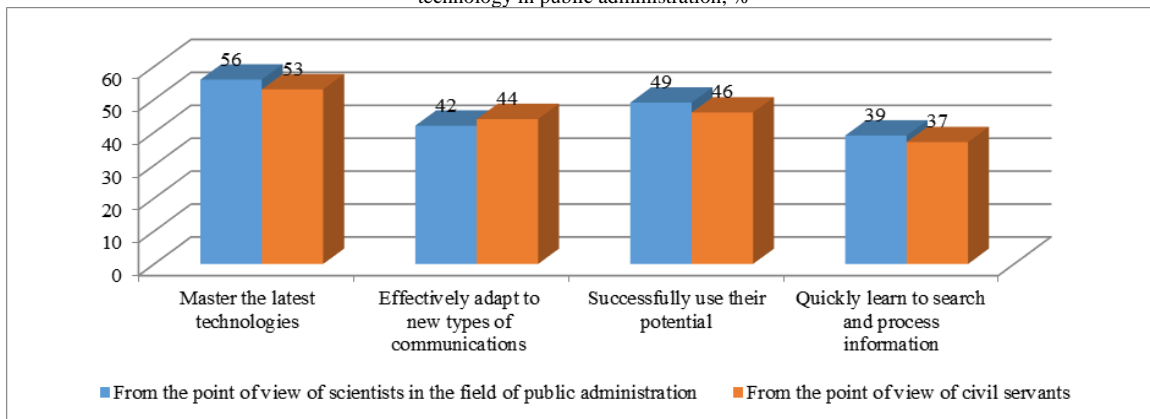
Source: compiled by the authors

According to the survey, such areas are leadership and management mechanisms, leadership in social interaction, as well as the role of the leader in change management.

According to the survey participants, nowadays, in the conditions of informatization of society, especially effective leaders are specialists with the following qualities (Figure 2):



Figure 2: Features of the main qualities of a leader that require the most active development in terms of enhancing the use of information technology in public administration, %

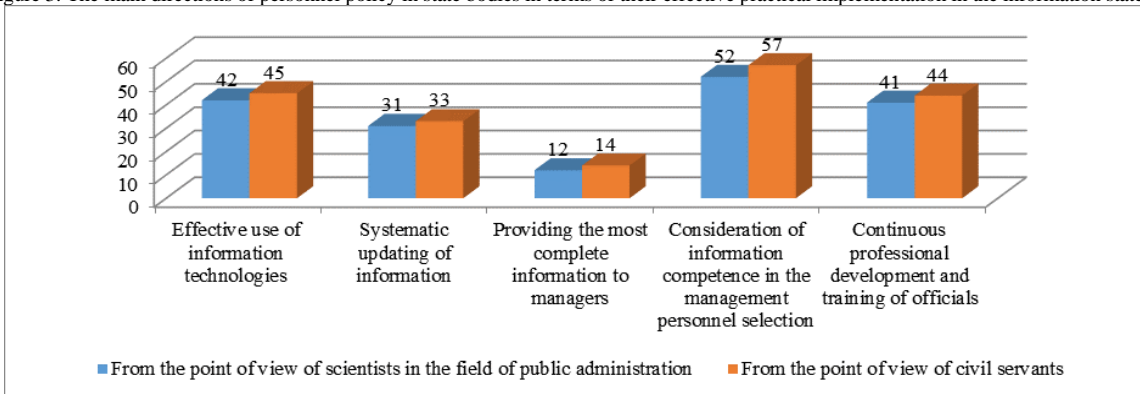


Source: compiled by the authors

- master the latest search information technologies;
- effectively adjust to new types of communication;
- successfully use their communication and resource potential, taking into account the variability of the information environment.

Essential for the development of leadership skills in terms of their effective practical implementation in the information state is also the main direction of personnel policy in government agencies. Assessing the most significant of them, respondents, in particular, identified the following priority in their application (Figure 3):

Figure 3: The main directions of personnel policy in state bodies in terms of their effective practical implementation in the information state, %



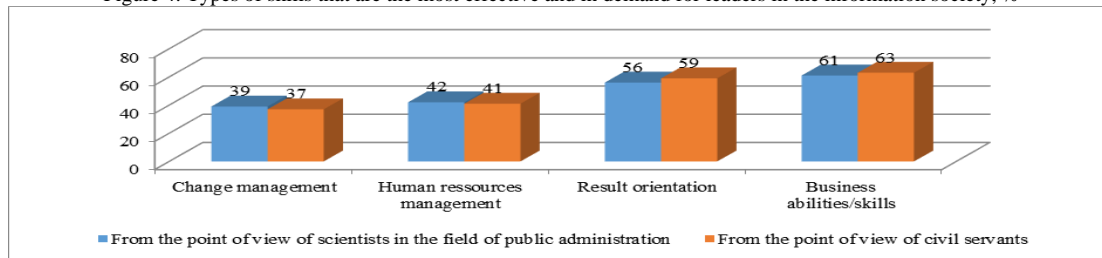
Source: compiled by the author

- effective use of information technologies;
- ensuring effective, fair, and transparent procedures for civil service selection and promotion;
- continuous professional development and training of officials, which should be based on the ideals of creativity, initiative, strategic thinking, trust, and respect for people.

- human resources management (conflict management, maximizing diversity, developing others, team building);
- result orientation (accountability, customer service, decision making, development of the organization and its services, problem-solving);
- business abilities/skills (financial management, human capital management, technology management).

During the survey, respondents were asked to name the types of skills that are most effective and in demand for leaders in the information society. These skills are (Figure 4):

Figure 4: Types of skills that are the most effective and in demand for leaders in the information society, %



Source: compiled by the authors

Hence, in the modern world, leadership is one of the decisive factors that determine the success of activities in any field. The attention of managers in many countries of the world, both from developed countries and those who want to strengthen their

competitiveness at the international level, is focused on the development of leadership skills in the information society (Teo et al., 2021), (Zhang et al., 2018).

Nowadays, leadership as a social and psychological category is developing both in the private and public sectors, especially in the civil service (Shao, 2018).

Leadership is the basis of democratic governance, a modern system of views on governance. Effective leadership is seen as a powerful factor in increasing the managerial capacity and effective functioning of public (state and local) authorities (Whyte et al., 2022).

Moreover, the issue of studying leadership in the information society is a response to the modern rhythm of life and constant dynamic changes in all its spheres. It is especially manifested through increased competition and globalization, international economic integration, market growth in developing countries, greater deregulation and privatization, as well as technological changes (faster and better communication, more information networks connecting more people in the world) (Ellahi et al., 2022).

One of the characteristic changes of our time, which has a great impact on the management system in general and effective leadership behavior in particular, is the transition of countries to an economy in which knowledge, intangible assets, and especially intellectual capital play a key role (Manataa et al., 2021).

Modern leaders work in a fundamentally new environment, and if they want to succeed in the future, they have to optimize and adapt their behavior and attitude to all spheres of life to the conditions of today's society. The behavioral styles of modern managers are characterized by flexibility, improvisation, and the creation of so-called "productive chaos". Modern organizations require appropriate management, which is significantly different from similar processes in the traditional hierarchical organizational structure (Floris & Cuganesan, 2019).

A modern business organization is complex social processes that are not always predictable. The situation with the approval of a five-year strategy and forecasting the mechanisms of its implementation does not work today. Therefore, leaders should abandon the outdated organizational model and attempts to control people and create conditions that help employees to act innovatively in uncertain situations (King & Badham, 2019).

Modern information and telecommunication technologies have become an integral part of the infrastructure of modern society. Not only technological but also social progress, the economic competitiveness of the country as a whole greatly depends on them (Flynn, Nagle & Fitzgerald, 2022).

Scientists believe that the functions of the state in the information society will gradually change. The reason lies in the role of information technologies, which, on the one hand, provide almost immediate interactive communication and on the other hand, improve the ability of the media and non-governmental organizations to control the actions of the authorities (Overgård, Jensen & Thuesen, 2022).

Accordingly, there is a significant intensification and strengthening of the influence of non-governmental organizations both locally and internationally. People who share certain goals have the opportunity to implement numerous projects jointly, which previously would have been impossible without the participation of the state.

## 6 Conclusions

Thus, the development of information technologies opens up new opportunities that societies and states use in different ways. Analysis of the practice and experience of leadership formation in the information state allows us to identify some areas of activity of state bodies in this sphere. The key among them is the promotion of competition, the fight against monopolies, control over the concentration of ownership in the media, legal and

technological maintenance of the law, and technical possibilities of access to information technologies.

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**Primary Paper Section: A**

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## SOCIAL RESPONSIBILITY AS A CORPORATE STRATEGY OF THE ENTERPRISE

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**Abstract:** The concept of social responsibility (CSR) is gaining more and more popularity and is being integrated into the corporate strategies of enterprises due to the demands of various interested parties. The purpose of the academic paper is to empirically study social responsibility and its integration into the company's corporate strategy. The research methodology has included methods of thematic analysis of real situations, CSR integration initiatives and a systematic review of the corporate growth strategy of a Ukrainian company built on sustainable business development. Results. The assessment of tendencies of implementing CSR in Ukraine shows that 80% of Ukrainian companies implement CSR or focus on its principles. From among the CSR tendencies, the following ones have been highlighted: 1) inclusion of environmental protection and climate neutrality initiatives in the corporate business strategies of companies; 2) following the trend towards gender equality and inclusiveness, barrier-free access of young workers to the labor market; 3) focusing on sustainable development thanks to ESG strategies of companies, which will provide increased opportunities for financing; 4) consolidation of the sustainable development goals of the UN in the activities of companies. The analysis of CSR practice as a corporate growth strategy (Case: IE "Coca-Cola Beverages Ukraine") has made it possible to come to definite results. The economic aspect of the strategy includes the following components: improving products in accordance with market needs, creating jobs, and ensuring production innovation. The social aspect of the strategy involves the following components: the Coca-Cola Company system in Ukraine positions itself as a part of the community that actively participates in solving community problems; the company provides the development of employees, the research of consumers' needs, strengthening the role of women and youth in the society. The environmental aspect includes the following components: the implementation of the global strategy "World without waste" and the introduction several projects within this framework. The concept of social responsibility is fully integrated into the growth strategy and provides for the implementation of strategic initiatives in various directions of sustainable development.

**Keywords:** corporate social responsibility, corporate strategy, corporate governance, sustainable development, strategy for the growth of CSR

### 1 Introduction

Every company, or enterprise, regardless of the sector of operation, has its own direct and indirect impact on the economy, ecology and society. Management of these impacts is possible thanks to a transparent and effective corporate governance system. To develop such a system, an integrated strategy (economic, environmental, social, management aspects) is formed, which defines the mission, values, goals and methods of their achievement and measurement. In addition, companies' strategies are increasingly subordinated to the sustainable development principles and the concept of corporate social responsibility (CSR). In a strategic sense, investments in CSR are not just another expense for business; they are necessary for the further survival of the company in the current highly competitive business environment.

Companies are increasingly aligning their core business strategies and social goals with the Sustainable Development Goals by adopting their own Economic Social Governance (ESG) strategies. The purpose of business is transformed from making a profit to providing value for customers, employees, suppliers, partners and communities. Enterprises and investors see this as a competitive advantage for companies. More and more investors are seeking to fund organizations and products

that support and promote sustainability, and the leaders of these companies are trying to be active and persistent in delivering their core sustainability messages. However, disclosing financial information and ensuring transparency of actions for companies remains a new and complex process, particularly due to the implementation of global standards for reporting on sustainable development (Global Reporting Initiative, 2022).

The purpose of the academic paper is to empirically study social responsibility and its integration into the company's corporate strategy.

### 2 Literature Review

Corporate social responsibility (CSR) and corporate sustainability represent a way for companies to achieve higher ethical standards and balance economic, environmental and social imperatives to address the challenges, concerns and expectations of interested parties (Li & Liu, et al., 2019). Corporate governance reflects how companies perform their legal obligations, which form the basis of building CSR practices within the framework of sustainable business development strategies (Miles, Munilla & Darroch, 2006; Gupta, 2012). Companies are increasingly using an active approach towards incorporating the concept of corporate social responsibility (CSR) into the firm's strategy, which includes six dimensions: mission, strategic issues, markets, consumer needs, resources, competitive advantages (Galbreath, 2009).

The issue of how the legal system for sustainable development induces companies to invest profits in environmental and social projects is also discussed in the scientific literature (Ortiz-Avram & Domnanovich, et al., 2018). However, this does not mean that firms will constantly make such investments, especially under competitive pressure. Under many circumstances, companies implementing high-value CSR initiatives will have to raise prices, cut wages and other costs, give amen to lower profits or pay lower dividends, and consequently accept the economic consequences. After such measures are taken, the price of the firm's shares may decline until it becomes proportional to earnings. At the same time, attracting new capital can be difficult, as the profits are lower than the market average ones. Other short-term economic effects may include loss of market share, raising expenditures on insurance costs, increase in expenses on borrowing costs, and loss of reputation. From the long-term perspective, the firm may face shareholder litigation, a corporate takeover, or closure. This process of economic survival of the fittest companies suggests that firms engaged in unsustainable CSR may be forced out of business (Reinhardt & Stavins, 2010). This is precisely why the concept of CSR should be integrated into the company's corporate strategy; moreover, it should be consistent with the firm's financial capabilities.

In the literature on CSR, there is no empirical evidence of companies investing in social projects and donating their profits. Most of the available evidences suggest that companies consider socially responsible actions in the same way as more traditional business activities. Instead of altruistically sacrificing profits, they engage in a more limited but more profitable set of socially beneficial activities that contribute to their financial goals (Lin & Li, et al., 2021). For instance, social initiatives include the development of employees and their skills, which at the same time provide a higher level of productivity for companies. Another example is the investment in environmentally friendly equipment, which, in addition to decreasing the negative impact on the environment, contributes to the reduction of production costs, as well as makes it possible to produce innovative products. Supporters of sustainable business practices argue that environmental responsibility ultimately leads to higher profits in the long-term perspective (Kraus, Rehman & García, 2020). The interrelationship between socially responsible activity and profitability is best manifested in the long-term perspective (Yuan & Lu, et al., 2020).

Strategic investment in corporate social responsibility (CSR) maximizes revenues while satisfying the demands of numerous interested parties. Samy, Odemilin & Bampton (2010) studied the CSR practices of 20 selected British companies based on quantitative analysis and a research approach. The analysis of CSR policy in companies is based on studying the experience of firms implementing the recommendations of the Global Reporting Initiative (GRI) and exploring the dynamics of earnings per share (EPS) of selected companies. The findings showed that out of 20 selected companies, only four achieved all GRI requirements, namely: overall disclosure indicators; direct and indirect economic impacts; corporate governance, business ethics and anti-corruption; sustainable procurement and supply chain management; packaging, reuse and waste management; water resources management; climate change, emissions, energy use and efficiency; well-being, engagement and advanced development of employees; occupational health and safety; human rights, diversity and equal opportunities; involvement of local communities and investment in their development; etc. (Samy, Odemilin & Bampton, 2010).

Firms' profit depends on how companies participate in corporate social responsibility. Recent investigations on the interconnection between CSR and corporate financial performance (CFP) suggest a number of contextual and organizational factors in order to create a stronger link. Some of these studies examine the role of CSR engagement strategy. Tang, Hull & Rothenberg (2012) argue that when a firm slowly and consistently engages in CSR, focuses on related CSR dimensions and starts with internal CSR dimensions, CFP will be enhanced. Using data from 130 firms collected between 1995 and 2007, the authors have found that firms benefit more when they adopt a CSR engagement strategy, which is consistent. It includes related dimensions of CSR, and begins with aspects of CSR that are more internal to the firm. However, the pace of the CSR engagement strategy does not moderate the CSR-CFP link (Tang, Hull & Rothenberg, 2012).

Given that the domestic scientific literature is limited to theoretical studies on social responsibility, it is expedient to carry out an empirical assessment of CSR practice and its connection with the strategy of enterprises. For instance, the academic paper examines the features of corporate social responsibility in the system of other modern forms (types) of social orientation of enterprise management (Smerichevskiy & Kolesnyk, 2022). Social responsibility is studied as a manifestation of a strategic approach to such a modern type of innovation as open innovation, which is manifested in the "Concept of Open Innovation 2.0". The latter one is more socially oriented, and it correlates with the ideas of the European research space (Kolesnyk, Komandrovska & Chernyshova, 2022). The academic paper investigates the dominant factors in the development of the modern scientific direction of social responsibility and proposes the implementation of the ideas of social and economic responsibility by virtue of the method of proactive conflict prevention in managing the receivables on the basis of the life cycle model of the client's satisfaction (Smerichevska & Kolesnyk, 2018). Along with this, there is a study in the scientific literature on the impact of nanoeconomics on the formation of modern approaches in the environmental protection sphere for the strategic provision of sustainable development (including its social component as a determinant for sustainable development) (Ostapenko & Kolesnyk, 2021). In another scientific work, the components of the enterprise's social responsibility are defined. Along with this, features of cultivating socially responsible behavior of trading enterprises at the current stage of their functioning are considered (Mykolaichuk, Sylkina & Sychova, 2017). By the way, the use of a complex model for assessing social and environmental responsibility of business, which includes their main indicators, has been also substantiated in the scientific literature (Silkina, 2020).

Therefore, empirical studies of CSR practice as a corporate strategy of an enterprise are quite limited in the scientific literature. Taking into account the constant evolution of changes

and strengthening of the requirements of interested parties towards the practice of CSR, it is relevant to conduct an analysis of such practice.

### 3 Methodology

In the course of writing the academic paper, the mixed research design for a systematic, comprehensive study of the practical aspects of implementing the concept of social responsibility as a corporate strategy of enterprises in Ukraine was used. The mixed design made it possible to combine qualitative research methods, in particular, as follows:

1. A case study of real situations on implementing social responsibility measures, including an analysis of the Sustainability and Social Responsibility Reports of "Coca-Cola Ukraine Limited" LLC in 2018-2021, in order to track the dynamics of changes in the practice of social responsibility. In particular, the case study included an analysis of strategies within the framework of CSR: the global strategy "World without waste" and the actions implemented within its framework.
2. A systematic review based on the content analysis method was applied to evaluate real evidence of introducing the concept of social responsibility into the strategy of enterprises. The review was conducted on the basis of the analysis of the companies' reports on the activity strategy and practice of social responsibility (Reports on the sustainable development of the System of Coca-Cola Companies in Ukraine for 2018-2020) (Coca-Cola Ukraine, 2022a; 2022b; 2022c).

In the course of the research, the following data were used to analyze the practice of social responsibility, namely:

1. Secondary research data (surveys, analytical materials, reports) of the "CSR Development" Centre and the Professional Association of Corporate Management (PACM) for the analysis of key CSR trends in Ukraine.
2. ESG index for 2020, which made it possible to select a company for the analysis of corporate social responsibility practices. The ESG index of the transparency of the Ukrainian companies' websites for 2020 was calculated by the Centre for CSR Development and PACM with the support of the Centre for International Private Entrepreneurship (CIPE). The index evaluates the transparency of corporate governance and social responsibility of 56 Ukrainian companies based on public information for 2020 from open sources in accordance with ESG criteria: social, environmental and management factors. The basis of the assessment included the companies that were among the 50 largest taxpayers. They voluntarily joined the assessing process in 2020. In the present scientific work, to analyze the practice of CSR and its connection with the strategy of the enterprise, a company was selected from the TOP-10 most transparent companies, including five public and five private companies (CSR Ukraine, 2022). Therefore, the Coca-Cola System of Companies in Ukraine was selected for CSR analysis.

### 4 Results

#### 4.1 General assessment of social responsibility practices of companies in Ukraine

In Ukraine, standards for reporting on sustainable development initiatives for financial companies are being developed by the National Bank of Ukraine (NBU) and the National Securities and Stock Market Commission. The NBU plans to implement environmental, social and management factors into the corporate governance system of banks since the beginning of 2022 and non-bank financial institutions since the end of 2024. For Ukrainian companies in other sectors, a new Corporate Governance Code was introduced in March 2020,

recommending the disclosure of information on the development of ESG projects.

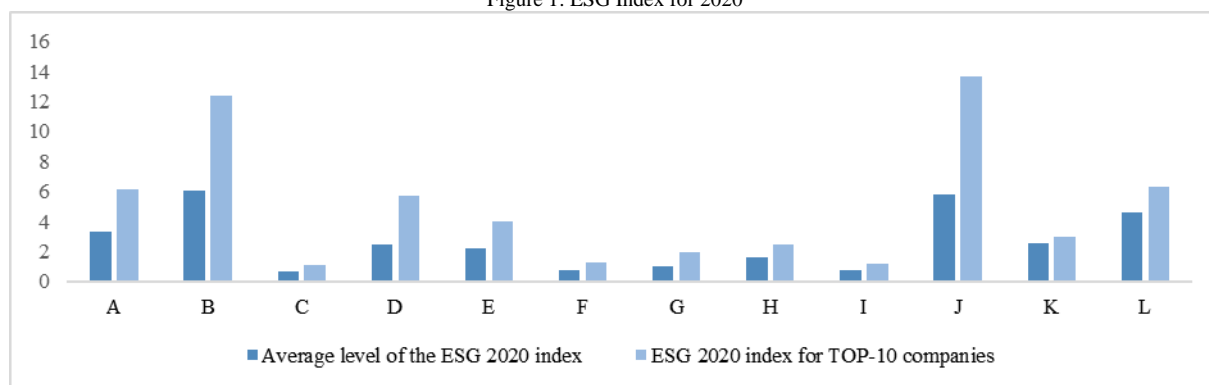
According to the results of the study conducted by the Centre for the Development of CSR in Ukraine in 2018, it has been revealed that 80% of Ukrainian companies implement CSR or are guided by its principles. Only 25% systematically allocate the budget for projects and CSR initiatives, which is significantly different from the experience of international companies. This also applies to the profession of CSR manager (Saprykina, 2022). In 2019, the study of the European Association of Sustainable Development Professionals has revealed that 47,3% of professionals hold a position called "CSR Manager" in Europe. In Ukraine, this position is occupied by more than 30% of employees, mainly from manufacturing companies. In the world practice, the financial and investment sectors have the most vacancies for CSR specialists (Saprykina, 2022).

In 2022, new Directives of the European Commission are expected, which will also affect companies in Ukraine. On the one hand, the requirements for the Management Report, large Ukrainian companies and financial institutions are currently preparing, will increase; and on the other hand, suppliers working with EU companies must adopt human rights policies. From among the CSR tendencies, the following ones should be highlighted: 1) inclusion of environmental protection and climate neutrality initiatives in corporate business strategies of companies; 2) continuation of the trend towards gender equality and inclusiveness, barrier-free access of young workers to the labor market; 3) focusing on sustainable development thanks to ESG strategies of companies, which will ensure increased opportunities for financing; 4) consolidation of UN sustainable development goals in the companies' activities. The following factors will be the main drivers of companies' orientations towards environmental protection: the EU Green Course, the latest commitments of governments at COP-26 and requests from young employees and customers in Ukraine. A Deloitte study (2021) has established that 66% of Millennials and 72% of Generation Z would not want businesses to reduce aid towards preventing climate change. The leaders in these initiatives can be agricultural companies, the IT sector and industrial enterprises polluting the environment (the products of which are planned to

be taxed). The equal access of women and men to the labor market will be relevant, as the number of requests from young employees / clients, investors and partners regarding gender equality and inclusiveness are increasing. The rating "Family-Friendly Company" (Saprykina & Zinchenko, 2021), conducted for the first time in 2021, revealed an increase in the number of family-oriented enterprises, which will contribute to enhancing CSR practices in this area, improvement of the welfare of stakeholders, and the reputation of Ukrainian companies. Focusing on sustainable development through implementing ESG strategies will provide increasing opportunities for financing. ESG (Environmental, Social and Governance) factors are the ones the company applies to manage its sustainable development. Investments in ESG funds in 2020 reached 1 trillion US dollars, which is 20 times more than in 2019 (Saprykina, 2022). ESG funds invest in companies with ESG strategies – there are already five such companies in Ukraine. Therefore, such strategies will be increasingly popular in Ukrainian companies, which will also be facilitated by the ESG Transparency Index developed in Ukraine. The popularity of CSR will also increase due to the establishment of the Sustainable Development Goals (SDGs) of the UN in the activities of companies. Nowadays, only 17,8% of companies in Ukraine integrated CSR into their own strategies in 2020; however, the indicator will grow. In Ukraine, CSR is an integral part of the development of all strategic documents of the state, which will definitely affect business.

The average level of information disclosure by Ukrainian companies, according to ESG indicators, is 32%, and by companies from the TOP-10 – more than 60%. Most often, participants of the ESG Transparency Index 2020 disclose general information about the company, environmental protection and relations with the community. The least covered are the issues of human rights, implementation of CSR in the supply chain, and management and company leadership. The TOP-10 companies of the Index have twice as high indicators for almost all "Content" criteria, and almost 2,5 times as high for the "Reporting" indicator. The level of information disclosure compared to 2019 improved for all evaluation criteria, in particular, most notably – for the "Human Rights" and "Management and Company Leadership" criteria (Figure 1).

Figure 1: ESG Index for 2020



Source: Professional Association of Corporate Governance (2022)

A - general information about the company and CSR policy; B - corporate governance; C - human rights; D - labor relations; E - environmental protection; F - implementation of CSR in the supply chain; G - responsible consumption; H - community relations; I - leadership and company management; J - reporting; K - navigation; L - accessibility.

More than half of the companies (62,5%, 35 companies) post information about the company's mission, vision, and values on corporate websites or in non-financial reports; 59% (33 companies) post Codes of Ethics, and a third of companies (34%, 19 companies) – Strategies of the development. From among the analyzed companies, 26 have posted a CSR strategy

or their objectives on the CSR website. 11 companies have posted commitments regarding the sustainable development goals on their websites. 48 out of 56 companies have posted information about corporate governance on the websites. Most often, companies post information on their websites about the governing bodies (Board, Council, and Corporate Secretary) and sometimes – about the functional duties of the members of the governing bodies. The highest level of information disclosure, based on the "corporate governance" indicator, was demonstrated by JSC "First Ukrainian International Bank" and JSC "UKRGAZBANK" (17 points out of 22 possible), PrJSC "Ukrhydroenergo" (16,5 points), MHP (13,5 points), JSC

“Ukrainian Railways” (13,5 points) and NPC “Ukrenergo” (13 points).

Less than half of companies (44,6%, 26 companies) release to the public CSR strategies or CSR goals on their websites or mention them in non-financial reports. For instance, the following social responsibility policies or strategies have been posted on the corporate websites, namely: PE “Coca-Cola Beverages Ukraine” (Commitment to Sustainable Development 2025), SE “Administration of Sea Ports of Ukraine” (Policy of social responsibility and sustainable development), JSC “Ukrzavvydobuvannya” (Standard of corporate social responsibility in cooperation with communities, charitable and public organizations), PJSC “Ukrhydroenergo” (Strategy of corporate social responsibility), NPC “Ukrenergo” (Policy on corporate social responsibility), SoftServe Inc. (Policy on corporate social responsibility), PJSC “ArcelorMittal Kryvyi Rih” (Sustainable Development Policy), PJSC “National Joint Stock Company Naftogaz” (Policy in the field of social responsibility).

The most important components of corporate governance are anti-corruption policies and procedures. Compared to the previous year, twice as many companies publish information about the structure performing compliance functions (37,5% versus 18,6% in 2019), and a smaller share of companies publishes information about the commissioner of the anti-corruption program (28,5 % versus 35% in 2019). It is worth noting that some companies implement innovative approaches in spreading the principles of ethics and compliance. For instance, the MHP has developed and begun piloting the Ethics and Compliance Ambassadors Program. Stakeholder engagement plans are published only on the websites of MHP, PJSC “ArcelorMittal Kryvyi Rih”, SE “NNEGC “Energoatom” and JSC “Ukrainian Railways”. An insignificant share of companies provides information on corporate social responsibility management (6 or 11%); the increase in their share compared to 2019 is insignificant.

The level of transparency of Ukrainian companies is gradually increasing. The average level of disclosure of information by Ukrainian companies according to ESG indicators is as follows:

1. Social aspects (human rights, labor relations, supply chain, responsible consumption, community development, management and company leadership) – 26,4%;
2. Environmental aspects – 36,6%;
3. Corporate management – 27,7%.

## 4.2 Case of PE “Coca-Cola Beverages Ukraine”

The Coca-Cola Company system in Ukraine positions itself as a part of the community that actively participates in solving community problems, including, for instance, overcoming the problems caused by COVID-19. The issue of suspending commercial advertising of all brands from the beginning of the quarantine and directing resources to protect and support the society is the basic one to be solved. For this purpose, the Coca-Cola Foundation has provided grants to public organizations around the world for more than 90 million dollars. More than 8 million UAH was sent to the Red Cross Society in Ukraine for the purchase of medical equipment for seven hospitals in different regions of Ukraine. The concept of social responsibility is fully integrated into the growth strategy and provides for the implementation of strategic initiatives in various directions of sustainable development. From among the initiatives and directions, the particular attention should be paid to constant improvement of products based on studying the consumers’ tastes and, accordingly, the mission “to refresh and change the world for the better”. In 2020, the company released 15 new product names and increased the number of calorie-free drinks with reduced sugar content in the total sales volume to 26,5%. The concept of sustainable development of the company is combined with the development of the economy. In 2020, the company’s full contribution to Ukraine’s GDP amounted to 11,3 billion UAH, which is 20% more than in 2019. The company contributed to the creation of workplaces in the Ukrainian economy; thus, one workplace at Coca-Cola supports 18 jobs in the workplaces. The Coca-Cola Company system in Ukraine continues to adhere to clear strategic priorities in the social sphere, namely: to implement the “World without waste” strategy (in 2020, 43% of the volume of packaging will be collected and recycled), to introduce projects for the restoration of water resources, as well as to work on programs for youth development and strengthening the role of women in the society.

The concept of social responsibility of PE “Coca-Cola Beverages Ukraine” is included in the strategy of growth and sustainable development of the enterprise in Ukraine thanks to the development of employees, improvement of products in accordance with the needs of the market. Social responsibility also involves caring for the environment. Priority directions towards sustainable development are as follows: effective waste management; restoration of water resources; strengthening the role of women and youth in the society (Table 1).

Table 1: The concept of social responsibility as a component of the corporate strategy of PE “Coca-Cola Beverages Ukraine”

Social responsibility component	Analysis of the component, description
Mission	Mission: to facilitate the growth of each client and exceed the expectations of each consumer 24/7 by developing employees’ teams; improving the well-being of communities and caring for the environment.
Values	Advanced development of employees, excellence, loyalty to the principles of sustainable development, training, unity
Economic aspects	Direct and indirect economic impacts Corporate governance, business ethics and anti-corruption Sustainable procurement and supply chain management Packaging, reuse and waste management Water resources management Climate change, emissions, energy use and efficiency: a management approach Well-being, engagement and development of employees: a management approach
Social aspects	Well-being, engagement and development of employees Occupational health and safety Human rights, diversity and equal opportunities Involvement of local communities and investment in their development Health and safety of food products Responsible marketing Quality of products Support for women entrepreneurs Countermeasures against the COVID-19 pandemic
Environmental aspects	Water resources management Climate change, emissions, energy use and efficiency
Inclusion of social responsibility in the company’s strategy	Subject to the strategy of sustainable development

Source: compiled by the author based on Coca-Cola Ukraine (2022a; 2022b; 2022c)

To implement the vision of being a leading producer and distributor of beverages, in 2019, PE “Coca-Cola Beverages Ukraine” developed a new development strategy – Growth Strategy - 2025. The company strives to expand and improve the advantages of its products, build trusting relationships with clients and consumers, ensuring responsible business management on the way toward sustainable development. The growth strategy of PE “Coca-Cola Beverages Ukraine” until 2025 includes the components as follows (Coca-Cola Ukraine, 2022a; 2022b; 2022c):

1. Leadership in the market due to the construction of exceptional partnerships with customers and accelerated advancement of employees’ skills.
2. Taking advantage of a unique portfolio of products.
3. Stimulating growth through competitiveness and investment, transformation and innovation, digital technology in business to meet the demands of the external environment, investment in developing the best teams in the industry.
4. Development of employees’ potential thanks to creating a unique culture of growth.
5. Environmental protection as a way to continue activities, involve communities in water conservation initiatives, responsible waste management, and youth development.

The growth strategy and the concept of social responsibility are interconnected and subject to the sustainable development of PE “Coca-Cola Beverages Ukraine” and the requirements of the external environment. The sustainable development strategy of

the Coca-Cola Company System in Ukraine is formed and implemented in accordance with the global principles of the UN. They are integrated into all aspects of activity. The sustainable development strategy of PE “Coca-Cola Beverages Ukraine” aims to reduce packaging waste, efficient use of water resources, reducing the carbon footprint and expanding opportunities for women and local communities. For instance, in 2019, the company presented a science-based target for combating climate change within the framework of the Science-Based Target initiative. It affirms commitments to reduce greenhouse gas emissions in order to help keep global warming below 2 degrees, in line with the goals of the Paris Agreement. Sustainable development goals set until 2020 drive the company towards continuous improvement. The new company’s goals include packaging targets by 2025 and climate targets by 2030. In addition to the “external” goals of ensuring sustainability, the company strives towards the relevant corporate governance, which contributes to the implementation of the long-term interests of shareholders, strengthens the accountability of the board and management, and facilitates the strengthening of public trust in the Company (Coca-Cola Ukraine, 2022a; 2022b; 2022c).

An important component of the Coca-Cola System of Companies in Ukraine is cooperation with stakeholders in order to join efforts for the implementation of sustainable development practices (Table 2). The company constantly establishes communication and interaction with stakeholders who are most involved in its activities (Table 2).

Table 2: Cooperation with stakeholders and methods of their involvement

A group of stakeholders	Cooperation, methods of involvement
Employees	Engagement and commitment surveys, goal setting and performance measurement for key strategic areas, ethics and compliance weeks, quarterly meetings with CEOs, annual leadership conferences, hotline for complaints, intranet, face-to-face meetings with management representatives
Partners	Participation in joint programs and activities, planning of production tasks, involvement within their implementation, training programs, implementation of joint policies and rules
Non-governmental organizations, leaders of business opinions	Conferences, consultations, public discussions, partnership in joint programs (directions for youth development and increasing the role of women, preservation of the environment, healthy food, programs to support local communities), membership in industry and business associations
Government organizations, deputies	Consultations, public discussions, dialogue with agencies on food safety, labor protection and environmental protection, dialogue with the Consultative Council on Foreign Investments, embassies, etc.
Consumers	Hotline for consumers, corporate website, factory tours (pre-quarantine), research, focus groups, segmented integrated communication through social media
Suppliers	Joint value creation programs, industry associations, practical training on responsible procurement
Customers	Joint value creation programs, trade marketing activations, collaboration on health and sustainability programs, regular team meetings regarding work with key clients, joint business planning, centers for working with clients and customers, surveys of the level of satisfaction
Mass media, bloggers	Information and consultation, public discussions and events, meetings, interviews and opinion research

Source: Coca-Cola Ukraine (2022a).

In 2020, PE “Coca-Cola Beverages Ukraine” conducted a survey of interested parties. Its main task was to clarify the list of substantial issues for disclosure in the sustainable development report, to assess the impact of the Company’s activities on the economy, environment and society based on substantial issues and to determine the importance of these topics for stakeholders during 2020. The Company formed the list of essential topics on the basis of the list approved at the global level of the Companies. The results of the survey, in which representatives of all stakeholder groups have participated, indicate that the most important topics for disclosure to stakeholders are as follows (listed in descending order of importance):

1. Countermeasures against the COVID-19 pandemic
2. Corporate governance, business ethics and anti-corruption
3. Packaging, reuse and waste management
4. Involvement of local communities and investment in their development
5. Human rights, diversity and equal opportunities
6. Quality of the products
7. Health and safety of food products
8. Direct and indirect economic impacts

9. Well-being, engagement and development of employees
10. Responsible marketing
11. Climate change, emissions, energy use and efficiency
12. Management of water resources
13. Sustainable procurement and supply chain management
14. Occupational hygiene and safety
15. Support for women entrepreneurs

The implementation of the “World without waste” strategy, which was launched in January 2018, is one of the global strategic initiatives of PE “Coca-Cola Beverages Ukraine”. The goal of the strategy is to collect and recycle the same amount of packaging that is delivered to the market by 2030. The strategy complies with the principles of the circular economy (or closed cycle economy), which consists in reducing the use of resources (light, water, energy, etc.), increasing the efficiency of the production process, and reusing materials (bottles, lids, production waste, etc.) in order to decrease the impact on the environment (water pollution, global warming, etc.). Stakeholders are involved in the initiative and collaboration: non-profit organizations, communities, and government and industrial partners for joint projects on recycling and reusing



waste. Partnership within the initiative has become especially relevant in the era of quarantine and closed borders. The traditional supply chain of products was under threat, and for many businesses, this has become a serious challenge or even a reason for stopping. The circular model of waste use solves the problems of shortage of natural resources, high prices for raw materials and reduces dependence on imported materials. Within the framework of the initiative, the company implements a number of projects, namely: a pilot project on separate collection of waste in the city of Vyshgorod, a project supported by the Coca-Cola Foundation "Starting a sorting line in Velikodymersk ATC", participation in the global campaign "Less plastic on the shelves of METRO", the project under the support of the Coca-Cola Foundation "Supporting the educational course of the Ecoacademy on the rules of waste sorting", holding joint eco-challenges that Coca-Cola employees conduct annually (Coca-Cola Ukraine, 2022d).

## 5 Conclusions

The assessment of tendencies in implementing CSR in Ukraine shows that 80% of Ukrainian companies implement CSR or focus on its principles. From among the CSR trends, the following are highlighted: 1) inclusion of environmental protection and climate neutrality initiatives in the corporate business strategies of companies; 2) following the trend towards gender equality and inclusiveness, barrier-free access of young workers to the labor market; 3) focusing on sustainable development thanks to ESG strategies of companies, which will ensure increased opportunities for financing; 4) consolidation of the sustainable development goals of the UN in the activities of companies. The analysis of CSR practice as a corporate growth strategy of the Case PE "Coca-Cola Beverages Ukraine" indicates the particular results. The economic aspect of the strategy includes the following components: improving products in accordance with market needs, creating workplaces, ensuring production innovation. The social aspect of the strategy involves the following components: the Coca-Cola Company system in Ukraine positions itself as a part of the community actively participating in solving community problems; the company provides employees' development, research of consumers' needs, strengthening of the role of women and youth in the society. The environmental aspect includes the following components: the implementation of the global strategy "World without waste" and the implementation within its limits of a number of projects, in particular, effective waste management, restoration of water resources.

The concept of social responsibility is fully integrated into the growth strategy and provides for the implementation of strategic initiatives in various directions of sustainable development. The concept of sustainable development of the company is combined with the development of the economy. In 2020, the company's full contribution to Ukraine's GDP amounted to 11,3 billion UAH.

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**Primary Paper Section: A**

**Secondary Paper Section: AH**

## PERSONALITY SECURITY AS A COMPONENT OF SOCIAL SECURITY IN THE PUBLIC ADMINISTRATION SYSTEM IN UKRAINE

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**Abstract:** Modern challenges and dangers necessitate the protection of the interests of the country's population and entail the need for state participation in ensuring the optimal level of social protection and security for the individual. The problem of ensuring social security in the public administration system in Ukraine has been extremely relevant throughout the entire period of its existence. Moreover, this problem has become particularly acute during the Russian-Ukrainian war, and thus it requires an in-depth study. The research aims to substantiate the theoretical and applied foundations for identifying the problems of personal security as a component of social security in the system of public administration in Ukraine. The methodological basis of the study is based on the use of methods of economic analysis and fundamental scientific research, in particular: analysis, synthesis, scientific abstraction, comparison, system analysis, analogy, correlation and regression analysis, generalization, systematization, tabular and graphical methods. The results of the conducted research helped to establish a decrease in the level of personal security as a component of social security in the system of public administration in Ukraine. It is due to the destabilizing influence of military factors, a decrease in the purchasing power of incomes, an increase in unemployment, deepening poverty, and social inequality. It has been proven that the growth of unemployment and poverty in Ukraine has a significant impact on the quality of life index, which is manifested in its decline (the corresponding regression coefficients  $r = 5.58$  and  $r = 2.10$ ). At the same time, the decline in the growth rate of nominal and real wages also correlates with the quality of life index and causes its decline, as evidenced by the regression coefficients  $r = -7.70$  and  $r = -10.30$ . It has been established that the increase in the level of social security of the individual can be achieved through a complete cessation of hostilities in Ukraine, stimulating the development of entrepreneurship, and strengthening the social protection of the population by public authorities.

**Keywords:** social security, personal security, public administration, security indicators, risks, threats, dangers.

### 1 Introduction

The intensification of the development of processes and phenomena on a global scale under the influence of globalization, European integration, and geopoliticization actualize the need to strengthen social protection of the population and ensure high standards of quality of life of the population in the country as a whole and the individual in particular. This problem has become especially acute in the context of the full-scale military invasion of the Russian Federation into the territory of Ukraine. The events that are currently observed in the state and society, are associated with the large-scale destruction of critical infrastructure facilities of the country and the destruction of agricultural products, which require immediate solutions. In case of not finding proper solutions, these issues will significantly reduce the level of both social security of the country in general and personal security in particular. Significant restrictions on electricity supply harm the realization of the right of a person and citizen to guarantee the most basic needs of life, including the provision of essential food. The emergence of new risks and threats level the existing state and principles of social security of Ukraine and intensifies the need to reformat the social protection system. At this stage, the efficiency of the public administration system is of paramount importance. With its help, it is possible to influence

crises and prevent the emergence of destabilizing factors, which actualizes the subject of the study.

### 2 Literature review

The problem of studying personal security as a component of social security in the public administration system has been the focus of attention of both Ukrainian and foreign scientists for a long time. Ensuring high indicators of social security in the unstable conditions of modernity is an extremely complex task at the international, national, and regional levels.

Tsybal, 2022a examines in detail the concept of social security of the individual. According to his scientific views, this socio-economic category is interpreted as the realization of human and civil rights, ensuring the inviolability of the person and his/her property, as well as stimulating personal development and providing opportunities for free intellectual development and realization of creative abilities. At the same time, the scientist emphasizes the impossibility of ensuring the optimal level of social security without the coordination of its main parameters with the world community. The concept of globalization involves the formation of common rules and standards to ensure the social security of the individual and citizens at various levels of public administration.

In another study, Tsybal, 2022b examines the dangers and threats of a social nature that affect the security of the individual and proposes to calculate integral indicators of the social disadvantage of society, the deviation of which indicates a decrease in the level of personal security. Such indicators, according to the scientist, include: (1) a decrease in the standard of living of the population; (2) an increase in the level of criminalization of society; (3) increased income differentiation of the population; (4) destructive changes in social infrastructure. At the same time, Tsybal, 2022b interprets social security as a state of protection of individuals, social groups, and communities from risks and threats of violation of their rights, freedoms, and interests. He acknowledges the systems of education, science and culture, health care, and social protection as tools for ensuring social security. These tools are subordinated to state public administration bodies and adjusted following changes in the external and internal environment.

Kopytko et al., 2017 consider the poverty level of the country's population to be one of the most important indicators of assessing the security of the individual. It reflects the state of development of the social sphere and the ability of the state to guarantee the implementation of social standards of living. Herewith, the security of the individual is manifested in the ability of each individual to provide sufficient needs for his/her vital activity.

A significant achievement in research in this area is the work of Pavliutin, 2020. The scientist found that ensuring social security as an object of public administration requires a systematic approach to identifying areas of social relations in which the security interests of individuals should be guaranteed at the national level. At the same time, Kalnytska, 2017 calls social security an obligatory element of individual security in the system of social security of the state. Due to this, a person can feel a certain level of security in society. Social protection is a priority area of ensuring the safety of the individual life. Therefore, leading foreign scientists pay attention to its effective organization. Their cohort includes Nuschler, 2021, who argues that social security is more necessary for those categories of the population who are unable to meet the basic needs for life safety on their own and need help. To such categories of the population, the scientist includes pensioners, people with disabilities, and socially vulnerable groups. The scientist's opinion is shared by Hagen, 2022, who includes wages, pension payments, and social benefits to social security, through which

an optimal level of life safety for each individual is achieved. The same opinion is shared by Abel-Smith, 2022, who interprets social security as state support for the safety of citizens' life by the state.

At the same time, Yuriutomo, 2022 includes ensuring an adequate standard of living, pension security, and health security along with counteracting the risks of unemployment to the security of the individual.

Vinichuk, 2016 considers social security through the prism of the state of development of the social sphere of the country and the properties of achieving high social standards. With their help, the possibility of neutralizing internal and external threats arising in the social sphere is achieved and an adequate standard of living for the population is ensured. At the same time, the scientist identifies the components of social security, namely: the security of the state, society, and the individual and insists on their comprehensive study. This view is supported by Gierszewski, 2018, who considers the security of the individual in interdependence with the security of the state and society. Moreover, Karayev et al., 2016 argue that the achievement of the desired economic effect becomes possible under the condition of effective mechanisms of state control over the processes taking place in the social sphere.

Buniak, 2022 argues that the problem of personal security has become especially acute in the context of Ukraine's military confrontation with the armed aggression of the Russian Federation, which has led to a decrease in the level of social security of the population. At the same time, the scientist defines personal security as a state of human security, in which proper conditions and opportunities are created to meet social interests. Apart from that, the state guarantees the rights and freedoms that are implemented in society through social policy and levels the impact of risks, threats, and dangers. Such actions are aimed at improving the quality of life of the population. In this context, Buniak, 2022 emphasizes that the public administration system is of particular importance. It is designed to regulate these processes in society and monitor their effectiveness. At the same time, the system of public administration forms a package of social standards, the observance of which it controls, ensuring counteraction to such threats as (1) rising poverty rates; (2) insecurity of human and civil rights and freedoms; (3) loss of housing by the population due to its destruction as a result of active hostilities; (4) rising unemployment; (5) intensification of social conflicts and leveling of social values; (6) criminalization of society and (7) manipulation of public consciousness.

Varnalii et al., 2020 interpret social security as the result of the complex and purposeful interaction of social actors, each of which bears social responsibility for achieving the desired economic effect. At the same time, Varnalii, 2022 states that personal security is achieved by guaranteeing legal and institutional protection of the vital interests of a person and citizen from threats of the internal and external environment. The public administration system in this context plays the role of a guarantor of the state's social responsibility for social security and an adequate standard of living. Moreover, Rein, 2022 concluded that the social security of the individual is reduced in times of socio-political and socio-economic crises, as evidenced by the challenges of the COVID-19 pandemic.

Ilyash, 2011 considers social security in the context of four main areas of research: (1) vertical, which distinguishes a hierarchical structure, where the social security of the state is determined by the social security of regions and individual territories; (2) horizontal, which focuses on the functional structure of social security; (3) external economic, which provides for the degree of protection of the interests of economic agents from the negative impact of external destabilizing factors; (4) monistic, which is characterized by the most important strategic priorities of social security.

Taking into account the diversity of scientific views on the socio-economic category of personal security as a component of

social security in the system of public administration, it is worth noting their diversity and ambiguity. This, in turn, requires deepening research in this area and identifying key problems of ensuring social security at different levels of public administration.

### 3 Aim of the research

The study aims to substantiate the theoretical and applied foundations for identifying the problems of personal security as a component of social security in the system of public administration in Ukraine.

### 4 Materials and methods

The methodological basis of the study is built on the use of methods of economic analysis and fundamental scientific research. The definition of the essence of the concept of personal security and social security has been carried out using the method of analysis, synthesis, and scientific abstraction. Empirical studies of the parameters of social security of the individual in Ukraine have been conducted based on methods of comparison, system analysis, and analogy. Determining the impact of individual socio-economic indicators on the quality of life of the population has been performed using correlation and regression analysis. The formation of conclusions on the results of the study has been accomplished using the methods of generalization and systematization. Tabular and graphical methods have served to display the results of applied research.

### 5 Results

The problem of studying personal security as an element of social security is actualized in conditions of persistent uncertainty and socio-economic and socio-political instability. It is quite difficult to assess the real state of security in the social sphere, but certain calculations can be made. Concerning the assessment of the level of social security of the state in Ukraine, Methodological recommendations for calculating the level of economic security of Ukraine (On the approval of Methodological recommendations for calculating the level of economic security of Ukraine, 2013) have been formed and a list of indicators has been determined along with recommendations for calculating the integral indicator. However, in terms of determining the level of personal security, there are certain methodological limitations and a lack of appropriate tools. Therefore, most scientific approaches to the definition of personal security in the system of social security of the state, the place of which is outlined in Fig. 1, are theory-based. Consequently, the level of personal security is assessed based on the study of the main socio-economic indicators that characterize the parameters of social protection of the country's population and the state's guarantee of the principles of their observance.

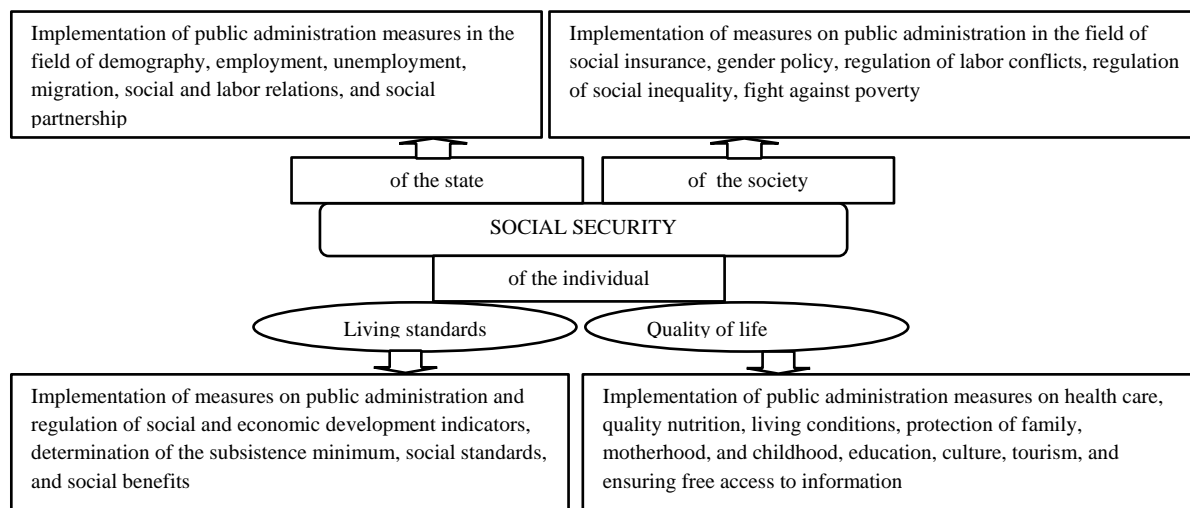
Among the most important of these indicators are those that determine the state of income security of the population and those that determine the standard of living in society. We consider it expedient to analyze some of these indicators and determine the trends of their changes for the period from 2017 to 2022. In Table 1, we systematize data on the state and changes in the size of social security of the population of Ukraine by such criteria as subsistence minimum per 1 person per 1 month; minimum wage; minimum elderly pension; average wage per 1 full-time employee; nominal wage growth rate and real wage growth rate.

According to the results of the study, the nominal value of the subsistence minimum per 1 person per 1 month, the minimum wage, and the minimum elderly pension throughout the analyzed period tends to increase. In particular, the subsistence minimum per 1 person per 1 month for the period from 2017 to 2022 increased by 53.88%; the minimum wage - by 106.25%, and the minimum elderly pension - by 54.05%. At the same time, a positive trend was observed in the growth of the average salary per 1 full-time employee during 2017-2021. However, in 2022, under the influence of significant destabilizing factors of a

military nature, it decreased to UAH 14577. In general, for the entire analyzed period, the growth rate of this indicator is +66.08%. The main reason for the decrease in the average wage per 1 full-time employee in 2022 is a significant decrease in the financial stability of enterprises. As a result, employers set lower

wages for new vacancies and do not increase wages for existing employees. In turn, under such conditions, there is a reduction in nominal wages. Under the influence of rising inflation, the decline in real wages and their purchasing power is further exacerbated.

Figure 1: The place of personal security in the system of social security of Ukraine and the role of public administration in its provision



Modified according to Vinichuk, 2016

Tab. 1: Dynamics of changes in social standards in Ukraine in 2017-2022

№	Indicator	Years						2022 compared to 2017, %
		2017	2018	2019	2020	2021	2022	
1.	Subsistence minimum per 1 person per 1 month, UAH	1622	1776	1938	2111	2292	2496	+53,88
2.	Minimum wage, UAH	3200	3723	4173	4861	6250	6600	+106,25
3.	Minimum retirement pension, UAH	1310	1435	1564	1706	1894	2018	+54,05
4.	Average salary per 1 full-time employee, UAH	8777	10573	12264	14179	17453	14577	+66,08
5.	Growth rate of nominal wages, %	137,1	124,8	118,4	110,4	120,9	83,5	-39,10
6.	Growth rate of real wages, %	119,1	112,5	109,8	107,4	110,5	82,5	-30,73

Calculated based on: On the State Budget of Ukraine for 2017; On the State Budget of Ukraine for 2018; On the State Budget of Ukraine for 2019; On the State Budget of Ukraine for 2020; On the State Budget of Ukraine for 2021; On the State Budget of Ukraine for 2022; Average salary, 2017–2022; Statistical review of the socio-economic situation of Ukraine for January 2022

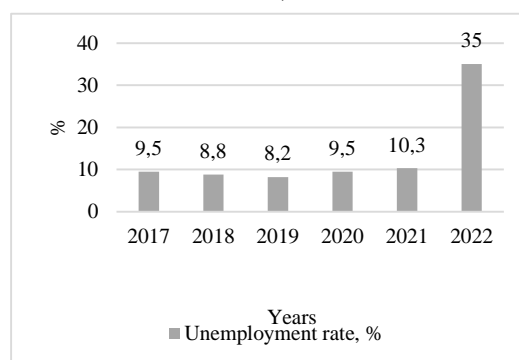
These trends indicate positive changes in the country's economy and social sphere and confirm the growth of social standards in Ukraine. However, it should be noted that nominal indicators are less informative, as they cover only the level of income of the population regardless of changes in prices for goods and services. At the same time, nominal values do not allow us to reliably assess the living standards of the population. Inflationary factors are constantly increasing their impact on the income of the population and determining the level of its purchasing power. Therefore, the state of the population's provision with the necessary resources is more accurately reflected in the indicators of real wages, which allows for determining the number of goods and services that the population can buy for nominal wages after taxes and payments.

The growth rates of nominal wages throughout the analyzed period in Ukraine are significantly higher than the growth rates of real wages. This proves the hypothesis of a decrease in the purchasing power of the population of Ukraine and, accordingly, suggests a decrease in the level of security of each individual. Moreover, a significant level of macroeconomic instability in Ukraine has significant destructive changes not only in the social sphere but also in the labor market. This is manifested in the growth of unemployment, the level of which in 2022 reached 35% of the economically active population (Fig. 2).

Undoubtedly, the growth of unemployment in the country has a destructive effect on the state of social security of the state, as it

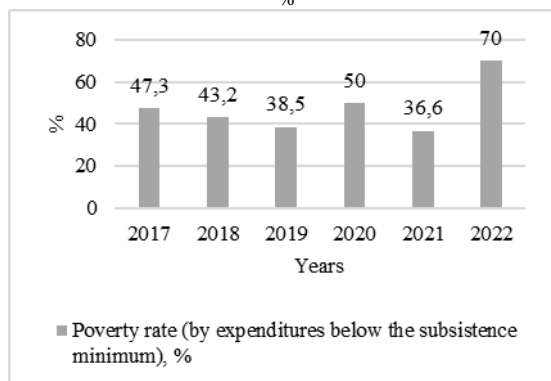
increases the property differentiation of incomes of the population, causes an increase in social tension, and reduces the quality of life of the population in society. The level of personal security is also decreasing. At the same time, these trends lead to an increase in poverty, the dynamics of which during 2017-2022 are shown in Fig. 3.

Figure 2: Dynamics of the Ukraine unemployment rate in 2017-2022, %



Calculated based on: Statistical Yearbook for 2021; Inflation Report for July 2022.

Figure 3: Dynamics of the poverty rate in Ukraine in 2017-2022, %

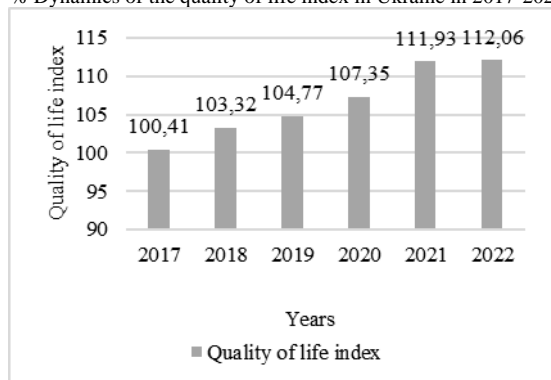


Calculated based on: Informational and analytical notes on the standard of living of the population in January-December 2021; War in the Region. Europe and Central Asia Economic Update 2022

The results of the study indicate a deepening of poverty in the period of socio-political and socio-economic stability in the country. In particular, its critically high value was recorded in 2020 (50%) and significantly increased in 2022, which, according to World Bank estimates, reached 70%. Such tendencies indicate the impoverishment of a significant part of the country's population and a decrease in the level of social security of the state, and, accordingly, the security of each citizen.

The level of quality of life among the population is a qualitative indicator of assessing the socioeconomic imbalances of the country and the level of security in the social sphere. Its trends during 2017-2022 (Fig. 4) indicate an increase in the index of the quality of life of the population in Ukraine. The actual situation in the economy and social sphere of Ukraine shows the opposite trends, thus, most likely, the consequences of such destructive changes in the quality of life index will be reflected in 2023.

Figure 4: Dynamics of the poverty rate in Ukraine in 2017-2022, % Dynamics of the quality of life index in Ukraine in 2017-2022



Calculated based on: Quality of Life Index by Country, 2017-2022

We propose to conduct more in-depth research in the direction of identifying the impact of indicators characterizing the social security of the individual on the quality of life index in Ukraine. To do this, we will use the technology of correlation and regression analysis (software package Statistica, 8.0) and build an appropriate model, in which the index of quality of life of the population is defined as the resultant indicator (Y), and the indicators-factors  $x_1$  - unemployment rate,  $x_2$  - poverty rate,  $x_3$  - growth rate of nominal wages,  $x_4$  - growth rate of real wages.

The results of correlation and regression analysis have revealed a strong bond between the analyzed indicators, as evidenced by the value of the correlation coefficient  $R = 0.969$ , as well as the

statistical significance of the model value of an F-test  $F(4,1) = 3.902$  (equation 1).

$$Y = -68,78 + 5,58x_1 + 2,10x_2 - 7,70x_3 - 10,30x_4 \quad (1)$$

$$R = 0,969; R^2 = 0,939; p < 0,5000.$$

where: Y – quality of life index;  $x_1$  – unemployment rate;  $x_2$  – poverty rate;  $x_3$  – nominal wage growth rate;  $x_4$  – real wage growth rate.

At the same time, the degree of influence of each factor on the change in the quality of life of the population in Ukraine has been determined. The growth of unemployment leads to a decrease in the quality of life of the population, as evidenced by the regression coefficient  $r = 5,58$ . A similar impact on the quality of life of the population has the growth of poverty, with the corresponding regression coefficient  $r = 2,10$ . As for the impact of the growth rates of nominal and real wages, there is a directly proportional dependence: a decrease in its growth rates in both cases leads to a decrease in the quality of life of the population (regression coefficients  $r = -7,70$  та  $r = -10,30$ ).

Thus, the results of empirical studies have proven that the growth of social security in all its components at all levels depends on effective counteraction to risks and threats arising in the social sphere. The most significant of them are the decline in real incomes of the population, their purchasing power, and the growth of unemployment as well as poverty rates.

## 6 Discussion

Ensuring the security of the individual as an element of the social security of the state in the extremely difficult conditions of military confrontation with the armed aggression of the Russian Federation against Ukraine is a difficult task for public administration in Ukraine. The presence of significant risks, threats, challenges, and dangers of a socio-economic nature, which are supported by military resistance, significantly reduces the level of social security of the state, society, and the individual. This is manifested in the depreciation of incomes, rising unemployment, and deepening poverty. In today's conditions, the problem of ensuring social security in all its components is especially acute. The priority is however to achieve optimal indicators of personal security. Since an individual is the main driving force of economic development, his potential is invaluable in the period of military confrontation and post-war recovery of Ukraine.

The results of the research revealed the main problems of ensuring the social security of the individual, among which we will highlight:

- 1) the increasing influence of destabilizing military factors that cause the loss of significant territories and the impossibility of effective economic activity by business entities;
- 2) significant income differentiation of the population and increased social tension in the society;
- 3) decrease in the purchasing power of the population and increased risks of not meeting the most basic needs;
- 4) loss of jobs and a significant increase in unemployment;
- 5) deepening of poverty processes;
- 6) the decline in the quality of life in society.

Given these problems, there is a need to find effective ways out of the crisis. This can be achieved through the cessation of hostilities on the territory of Ukraine, stabilization of the functioning of domestic entrepreneurship, strengthening of social protection of vulnerable groups of the population, and provision of comprehensive assistance by public authorities.

## 7 Conclusions

Thus, the conducted studies of scientific approaches to identifying the problems of personal security as a component of social security in the public administration system allow us to

assert that at the present stage in Ukraine there is a decrease in the level of social security in all its components. There is a gradual increase in nominal wages and social standards during 2017-2022. However, the indicators of real wage growth rates indicate a decrease in their purchasing power, which significantly reduces the level of individual security in society. At the same time, Ukraine has recorded a sharp increase in unemployment and poverty, especially under martial law in 2022 (unemployment rate – 35%; poverty rate – 70%). These destructive changes in the social sphere have led to a deepening of social inequality and a decline in the quality of life of the population, because the analyzed indicators characterizing the parameters of social security are in close interaction, as evidenced by the correlation index  $R=0,969$ . Meanwhile, it has been proven that the growth of unemployment and poverty rates of the population leads to a decrease in the quality of life (regression coefficient  $r= 5,58$  та  $r= 2,10$ ), and the decline in nominal and real wage growth rates cause its decline (regression coefficient  $r= -7,70$  та  $r= -10,30$ ). The way out of the crisis will allow for an increase in the level of social security of the individual. Moreover, it will be possible under the condition of a complete cessation of hostilities on the territory of Ukraine, the adoption of a set of systemic measures to stabilize the development of entrepreneurship, as well as through strengthening the social protection of the population, and providing it with comprehensive assistance from public authorities.

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**Primary Paper Section:** A

**Secondary Paper Section:** AQ, AE



## HUMAN PRINCIPLES OF LAW AS UNIVERSAL NORMATIVE FUNDAMENTALS (THE ISSUE OF SUBJECTIVITY OF THE UKRAINIAN PEOPLE)

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**Abstract:** Given that the law recognizes a system of social order, a means of social harmony, a way, and a means of preventing and settling disagreements, it is necessary to build the principles of law accordingly. The principles cover all legal issues: ideas, norms, and relationships, ensuring their logic, consistency, and balance. In addition, legal principles synthesize the world and historical experience of the legal development of the country and the world legal system. The purpose of the academic paper is to determine the scientists' standpoint in the public law sphere in Ukraine and European countries regarding the features of the principles of law as universal normative fundamentals in terms of their introduction in the practical implementation of the subjectivity of the Ukrainian.

**Keywords:** subjectivity of people, universal human principles, attitude towards a person, schools of natural law, universal principles of law, development of universal human values.

### 1 Introduction

The new trends in global social development that emerged at the end of the XX and the beginning of the XXI centuries assigned the jurisprudence several complex theoretical and practical tasks, the solution of which, to a great extent, depended on the choice of the strategic direction of further development of the society. The most important of these tasks is the determination of the substantive characteristics of the future world order, and the creation of the necessary mechanisms and procedures for its construction and functioning. The statement of the mentioned problem is also connected with the global transformation of the surrounding world in terms of actualizing humanistic ideas of its development.

Universal human principles are the main idea of law. Considering that this standpoint was and is of a rather important, general nature, it can be considered a fundamental legal principle. By historical conditions, legal principles are transformed into norms based on which social practice was formed, the core of which in recent decades is the humanistic legal principle.

In the theoretical part of the present research, the concepts, components and features of establishing universal principles of law are substantiated.

The practical part of the research includes establishing the features of the order of emergence and formation of universal principles of law. It clarifies the most defining universal principles of legal regulation. These principles are essential for considering the issue of the subjectivity of the Ukrainian people. They are a priority from the perspective of the importance of their observance as the principal normative principles of the subjectivity of the Ukrainian people. It also contains the importance of different ways of implementing the universal principles of law from the viewpoint of their practical reflection in the norms of Ukrainian legislation.

The survey results have made it possible to reach conclusions regarding certain aspects of the emergence and formation of universal principles of law.

In particular, the questionnaire has proven that universal principles of law should be sought in the texts of legal norms with the help of logical thinking, analysis and search for social-economic ideas containing legal principles, the presence of which in legal norms is one of the fundamentals of the law-governed state. At the same time, the most defining universal principles that are important for considering the subjectivity of the Ukrainian people are the recognition of human interests as the highest social value, and the recognition that all people are born free and equal. The questionnaire has also proven that the basis of universal legal principles is primarily their democratic and humanistic tradition, and, to a lesser extent, historical continuity. During the research, the respondents also determined that introducing the universal principles of law into the Ukrainian national legislation was particularly important. The Verkhovna Rada of Ukraine agreed to the binding nature of Ukraine by an international treaty in which these principles are enshrined and their consolidation in the regulatory legal acts of Ukraine, primarily in the Constitution and laws of Ukraine.

### 2 Literature Review

The fact of enshrining the humanist idea in the legislation of Ukraine makes it possible to talk about the existence of universal legal principles as the main prerequisites for forming the legal base. The development of legal science and practice in Ukraine in recent decades is based on universal principles enshrined in the legislative text (Kisselburgh, L. & Beever, J. (2022).

The principles of law reflect the fundamentals of the legal system, its development trends, on which the law should be based. Universal human principles of law reflect its objective characteristics, determined by the laws of development of a specific society and its historically inherent interests, needs, contradictions and compromises. On the other hand, legal principles reflect the subjective perception of law by members of society, their moral and legal viewpoints, feelings and needs, which are expressed in various doctrines, theories and directions of legal understanding. Therefore, the principles of law should be considered considering both the unity and specificity of its norms, as well as the positions developed in legal and philosophical sciences regarding the general concept of objective and subjective law (Pech, 2022), (Winkler, 2022).

The attitude towards a person characterizes universal human legal principles as the highest value. The following provisions of the humanistic legal concept stand out as principles, namely:

- a person should not be a means of achieving a goal;
- all people are born free and equal;
- a person has the right to personal integrity;
- no one can be found guilty of a crime other than by a court decision (presumption of innocence);
- implementation of rights by a citizen should not violate the rights of other citizens (Ripple et al., 2017).

It is important to note that the essence of these principles is formed throughout the history of law; they have been applied in different historical conditions indicating a certain regularity of their development (Grabowska-Moroz, 2022).

Universal principles of law are not based on an arbitrary social order but on the legal system, considering its democratic and humanistic orientation (Elsuwege & Gremmelprez, 2020).

The general state legal doctrine of Ukraine examines the basic principles of law, in particular:

- the rule of law, which should be defined as the official recognition of the existence of law outside institutional forms;

- an equal and fair measure of freedom, which is formulated in generally understood and applied norms for self-regulation of social relations;
- ensuring the internal balance of the legal system, integration and differentiation of its elements;
- consistency of the features of the legal system and the legal structure in general;
- justice, humanity and democracy of legislative and judicial power (Niemi, 2021).

The unification of universal ideas contributed to the formation of a particular system of legal principles at the global level due to their causality by the international, supra-national, and pan-civilization stages of development. In the scientific, legal literature, considerations are expressed that, taking into account the features of legal principles as a specific legal category, they embody the world experience of permitted development, the experience of civilization and universal human values (Stein & Bantekas, 2021), (Grossi, 2022), (Donnelly, 2022).

The purpose of the research is to determine the standpoint of scientists conducting scientific activities in the field of public law in Ukraine and European countries regarding the specifics of the practical implementation of universal principles of law as universal normative fundamentals of the subjectivity of the Ukrainian people.

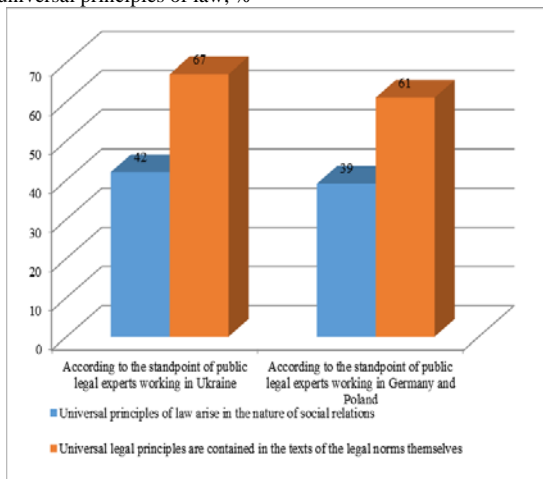
**3 Materials and Methods**

A practical study of compliance with universal principles of law when considering the subjectivity of the Ukrainian people was conducted by surveying 611 practicing lawyers in the field of public law in Ukraine, Germany, and Poland. The survey was performed using the SurveyNuts service.

**4 Results**

During the survey, the scientists' standpoint regarding the nature of universal law principles was clarified (Figure 1).

Figure 1. The nature of the emergence and formation of universal principles of law, %



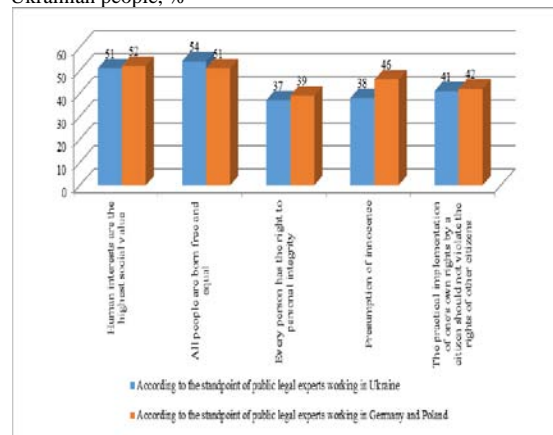
Source: compiled by the authors

According to the survey participants' standpoint, currently, in the conditions of rapid globalization and the active formation of the legal sphere, universal principles of law, both from the viewpoint of scientists working in Ukraine and legal experts conducting scientific and practical activities in European countries, should be sought in the texts of the legal norms themselves with the help of logical thinking, analysis and search for social-economic ideas containing legal principles. According to the respondents' standpoint, such a positivist understanding of law is one of the fundamentals of the law-governed state.

One of the critical issues to be studied in the process of surveying is the study of the most defining universal principles that are important for considering the subjectivity of the Ukrainian people (Figure 2).

A critical issue to be studied in the survey process is establishing priorities of certain aspects of universal principles from the perspective of the importance of their observance as the principal normative principles of the subjectivity of the Ukrainian people (Figure 3):

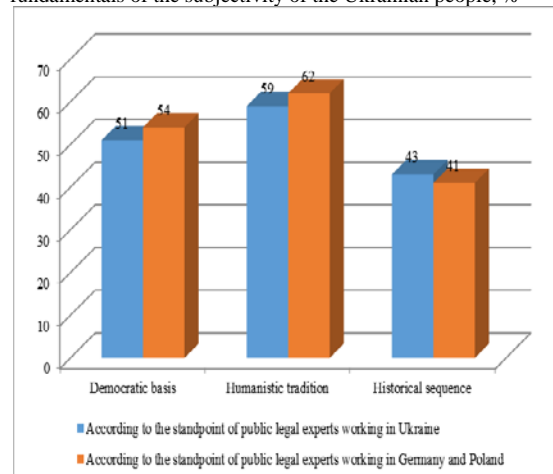
Figure 2. The most defining universal human principles that are significant for consideration of the issue of the subjectivity of the Ukrainian people, %



Thus, as can be seen from Figure 2, these principles are as follows:

- human interests are the highest social value;
- all people are born free and equal.

Figure 3. The main aspects of universal principles from the perspective of their observance as the main normative fundamentals of the subjectivity of the Ukrainian people, %



Source: compiled by the authors

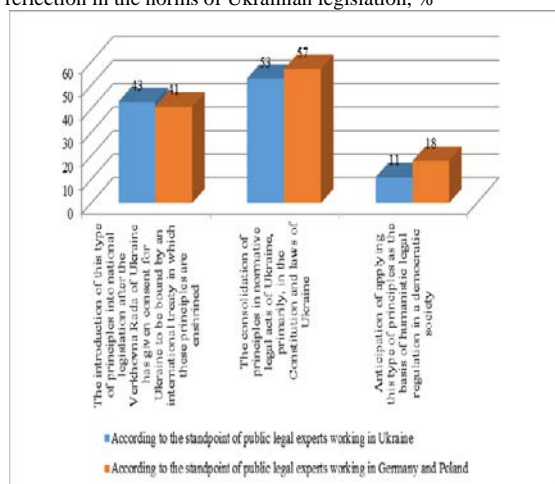
Therefore, the survey has proven that, from the viewpoint of legal experts, the basis of universal legal principles is primarily their democratic and humanistic tradition and, to a lesser extent, historical continuity.

In the course of the research, the respondents were asked to determine the role played by different ways of introducing universal principles of law into Ukrainian national legislation (Figure 4).

## 5 Discussion

In legal principles, the element of generalization inherent in the idea, which goes beyond the partial one, can be very clearly traced. Then the principles turn into norms, being embodied in them. A law can be considered legal if it embodies democratic legal principles. Principles permeate the entire law enforcement process. Legal principles combine the result of legal development; incorporate the inseparable connection of the past, present and future (Tran & Jarvinen, 2022).

Figure 4. The importance of different forms of implementing universal principles of law from the perspective of their practical reflection in the norms of Ukrainian legislation, %



Source: compiled by the authors

Universal human values, as a rule, constitute a value-normative system established in the process of the formation and development of the society, reproducing the results of the natural interaction of ideals and interests of all social strata and groups of society or the world community (Beqiraj & Moxham, 2022).

They act for the national legal system as the principal normative principles on which the legal system as a whole should be based, and their implementation ensures the development of the society in the context of universal human values, taking into account the best international legal experience (Andrade, 2021).

National and universal human values are natural values that by their nature and significance, are global (problems of peace, disarmament, international economic order, etc.). The highest values include, in particular, material, spiritual and social-political values that have national and universal significance, namely: peace, human life, values of the social order, ideas of justice, freedom, observance of people's rights and responsibilities (Zyberli, Schaffer, Lingaas & Madrigal, 2022).

Universal human principles are basic legal principles, ideals determined by a certain level of global development of civilization, which progressively embody the products of the legal history of humanity and are widely recognized in international normative documents. These principles include, in particular, as follows: protection of fundamental human rights and freedoms, equal legal status to the state and the law, the rule of law as an act of normative expression of the will of the highest representative body of state power or direct expression of the people's intention, the unity of legal requirements and the fulfillment of duties by people and other subjects of public life, the administration of justice by independent courts, application of legal liability only in case a person is guilty, having committed an unlawful act (presumption of innocence of a person) (ECC, 2019).

It should be emphasized that the introduction of universal human principles into national legal practice takes place, in particular:

through Ukraine's fulfillment of international obligations (universal legal principles enshrined in international treaties applicable to Ukraine and generally recognized principles and norms of international law are established); as a particular perception of elements of the advanced global or European experience of legal regulation without a formal legal basis; in the process of bringing the legislation of Ukraine in line with the bill of interstate regional communities, in particular, the European Union (general principles of law set out in the General Principles of European Union Law) (Council of the European Union, 2020), (ECC, 2019).

It should also be taken into account that universal human legal principles, unlike all other norms requiring national implementation, require their concretization in the national legal system. They need a mechanism for transferring such principles from a high abstract level into accordance with national legal conditions (Hansen, 2022), (MacDonald & MacDonald, 2020).

In the international and domestic law of democratic states, human rights are considered the highest legal interest, and their provision is a priority of the state. One of the most significant matters of state security is the issue of ensuring compliance with the rights and freedoms of a person and a citizen. A system of legal norms cannot claim to legal status if it is not supported by the guarantee of liberty and equality of human and citizens' rights. Therefore, human rights are traditionally considered in legal literature in the context of the law-governed state and the rule of law (O'Brien, Ferguson & Marisa McVey, 2022), (Lorion, 2019).

## 6 Conclusions

Therefore, the analysis of the scientific literature on the research topic and the questionnaire results have determined that the consistency of the legal system with universal legal principles, their consolidation in national legislation and their application in legal practice is a criterion for defining a democratic and legal state. As a legal state, Ukraine strives to enter the world and European legal space, which requires the implementation of these principles in national legislation and legal practice.

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## COMBATING CYBERCRIME AND CRIMINAL LEGAL MEASURES UNDER THE CONDITIONS OF THE STATE OF MARTIAL

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Abstract: The manuscript is devoted to the peculiarities of the application of criminal legal measures against cybercrimes under martial law. During the research, we found an opportunity to formulate the author's recommendations for solving the most complex problems of law enforcement, as well as to propose changes to the Criminal Code of Ukraine, aimed at eliminating the shortcomings of the analyzed Law, the adoption of which will contribute to the achievement of greater effectiveness of the relevant criminal law prescriptions.

Keywords: wartime, information, cybercrime, martial law, information and communication systems, unauthorized interference

### 1 Introduction

In the conditions of the military invasion of the Russian Federation in Ukraine, the issue of ensuring cyber security, primarily the directions of strengthening the state's defense capabilities in cyberspace and combating cybercrime, is becoming especially urgent. Cyber security strategy of Ukraine, approved by the decision of the National Security and Defense Council of Ukraine and put into effect by Decree of the President of Ukraine dated August 26, 2021 No. 447, the main threats to cyber security include cybercrime, which "damages information resources, social processes, individual citizens, reduces public trust in information technologies and leads to significant material losses" (paragraph 3). In order to strengthen the ability to combat cybercrime, it is planned to: complete the implementation of the provisions of the Convention on Cybercrime into the legislation of Ukraine; development of approaches to the implementation of state policy in the sphere of ensuring the rights of citizens cyberspace; regulation at the legislative level of the legal status of cryptocurrencies; introduction of the practice of conducting an information campaign regarding the actions of citizens in the event that they encounter cyber fraud and other cybercrimes, etc.

Increasing the ability to protect Ukraine against attacks in cyberspace is relevant in the context of the Russian invasion. Combating cybercrime is a form of repelling and deterring the aggression of the Kremlin regime against Ukraine. In the current conditions, cybercriminals have become more active in Ukraine. This caused significant material damage to state information portals, as well as critical infrastructure facilities. Society began to distrust information technologies. In addition, many Ukrainians are skeptical of digital services.

As for cybercrime, it is computer and network crime Moore R. (2010). A computer can be used as a means of committing a crime, or it can be a target Kruse W.G., Heiser J.G. (2002). Cybercrime can harm everyone's security and financial well-being Bossler, A.M. and Berenblum T. (2019). To combat cybercrime, it became necessary to create new structures in the police forces of all states. Even the European Cybercrime Center (EC or EC<sup>3</sup>) has been created, a body of the Police Office of the European Union (Europol) headquartered in The Hague, which coordinates cross-border law enforcement activities against computer crime and acts as a center of technical expertise on the matter. Accordingly, on October 5, 2015, the Cyber Police was established as a structural unit of the National Police. The main goal of the creation of the cyber police in Ukraine was the reform and development of the units of the Ministry of Internal

Affairs of Ukraine, which ensured the training and functioning of highly qualified specialists of the expert-operational and investigative units of the Ministry of Internal Affairs, involved in combating cybercrime, and who are able to use the latest technologies in operational and service activities at a high professional level.

This topic has become the object of numerous studies by domestic scientists, such as: P. Bilenchuk, B. Kormych, T. Kostecka, E. Kravets, N. Lebedeva, V. Monakhov, V. Naumov, R. Shagieva.

Nowadays, cyber crimes are quite common. feel protected from such crimes is practically impossible. The boundaries of cyberspace are limitless, hackers have had enough developed skills to remain incognito in it and therefore it creates problems during investigation such crimes. Thousands of crimes every day are associated with the theft of personal data, funds from accounts, blocking activities. Under the circle of possible victims are not only people, but also companies and even state The concept of cyber security refers to the protection of the vital interests of society and the state in the process of using cyberspace, which ensures the sustainable development of information society and digital communication environment.

### 2 The initial presuppositions

Russia's armed aggression had a negative impact on most aspects of the peaceful life of Ukrainians until February 24. Currently, the issue of researching the relationship between the interests of the individual and the state, which was considered in many scientific-legal and philosophical-methodological studies, is relevant. However, the legal nature of special issues regarding criminal-legal countermeasures in the conditions of martial law, which remained unexplored or insufficiently researched, is currently becoming very topical.

### 3 Methods

The methodological basis for writing this article was different methods of scientific knowledge were used. In particular, the method of comparison and analogy is used to study the legal regulation of various types of cybercrimes. The observation method was used to get acquainted with the essence of cybercrimes and the general specificity of this phenomenon. The method of generalization was used to study various types of cybercrimes. A systematic approach with dialectical, formal-logical and structural-functional methods and other general scientific methods of research, as well as special legal methods: comparative-legal and formal-legal, were also used.

### 4 Results and discussion

The concept of cybercrime is still unfamiliar to law enforcement agencies, but criminal actions in which cyberspace is used, carries a large social danger The transnational nature of criminally illegal activity using cyberspace provides reasons believe that the development of a general policy on the main issues has be part of any cybercrime strategy.

In Ukraine, every modern socially active person uses mobile devices and uses the Internet, government bodies switch to electronic document management, stable operation of the banking sector, railways and air transport, large enterprises depend on the stability of the cyberspace with which they work and are based on communication using electronic means connection During the development of new social relations, crime also arises. In the conditions of war, such a thief becomes a combat unit, and his main tool is cyber attacks and evil. Therefore, during martial law, attacks are possible not only from the enemy, who uses the information space to damage Ukraine's defense capabilities, but also from those who decided to take

advantage of the situation of overloaded law enforcement agencies and profit from it, the funds of our citizens. And as we can see, during the eighth month of the war, cybercrime in Ukraine is only growing steadily.

In the conditions of the Russian Federation's military invasion of Ukraine, the issue of ensuring cyber security, primarily in the areas of strengthening the state's defense capabilities in cyberspace and countering cybercrime, is gaining particular relevance Kravchuk O.V. (2016).

It is worth analyzing the opinion of foreign and domestic scientists regarding the definition of cybercrime. So O. Kopan provides a definition in the dictionary of cyber security terms cybercrime as illegal interference in the work of cybernetic systems, the main control link of which is a computer, creation and use for criminal purposes of a certain cybernetic system, use of existing ones for criminal purposes of cybernetic systems Manzhai O., Kuryliuk Y., Miroshnykov I. et al. (2022).

M.V. Kocharevsky correlates the concept of cybercrime and crime in the field of computer information and defines how one of the types of crimes in the field of information security, which provided by the Criminal Code of Ukraine, socially dangerous, guilty, committed the subject of the crime of actions that cause damage, provided by means of computer technology, to relations in the sphere of implementation of information needs Karchevsky N.V. (2016)

The legal basis for ensuring cyber security of Ukraine is the Constitution of Ukraine, the laws of Ukraine on the foundations of national security, the principles of internal and foreign policy, on electronic communications, on the protection of state information resources and information, the requirements for the protection of which are established by law, the Law of Ukraine "On the Fundamentals of Ensuring Cyber Security of Ukraine" and other laws of Ukraine, the Convention on Cybercrime, other international treaties, the binding consent of which was given by the Supreme Court. Council of Ukraine. Councils of Ukraine, decrees of the President of Ukraine, acts of the Cabinet of Ministers of Ukraine, as well as other normative legal acts adopted to implement the laws of Ukraine. According to Art. 1 of the Law of Ukraine "On the Basic Principles of Ensuring Cyber Security of Ukraine", cyber security is the protection of the vital interests of a person and citizen, society and the state during the use of cyberspace, which ensures the sustainable development of the information society and digital communication environment, timely detection, prevention and neutralization of real and potential threats to Ukraine's national security in cyberspace.

According to Art. 4 of the Law of Ukraine "On the Basics of Ensuring Cyber Security of Ukraine", the objects of cyber security are the constitutional rights and freedoms of a person and a citizen; society, sustainable development of information society and digital communication environment; the state, its constitutional system, sovereignty, territorial integrity and inviolability; national interests in all areas of human life, society and the state; objects of critical infrastructure, and objects of cyber protection include communication systems of all forms of ownership, in which national information resources are processed and/or which are used in the interests of state authorities, local governments, law enforcement agencies and military formations formed in accordance with the law; objects of critical information infrastructure; communication systems used to meet public needs and/or implement legal relations in the fields of electronic government, electronic public services, electronic commerce, and electronic document management. An important international legal act in the field of combating cybercrime is the Convention on Cybercrime dated November 23, 2001, ratified by the Law of Ukraine dated September 7, 2005 No. 2824-IV. In order to strengthen the fight against cybercrime and cyberattacks, the Law of Ukraine "On Amendments to the Criminal Procedure Code of Ukraine and the Law of Ukraine "On Electronic Communications" on improving the effectiveness of pretrial investigation "on hot pursuit" has

already been adopted. during the legal regime of martial law in Ukraine. Measures to Counter Cyber Attacks" dated March 15, 2022 No. 2137-IX and the Law of Ukraine "On Amendments to the Criminal Code of Ukraine on Improving the Effectiveness of Countering Cybercrime in Martial Law" dated March 24, 2022 No. 2149-IX.

In turn, the Criminal Code of Ukraine contains something another classification of crimes in the field of computer information. In particular, section 16 criminal offenses in the field of use of electronic computing machines (computers), systems and computer networks and telecommunication networks includes 6 types of crimes in the field of computer information:

Unauthorized interference with the operation of electronic computing machines (computers), automated systems, computer networks or telecommunication networks.

1. Creation for the purpose of use, distribution or sale of malicious software or technical means, as well as their distribution or sale.
2. Unauthorized sale or distribution of information with limited access, which is stored in electronic computing machines (computers), automated systems, computer networks or on media of such information.
3. Unauthorized actions with the information being processed in electronic computing machines (computers), automated systems, computer networks or stored on the media of such information, committed by a person who has the right access to it.
4. Violation of the rules of operation of electronic computing machines (computers), automated systems, computer networks or telecommunication networks or order or rules for the protection of the information processed in them.
5. Obstructing the work of electronic computers machines (computers), automated systems, computer networks or telecommunication networks by mass distribution of telecommunication messages. It is worth noting that the list of crimes in the field of computer information contained in the Criminal Code of Ukraine, does not cover the entire range of criminal acts committed in cyberspace.

The cyber security strategy of Ukraine, approved by the decision of the National Security and Defense Council of Ukraine and put into effect by the Decree of the President of Ukraine No. 447 dated August 26, 2021, includes cybercrime as the main threats to cyber security, which "damages information resources, social processes, individual citizens, reduces public trust in information technologies and leads to significant material losses" (paragraph 3). In order to strengthen the ability to combat cybercrime, it is planned to: complete the implementation of the provisions of the Convention on Cybercrime into the legislation of Ukraine; development of approaches to the implementation of state policy in the sphere of ensuring the rights of citizens in cyberspace; regulation at the legislative level of the legal status of cryptocurrencies; introduction of the practice of conducting an information campaign regarding the actions of citizens in the event that they encounter cyber fraud and other cybercrimes, etc. Since the beginning of the full-scale invasion and the introduction of martial law in Ukraine, the problem of compliance of the current criminal legislation of Ukraine with the latest challenges and threats related to the war turned out to be extremely urgent. That is why the Ukrainian parliament made a number of changes and additions to the Criminal Code of Ukraine (hereinafter - the Criminal Code) already under martial law. The Criminal Code was supplemented with new categories of crimes, in particular:

- Art. 111-1 "Collaborative activity";
- Art. 111-2 "Assistance to the aggressor state";
- Art. 114-2 "Unauthorized dissemination of information about the transfer, transfer of weapons, armaments and war supplies to Ukraine, the movement, transfer or placement of the Armed Forces of Ukraine or other military formations formed in accordance with the laws of Ukraine,

committed under conditions of war or a state of emergency";

- Art. 201-2 "Illegal use for profit of humanitarian aid, charitable donations or free aid";
- Art. 436-2 "Justification, recognition as legitimate, denial of the armed aggression of the Russian Federation against Ukraine, glorification of its participants." In addition, additions or changes were made to a number of articles of the Criminal Code, in particular, criminal liability was increased for the commission of certain offenses (theft - Article 185, robbery - Article 186, robbery - Article 187, extortion - Article 189, etc. ).

Article has undergone far more serious changes. 361 of the Criminal Code, according to the updated version of which:

1) the very fact of unauthorized interference in the work of information (automated), electronic communication, information and communication systems, electronic communication networks is recognized as criminally illegal (for the sake of convenience, further on in this publication, the single phrase "unauthorized interference" will be used to denote the corresponding criminal offense) - regardless from whether such actions led to the leakage, loss, forgery, blocking of information, distortion of the information processing process or violation of the established order of its routing, the occurrence of which from now on should be considered not as constituting a crime (as before), but as a qualifying feature of the criminal offense under consideration (hereinafter - k. pr.) (new part 3 of article 361 of the Criminal Code).

From now on, for the qualification of actions according to this norm, it is enough for a person to commit an action in the form of unauthorized intervention, and the occurrence of harmful consequences (such as leakage, forgery, blocking of information, etc.) is not required. Thus, the legislator criminalized an act for which there was no criminal liability before. At the same time, this article provides that interference in the operation of information (automated), electronic communication, information communication systems, electronic communication networks is not considered unauthorized, if such interference is carried out in accordance with the Procedure for searching and identifying potential vulnerabilities of such systems or networks (part 6 of Article 361). In addition, sanctions for the commission of a criminal offense under Article 361-1 of the Criminal Code are being strengthened Iasechko S., Pereiaslavskva S., Smahina O. Et al. (2022)

M. I. Havronyuk made a remark, assuming that excessive criminalization is taking place here, since, according to the scientist, unauthorized interference in the work of the specified systems or networks is not a crime in itself, since it does not create any consequences that could be subject to the action criminal liability. the concept of significant damage (Article 11 of the Criminal Code). For example, a situation is simulated when a work colleague wants to watch news on another employee's computer, and his own computer is under repair, turns it on and searches on sites (minor action) Kronivets T., Tymoshenko Y., Diachenko O. et al. (2021)

At the same time, we note that the question of the justification of the criminalization of the specified acts can only be resolved based on the results of a separate study, within the scope of which it would be:

- a) a clearly defined social danger of unauthorized intervention, the "price" of which - encroachment on private life, taking into account the comprehensive digitalization of society, only increases every day;
- b) relevant foreign experience is analyzed in detail.

Even without delving into the research of this issue, I would still like to draw attention to the fact that the parliamentarians of at least several European countries assess the public danger of unauthorized interference in the work of information systems in such a way that they recognize this act as criminally illegal -

either unconditionally or on the condition, that these actions are accompanied by the overcoming (violation) of security measures - regardless of any of its consequences (see, for example: Article 118-a of the Criminal Code). of Austria, Article 217 of the Penitentiary Code of Estonia, Part 3 of Article 197 of the Criminal Code of Spain, Article 138 of the Criminal Code of the Netherlands, Article 267 of the Criminal Code of Poland, etc.); c) Ukraine's international obligations are taken into account. In particular, in Art. 2 of the Council of Europe Convention on Cybercrime (ratified by Ukraine in 2005) provides for the need to criminalize illegal access, that is, intentional access to the entire computer system or its part without the right to do so. Criminal liability in this case is not associated with any consequences.

At the same time, it should be taken into account that in the same norm it is indicated that the country can demand that such an offense was committed in violation of security measures for the purpose of obtaining computer data or for another dishonest purpose, or in connection with a computer system, connected to another computer system;

2) increased liability: - firstly, for the actions provided for in part 1 or part 2, which created the danger of serious man-made accidents or ecological catastrophes, death or mass illness of the population or other serious consequences (new part 4); - secondly, for the actions provided for in part 3 or part 4, committed during martial law (new part 5);

3) the actions provided for in parts 1-4 of this article are not considered unauthorized interference, if they were carried out in accordance with the procedure for searching and identifying potential vulnerabilities of such systems or networks (new part 6). Unfortunately, as in the situation with most other "military" changes to the Criminal Code, not all updates associated with the adoption of the Law of March 24, 2022 (including those mentioned above) should be evaluated positively Iasechko S., Kuryliuk Y., Nikiforenko V. et al. (2021).

All these changes are the state's reaction to the operational situation that developed during the war, so the vast majority of them concern either the criminalization of certain acts that did not exist before the war, or the strengthening of responsibility for some offenses. It should be noted separately the relevance of the problem of combating crime in cyberspace, since in the conditions of war in Ukraine, the number of illegal actions in the digital environment, which are carried out with the aim of manipulating and destabilizing the situation in the country, disruptions in the work of state institutions, theft of confidential data, damage to equipment, tasks, is increasing other damages Iasechko S., Ivanovska A., Gudz T., et al (2021).

Even taking into account the peculiarities of the development of each of the states, it is possible to offer the most general (universal) countermeasures against cybercrime, which will be effective in Ukraine as well. In the first in turn, this can be achieved by establishing criminal liability for crimes of the specified type, as well as the development of appropriate strategies for ensuring information security criminal legal means. It also seems appropriate, for the purpose of emphasis, to include at the level of national (including Ukrainian) and international criminal legislation, a norm that determined one of the tasks of the criminal law to ensure the protection of information security; it is expedient to conduct separate studies and develop recommendations for the training of professionals in legal sphere, ensuring legality in their activities within the limits of current informational needs society at the national level.

## 5 Conclusion

To specify the essence of the investigated type of crime, there is a need to develop its criminological classification. It will be useful both for scientists in order to further improve forensic methods, and for practitioners in order to properly organize the process of investigating cybercrimes, which will not allow persons involved in cybercrimes to avoid criminal liability.

Currently, cybercrimes are the most progressive types of criminal offenses that have covered almost all spheres of human life, the state as a whole and individual citizens are harmed by cybercriminals. It is worth noting that due to the complex and specific nature of cybercrimes, there is no universal model for identifying all possible categories of threats and directly investigating the specified type of criminal offenses. Analyzing the doctrinal definitions of the concept of cybercrime offered by both domestic and foreign scientists, we can come to the conclusion that currently there is no clear concept of cybercrime that would characterize it through its main features unique to it.

Cybercrime in wartime is generally on the rise, as since the start of the full-scale invasion of Russia, the battles have not only been fought on the home front, but also on the cyber front, where government websites, broadcasters' websites, media outlets, and critical infrastructure enterprises have been subject to periodic cyberattacks, so we consider the above proposals regarding the improvement of criminal legislation to be relevant and necessary not only during martial law, but also in post-war period.

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## INNOVATIVE TECHNOLOGIES IN THE MANAGEMENT SYSTEM PERSONNEL

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**Abstract:** The article systematizes modern concepts of personnel management, among which the following are distinguished: the concept of labor management; personnel management, human management resources and human management. It has been established that the purpose of the concept of human resources management is not only in hiring and retaining qualified employees, but also in improving the professional training of employees who effectively implement the goals of the enterprise. Features of this concept are also the use of group methods of work organization with the aim of creating a favorable climate for the delegation of competences and responsibilities; focus on the development of an integral strong corporate culture. The main innovative technologies in the field of personnel management are highlighted, in particular: recruiting, coaching, gamification, application of programs for the development of emotional intelligence, talent management, knowledge management and personalization, which allow to increase the level of competence and commitment to the organization among employees. The article considers the strategic personnel management, which can proceed effectively only within the framework of the strategic personnel management system. It means an ordered and purposeful set of interrelated and interdependent subjects, objects and means of strategic personnel management, interacting in the process of implementing the "strategic personnel management" function. The main working tool of such a system is the personnel management strategy. It is shown that the system of strategic personnel management ensures the creation of structures, information channels, and most importantly, the formation of a personnel management strategy, its implementation and control over this process.

**Keywords:** personnel planning, system education, anti-crisis management, management of managers.

### 1 Introduction

The history of the development of personnel services, i.e., divisions that deal with recruitment and accounting of personnel, is lost in the depths of centuries. For example, the first mention of the discharge order issued by the personnel of the army of the Russian state (his staffing, monetary and local salaries), dates back to 1478. Special examinations introduced by the order determined the ability to be called up for military service. In addition to the military, the order also had administrative functions in the personnel affairs of the state apparatus. He appointed viceroys, governors, ambassadors, judges, tried officials who failed to justify their trust, handled viceroy cases, etc. The history of the development of personnel services is closely related to the development of organized employment services. The emergence of organized employment services in the countries of Western Europe was due to mass unemployment. Initially, they were a set of labor mediation bodies carried out by professionals trade unions and unions. Later, state employment agencies emerged: labor exchanges, agencies, employment offices. In France, for example, the first state labor exchange was created in 1897, in England the law on the organization of government labor exchanges in cities with a population of 25 thousand or more was adopted in 1909, in tsarist Russia in August 1917. The organization of the state distribution of labor under the Soviet government began with the creation of the employment service, the main links of which (according to the decree of the Soviet People's Committee) were labor exchanges. They registered all citizens who were looking for work and all available jobs; engaged in social insurance and unemployment benefit payments; provided intermediary services in relation to hiring; kept labor statistics etc. They were created in settlements with a population of 20,000 or more, and enterprises could hire workers only through labor exchanges. Exchange services were free for both the population and

economic bodies. The market economy poses a number of fundamental tasks, the most important of which is: the most efficient use of human resources. In order to achieve this, strategic personnel management of the organization is necessary, which is closely interconnected with the strategic management of the entire organization. This explains the relevance of this course work. In addition, for the implementation of the strategic personnel management of the organization, highly qualified specialists are needed, who are sorely lacking in this area, as well as literature on this issue in Ukraine. With the development of market relations in cities, labor exchanges, services (bureaus) are created employment of the population, who employ and organize retraining of personnel. In recent years, various firms and recruiting offices specializing in personnel selection and other types of services have become widely available. All this has a significant impact on the development of personnel services and enables them to improve their activities. Krausert (2014). An important issue is the intellectualization of production. Step by step, it is necessary to make the work interesting not only for the engineer, but also for worker, so that the division of employees "into those who think and those who does." As a rule, flexible manufacturing is more interesting. These measures are useful not only for the employee. As a rule, they make production more adaptable to quick response to market needs, i.e. provide high economic efficiency. The possibilities of humanizing work have no limits, just like the endless phenomenon of a person, the development of his personality, culture, education, improvement, interaction between people, as well as the technical environment of the functioning of people in the organization. The subject of personnel management is the study of the relations of employees in the production process from the point of view of the most complete and effective use of their potential in the conditions of the functioning of production systems. The main goal of personnel management is the combination of effective personnel training, professional development and work motivation to develop the abilities of employees and stimulate them to perform higher-level work. There are a number of tasks related to personnel management and ensuring normal working conditions. The most important of them are: socio-psychological diagnostics; analysis and regulation of group and personal relations of management; management of industrial and social conflicts and stresses; information support of the personnel system management; employment management; assessment and selection of candidates for vacant positions; analysis of personnel potential and personnel needs; personnel marketing; business career planning and control; professional and socio-psychological adaptation of employees; labor motivation management; legal issues of labor relations; psychophysiology, ergonomics and aesthetics of work. Scientific methods of personnel assessment, placement and training based on the results of sociological and psychological research are gradually being introduced into the practice of personnel services. The level of organizational, legal and socio-psychological culture of personnel services employees is insufficient, a large part of whom do not have appropriate education, has not improved his qualifications for a long time. Human resources departments are currently neither methodical, nor informational, nor coordinating centers for personnel work. They are structurally separated from departments of work organization and wages, departments of occupational health and safety, legal departments and other divisions that perform personnel management functions. HR services tend to have a low organizational status and are weak in terms of professionalism. The main task in the management of human resources is the most effective use of the abilities of employees in accordance with the goals of the enterprise and society. At the same time, the preservation of the health of each person must be ensured and relations of constructive cooperation between team members and various social groups must be established.

## 2 The initial presuppositions

In the article, the following research methods were used to solve the set tasks: theoretical (study and analysis of scientific and psychological and, reference, specialized literature, regulatory documentation on the topic of research, additional professional advanced training programs; analysis, comparison, classification of the information received and generalization); empirical mathematical (statistical data processing).

## 3. Methods

Understanding the strategic management of an organization's personnel is impossible without a definition of the term "strategic management of an organization" in general. Moreover, the strategic management of the organization is the initial prerequisite for the strategic management of its personnel. Iasechko, Shelukhin, Maranov (2021).

The term "strategic management" was introduced in the 60-70s of the 20th century to distinguish the current management carried out at the level of business units from management at the top level of management. Iasechko, Iasechko S., Smyrnova (2021). In the process of its development, management as a practical activity in the 80s moved to a new stage, a distinctive feature of which is the shift in the attention of top management towards the external environment, which allows timely and adequate response to the changes taking place in it and provide the organization with an advantage over competitors. Krausert (2014).

The need for strategic management in Ukrainian conditions is explained by the following reasons. First, over the past ten years, the environment in which organizations operate has changed radically. The unstable economic situation of many organizations is due to the lack of deep economic knowledge, managerial skills and experience of working in a competitive environment among the majority of managers, the need to adapt the organization to constantly changing environmental conditions. Secondly, moving away from centralized planning, privatization and the entire course of economic transformations in Ukraine require leaders to be able to foresee, formulate a strategy, determine advantages and competitive advantages, eliminate strategic threats and dangers, i.e. use all the tools of strategic management. Thirdly, the application of the ideas and principles of strategic management, the need for changes in the management system are relevant not only for large companies, which were associated with the emergence of strategic management, but also for medium and even small enterprises. Strategic management is such management of an organization that relies on human potential as the basis of the organization, responds flexibly to challenges from the external environment, makes timely changes in the organization that allow achieving competitive advantages, focusing in its activities on the needs of customers, which together makes it possible organizations to survive in the long term while achieving their goals.

The activity of any organization depends on specific people. People determine the suitability of equipment and technology, set for themselves the scope of functions that must be performed, adapt the structure of the organization to their capabilities. Therefore, people are the central and main element in any management system and in any production system.

The value of the human factor in the organization should be considered in several aspects:

1. Quantitative: direct and indirect costs, including wages, means for personnel training and marketing, workplace layout and its continuous improvement, etc.
2. Qualitative: people's search for a permanent job, raising the professional and cultural level of employees, assessing their career growth opportunities, etc.
3. Strategic: the management's concern for the constant improvement of the qualifications of employees, awareness

of the importance of the human factor as an element of competitiveness.

Until recently, the very concept of "personnel management" was absent in our management practice, although in the management system of each organization there was a subsystem of personnel management and social development of the team (personnel department), but the main part of personnel management work was performed by line managers of divisions.

The basis of the concept of personnel management of the organization today is the personality of the employee, whose role is growing all the time, knowledge of his motivational attitudes, the ability to form and direct them in accordance with the tasks facing the organization.

Today, the transition to the post-industrial and information era, the formation of civil society create prerequisites and at the same time demand an ever greater strengthening of the positions of humanism.

The main resource at the moment is human capital, which belongs not to an authoritarian state and not to the owner of an enterprise or other organization, but to the person himself. A person, his personality, creative potential and abilities form the basis of any activity.

Therefore, humane treatment of all employees of the organization as a whole is now a priority area of work of personnel management services.

The humanization of work requires, first of all, a review of the type of human resources management, the development of its new concept. Currently, the development trend of personnel management is person-oriented (participative) management.

Its main principles are:

1. Management tool — values, interest reflected in a polymorphic system of motivation.
2. Emphasis on strategic management.
3. Predominantly targeted management ("do it your way, but realize the defined goal").
4. Encouraging dissent; creativity and innovation are valued above all.
5. Democracy, collegiality.
6. The leader is an ideologist, consultant, coordinator, but not a commander.
7. Maximum delegation of authority and responsibility.
8. The structure is more network-like than hierarchical.
9. Decentralization and differentiation.
10. Mainly horizontal rather than vertical connections.
11. Personal communication in dialogue mode instead of communication using papers.
12. Narrowing the scope of management control, replacing it with information.
13. Selection of qualified personnel with high values.
14. Dynamics, rapid change in management and motivation methods.

For many years, the human factor in business was assigned a secondary role, subordinated to the company's financial and production tasks. Recently, this attitude has begun to change. An urgent problem of modern management inactivation of human resources for the success of the organization. Among the reasons for such a reorientation are the problems that arose in the developed countries of the world at the end of the 70s in connection with rapid changes in technology, economic and demographic pressure, decrease in productivity, etc. Therefore, an important theoretical and practical problem is the orientation of personnel towards the achievement of the organization's strategic goals. Leading companies have begun to successfully integrate their human resources management into the system of strategic and tactical management. That human resources and strategic planning can be effectively integrated is proven by such corporations as General Electric, Exxon, Chase, and General

Motors. In a number of scientific works it has been proven that a change in strategy often leads to a change in structure. But this analysis gives only a partial picture of the dynamics of any organization. In addition to strategy and structure, the state of business is also determined by the third element — human resources. So, look at the problem has fundamentally changed as a result of a triple evolution: the surrounding economic the environment, the enterprise and the person himself.

Let's consider modern management theories about the role of man in the organization.

### 1. Classical theories

Postulate theories. The work of most individuals does not bring satisfaction - this is their inherent quality. What they do is less important to them than what they earn. Few such individuals are willing or able to perform work that requires creativity, independence, initiative and self-control.

Tasks of the heads of the organization. The main task of the manager is strict control and monitoring of subordinates. He should make the task easy learnable, simple and repetitive operations, develop simple work procedures and implement them in practice.

Expected results. Individuals can work productively if there is an appropriate salary and if the manager is fair. If the tasks are simplified enough and if the individuals are strictly controlled, they can adhere to fixed production standards.

### 2. Theories of human relations

Postulate theories. Individuals strive to be useful and meaningful, they feel the desire to be integrated, recognized as individuals.

Tasks of the heads of the organization. The main task of the manager is to make everyone feel useful and needed. He should inform his subordinates about the plans, as well as take into account their suggestions for improving these plans. Head must provide his subordinates with the possibility of certain independence and certain personal self-control for the performance of routine operations.

Expected results. The fact of exchanging information with subordinates and their participation in making routine decisions enables the manager to satisfy the basic needs of individuals for interaction and a sense of self-importance. The fact of satisfying needs raises their spirits and reduces the feeling of resistance to official authority, that is, subordinates willingly communicate with management.

### 3. Theories of human resources

Postulate theories. The work of most individuals brings satisfaction. Individuals strive to contribute to the realization of goals that they understand, in the development of which they themselves participate. Most individuals are capable of independence, creativity, responsibility, and also to personal self-control at a higher place in the hierarchy than the one they currently occupy.

Tasks of the heads of the organization. The main task of the manager is the better use of human resources. He must create such an environment in which each a person can maximally reveal his abilities, promote the full participation of personnel in solving important problems, constantly expanding the independence of his subordinates.

Expected results. The fact of expanding the influence of independence and self-control of subordinates will lead to a direct increase in production efficiency. As a result, job satisfaction can increase, as subordinates make the most full use of their own human resources.

When transitioning to the market, there is a slow departure from hierarchical management, a rigid system of administrative influence to market relations, property relations based on

economic methods. Therefore, fundamentally new approaches to establishing the priority of values. The main component inside the organization is the employees, and outside it are the consumers of the products. It is necessary to return the worker's consciousness to the consumer, and not to the manager; to profit, not waste; to initiative, not mindless execution. So, hierarchy will fade into the background, giving way to culture and the market.

That is, strategic management is a process that covers the actions of the leaders of the organization to develop, implement and correct the strategy.

The main principles of strategic management are:

long-term prospects being assessed and decisions being made, the direction of managerial influences on changing the potential of the management object (production, services, technology, personnel, etc.) and creating opportunities for more effective implementation of this potential;

priority consideration in the development and adoption of managerial decisions of the state and possible changes in the external environment;

alternative choice of management decisions depending on the state of the internal and external environment of the organization;

implementation of constant monitoring of the state and dynamics of the external environment and the timely introduction of changes in management decisions.

The strategic management process includes 5 interrelated stages. They logically follow one from the other. At the same time, there is a stable feedback and the reverse influence of each stage on all the others.

The analysis of the external and internal environment is usually considered the initial stage of strategic management, since it serves as the basis for determining the mission and goals of the organization, and for developing a strategy of behavior in the surrounding competitive environment that allows you to carry out the mission and achieve goals. Iasechko, Kharlamov, Skrypchuk, Fadyeyeva, Gontarenko, Sviatnaia (2021).

Determination of the mission (purpose) of the organization, strategic goals and objectives for their implementation.

Formulating and choosing a strategy to achieve the intended goals and performance results.

Effective implementation of strategies, implementation of the planned strategic plan.

Evaluation and control over the course of the implemented strategy, adjustment of activities and methods of its implementation.

Strategic personnel management is based on the same principles and foundations as the strategic management of the entire organization as a whole, since it is an integral part of it.

Strategic personnel management is the management of the formation of a competitive labor potential of an organization, taking into account ongoing and upcoming changes in its external and internal environment, which allows the organization to survive, develop and achieve its goals in the long term.

The purpose of strategic personnel management is to ensure a coordinated and adequate state of the external and internal environment, the formation of the labor potential of the organization for the coming long period.

The competitive labor potential of an organization should be understood as the ability of its employees to withstand competition in comparison with employees (and their labor

potential) of similar organizations. Competitiveness is ensured by a high level of professionalism and competence, personal qualities, innovative and motivational potential of employees. Iasechko, Kharlamov, Skrypchuk, Fadyeyeva, Gontarenko, Sviatnaia (2021).

Strategic personnel management allows you to solve the following tasks.

1. Providing the organization with the necessary labor potential in accordance with its strategy.
2. Formation of the internal environment of the organization in such a way that the intra-organizational culture, value orientations, priorities in needs create conditions and stimulate the reproduction and realization of labor potential and strategic management itself.
3. Based on the installations of strategic management and the final products of activity formed by it, it is possible to solve problems related to the functional organizational structures of management, including personnel management. Strategic management methods allow you to develop and maintain the flexibility of organizational structures.
4. The possibility of resolving contradictions in matters of centralization-decentralization of personnel management. One of the foundations of strategic management is the delimitation of powers and tasks both in terms of their strategic nature and the hierarchical level of their execution. The application of the principles of strategic management in personnel management means the concentration of strategic issues in personnel management services and the delegation of part of the operational and tactical powers to the functional and production divisions of the organization.

The subject of strategic personnel management is the personnel management service of the organization and the top line and functional managers involved in the type of activity.

The object of strategic personnel management is the total labor potential of the organization, the dynamics of its development, structures and target relationships, personnel policy, as well as technologies and management methods based on the principles of strategic management, personnel management and strategic personnel management Kushnir I., Kuryliuk Y., Nikiforenko V. et al. (2021).

#### 4 Results and discussion

Regarding the concept of "personnel management", the following definitions are known:

1. Personnel management is an independent field of management, the main goal of which is to increase the production, creative output and activity of personnel; focus on reducing the share and number of production and management employees; development and implementation of personnel placement policy; formation of rules for admission and dismissal of personnel; solving issues related to training and professional development of personnel.
2. Personnel management is a process of planning, training, evaluation and continuous education of personnel, aimed at their rational use, increasing production efficiency and (as a result) improving the quality of life.
3. Personnel management is the process of solving the organization's tasks by hiring, retaining, releasing, improving and properly using human resources.

A person in an organization (production system) performs the role of manager (subject of management) and executor (object of management). Employees of the organization act as an object of management, since they are a productive force, the main components part of any production process. Therefore, planning, formation, distribution, redistribution and rational use of human resources in production forms the basis of personnel

management and from this point of view is considered similar to management of material elements of production. At the same time, the staff is first of all, people who are characterized by a complex set of individual qualities, among which social and psychological ones play the main role. The ability of personnel to simultaneously act as an object and subject of management is the main specific feature of personnel management.

The subject of personnel management is the study of the relations of employees in the production process from the point of view of the most complete and effective use of their potential in the conditions of the functioning of production systems.

The main goal of personnel management is the combination of effective personnel training, professional development and work motivation to develop the abilities of employees and stimulate them to perform higher-level work.

The management of human resources of the enterprise includes a complex of interdependent types of activities:

- 1) determination of the need for workers, engineers, managers of various qualifications, based on the company's strategy;
- 2) labor market analysis and employment management;
- 3) selection and adaptation of personnel;
- 4) career planning of company employees, their professional and administrative growth;
- 5) provision of rational working conditions, including a favorable social and psychological atmosphere for each person;
- 6) organization of production processes, analysis of labor costs and results. Establishing optimal ratios between the number of equipment units and the number of personnel of different groups;
- 7) labor productivity management;
- 8) development of motivation systems for effective activity;
- 9) justification of the income structure, the degree of their differentiation. Designing payment systems;
- 10) organization of inventive activity;
- 11) participation in tariff negotiations between representatives of employers and employees;
- 12) development and implementation of the company's social policy;
- 13) prevention and elimination of conflicts.

The scope of work for each of these functions depends on the size of the enterprise, the characteristics of the products produced, the situation on the labor market, the qualifications of the personnel, the degree of automation of production, and the social and psychological situation at the enterprise and beyond.

In the industry of Ukraine, more than half of the employees of personnel management services are engaged in rationing and payment of labor. In the human resource management systems of the United States, most employees are engaged in the selection, adaptation, and evaluation of personnel. Krausert (2014). Competence should be distinguished from competence, which is a characteristic of a position and is a set of powers (rights and obligations) that a certain body and officials have or should have in accordance with laws, regulations, charters, regulations.

In the conditions of strategic management, the role of the personnel management service in the constant increase of the competence of employees is significantly increasing. However, the technologies of strategic personnel management are not yet sufficiently developed, which is one of the reasons for the problems of the personnel management system.

The human resources of organizations, unlike other types of resources (material, financial, informational), have a long-term nature of use and the possibility of transformations in the process of managing them. They are subject to some form of wear and tear, so they need to be restored and reproduced.

The inefficiency of applying the principles of operational-tactical management in personnel management within the framework of

the strategic management of an organization is precisely due to the fact that it does not take into account the above features and characteristics of personnel as an object of strategic management.

The use of personnel as a resource is characterized by the fact that its reproduction is carried out after a certain period of its activity, determined by "wear and tear"; its acquisition and maintenance in working order require large capital investments. It follows from this that the use and reproduction of personnel is of an investment nature, since personnel is an object of capital investment. But the investment of funds can be made only from the standpoint of strategic expediency.

In strategic personnel management, the "substantial" characteristics of personnel (knowledge, skills, abilities, social status, norms of behavior and values, professional qualification, hierarchical and demographic structures) are considered as an object of management. These characteristics, of which he is the bearer, express the potential of the organization's personnel from the point of view of the long term. In addition, the technology of personnel management (technologies for the realization of labor potential, reproduction and development of personnel) is also an object of strategic management. Together, they form the labor potential of the organization.

The application of strategic management methods is becoming a real practice in managing the labor potential of enterprises. Examples are companies such as IBM, Toyota, which use strategic workforce planning methods based on a well-thought-out, market-based strategy.

The management of personnel services becomes a full member of the general management of enterprises and participates in the development of corporate strategies. A special place is given to the assessment and formation of personnel potential, its professional growth and development, and increasing creative and organizational activity.

Assessing the activities of organizations that have the opportunity to use advanced methods of personnel management, we can distinguish three established types of organizations.

1st type. Comprehensively deal with issues of strategic planning and apply elements of strategic personnel management. This is a small part of widely diversified financial and industrial associations and enterprises with great financial and organizational capabilities, a developed regional network.

2nd type. Use methods of strategic personnel planning. These are organizations with a stable financial position, stable technologies and a diversified product. They can be quite compact in size and have an average number of staff.

3rd type. Delegate functional tasks of a strategic nature to the personnel management service. Develop strategies for staff development and focus on them in their activities. These include medium and large enterprises of various organizational forms, regional branching, diversification of technologies and products.

Strategic personnel management can proceed effectively only within the framework of the strategic personnel management system. It means an ordered and purposeful set of interrelated and interdependent subjects, objects and means of strategic personnel management, interacting in the process of implementing the "strategic personnel management" function. The main working tool of such a system is the personnel management strategy.

Thus, the strategic personnel management system ensures the creation of structures, information channels, and most importantly, the formation of a personnel management strategy, its implementation and control over this process.

From the definition of strategic personnel management it follows that it is aimed at creating a competitive labor potential of the

organization in order to implement the personnel management strategy. Based on this, all the functions of the personnel management system can be grouped into the following three areas: providing the organization with labor potential; development of labor potential; realization of labor potential.

Strategic personnel management is dual in nature. On the one hand, it is one of the functional areas within the strategic management of an organization (along with marketing, investment, etc.), on the other hand, it is implemented through specific personnel management functions aimed at implementing the personnel management strategy, and from this point of view it is functional subsystem of the personnel management system.

Organizationally, the system of strategic personnel management is built on the basis of the existing organizational structure of the personnel management system. There are three main options for the organizational design of the system:

1. Complete isolation of the system into an independent structure (but at the same time there is a danger of separation from the operational practice of implementing the strategy).
2. Separation of the strategic management body into an independent structural unit (strategic management department) and the formation of strategic working groups based on the divisions of the personnel management system.
3. Formation of a system of strategic management of personnel without separation into structural units (but at the same time, issues of strategic management are given a secondary role).

The most effective option is to create a "headquarters" strategic department within the framework of the personnel management system and coordinate the activities of other departments on strategic planning issues, when part of the personnel of already existing divisions of this system is assigned responsibilities for the "strategic personnel management" function.

The implementation of the personnel management strategy is an important stage in the strategic management process. For its successful course, the leadership of the organization must follow the following rules:

goals, strategies, tasks for personnel management should be carefully and timely communicated to all employees of the organization in order to achieve on their part not only an understanding of what the organization and the personnel management service are doing, but also informal involvement in the process of implementing strategies, in particular development of employees' obligations to the organization for the implementation of the strategy.

The general management of the organization and the heads of the personnel management service must not only ensure the timely receipt of all the resources necessary for the implementation (material, office equipment, equipment, financial, etc.), but also to have a strategy implementation plan in the form of targets for the state and development of labor potential and record the achievement of each goal.

The purpose of the strategy implementation process is to ensure the coordinated development and implementation of strategic plans for the structural units of the organization as a whole and the personnel management system.

During the implementation of the strategy, 3 tasks are solved: First, the priority among administrative tasks (general management tasks) is established so that their relative importance corresponds to the personnel management strategy that the organization and the strategic personnel management system will implement.

Secondly, a correspondence is established between the chosen personnel management strategy and internal organizational processes, processes within the personnel management system

itself. To ensure that the activities of the organization are focused on the implementation of the chosen strategy.

Thirdly, it is the choice of the style of management of the organization as a whole and in individual units that is necessary and appropriate for the personnel management strategy.

The tools for implementing the personnel management strategy are personnel planning, personnel development plans, incl. his training and career advancement, solving social problems, motivation and remuneration.

The management of the implementation of the personnel management strategy is assigned to the deputy head of the organization for personnel. But he must rely on the active support of middle managers.

The implementation of the personnel management strategy includes two stages: implementation of the strategy and strategic control over its implementation and coordination of all actions based on the results of control.

The implementation stage includes:

development of a plan for the implementation of a personnel management strategy;  
development of strategic plans for the divisions of the personnel management system as a whole;  
activation of start-up activities for the implementation of the strategy.

The purpose of the strategic control stage is to determine the compliance or difference between the implemented personnel management strategy and the state of the external and internal environment; outline the directions of changes in strategic planning, the choice of alternative strategies.

In management practice, there are four types of personnel policy in crisis conditions:

1. Passive — the management of the enterprise does not have a clearly defined action program for the personnel, and in the conditions of a crisis at the enterprise, personnel work is reduced to eliminating the negative consequences of the crisis.

The personnel service does not have a forecast of personnel needs and does not have personnel evaluation tools. In the plan of financial recovery, personnel problems are usually reflected in the information certificate about personnel, without a corresponding analysis of personnel problems and their causes.

2. Reactive - the management of the enterprise monitors the symptoms of a crisis situation (the emergence of conflict situations, the lack of a sufficiently qualified workforce to solve tasks and motivation for high-performance work) and takes measures to localize the crisis. Human resources services of enterprises have diagnostic tools. In terms of financial recovery, as a rule, personnel problems at the moment are highlighted and considered specifically, possible ways of their solution are planned.

3. Preventive – the management of the enterprise has reasonable forecasts of the development of the situation, but has no means of influencing it. The personnel service of the enterprise possesses not only means of personnel diagnostics, but also methods of forecasting the personnel situation medium term period. The financial recovery plan includes short- and medium-term forecasts of the need for personnel.

4. Active (rational) — the management of the enterprise has a qualitative diagnosis, as well as a reasonable forecast of the development of the situation and means of influencing it. The personnel service of the enterprise has means of forecasting the personnel situation on the average and long-term periods. In terms of financial recovery, there are short-, medium- and long-term forecasts of personnel needs. In addition, an integral part of

the plan is a personnel work program with options for its implementation.

The technology (modern strategy) of human resources management gives a synergistic effect if the following conditions are observed (at least) in the corporation:

- a relatively well-developed system of adaptation to the external and internal labor market (individual career planning, training and retraining of personnel, incentives professional growth and personnel rotation);
- there are flexible work organization systems (quality circles, autonomous work groups);
- payment systems are used, built on the principles of comprehensive consideration of personal contribution (including by employees themselves) and (or) the level of professional competence (knowledge, skills, skills actually acquired by employees);
- a high level of participation of individual employees and work groups in the development and adoption of management decisions related to their daily work is supported;
- the practice of delegating powers to subordinates is used;
- an extensive system of organizational communication functions, which provides bilateral and multilateral vertical, horizontal and diagonal connections in the organization.

## 5 Conclusion

Modern concept of human resource management we provide not only hiring and the ability to retain qualified employees, but also improving the professional training of employees who effectively implement the goals of the enterprise. Human resource is no longer considered as an item of expenditure — it is instead associated with a source of income. Application is also a key feature of this concept group methods of work organization, formation of favorable climate for delegation of competences and distance; focus on the development of a holistic corporate culture; integration of personnel managers and line managers. A characteristic feature of the development of the personnel management system at this stage is the use by the management of the organization of a complex of innovative technologies in the management of human resources. The positive experience of implementing innovative technologies also testifies to the expediency of using such technologies as recruiting, coaching, gamification, the use of emotional intelligence development programs, talent management, knowledge management, and personalization in domestic management, which make it possible to increase the efficiency of the enterprise's functioning thanks to the increase in competence and dedication of employees. In conclusion, the following conclusions can be drawn:

Strategic personnel management is the management of the formation of a competitive labor potential of an organization, taking into account ongoing and upcoming changes in its external and internal environment, which allows the organization to survive, develop and achieve its goals in the long term.

The purpose of strategic personnel management in an organization is to ensure a coordinated and adequate state of the external and internal environment, the formation of the organization's labor potential for a long period.

The subject of strategic personnel management is the personnel management service of the organization and the top line and functional managers involved in the type of activity, the object of strategic personnel management is the total labor potential of the organization, the dynamics of its development, structures and target relationships, personnel policy, as well as technologies and management methods based on the principles of strategic personnel management.

Strategic personnel management of an organization is based on the strategic management of the entire organization, in addition, there is an inverse relationship.

In Ukrainian organizations, strategic personnel management technologies have not yet been sufficiently developed, which is one of the reasons for the problems of the personnel management system.

In Ukrainian science, there is also little information, research, literature on the issues of strategic management of the organization's personnel.

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