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## **BUSINESS ANALYTICS TO REDUCE VULNERABILITY AND STRENGTHEN UKRAINE'S ECONOMIC STABILITY IN MARTIAL LAW**

For the purpose of business analytical research of the Ukrainian economy in martial law, it is necessary to determine the points of vulnerability and systemic risks for economic stability, as well as to develop proposals for reducing vulnerability and strengthening economic stability in the following main areas:

1. Ensuring stable functioning of the production sphere.
2. The stability of the food system.
3. The stability of transport and telecommunications infrastructure.
4. Social stability and quality of life of citizens.
5. Stability of regions and communities.
6. Strengthening the foreign economic stability of the functioning of the economy.

The points of vulnerability of the Ukrainian economy in the conditions of martial law that arose as a result of the armed aggression of the Russian Federation and the temporary occupation of part of the territory of Ukraine are due to the fact that:

- 1) the national economy has lost a significant share of economic potential for the production of goods and the provision of services, in particular, fixed assets of industrial and other types of enterprises, access to strategic minerals, human capital, etc.;
- 2) as a result of the armed aggression of the Russian Federation and temporary occupation of part of the territory of Ukraine, the national agrarian sector has lost part of the country's agricultural potential, as well as the ability to carry out unimpeded export activities by agro-industrial production products. In the context of martial law, there is a further decrease in the purchasing power of certain social groups of the population, in the occupied territories – the lack of food support;
- 3) as a result of temporary occupation by the aggressor of part of the territory of Ukraine, the objects of Russian information infrastructure

were captured and located in this territory, including objects of radio broadcasting, radio and television concern;

- 4) as a result of the armed aggression of the Russian Federation, negative trends in the labor market of Ukraine have intensified and deepened. According to the State Employment Center of Ukraine, with the beginning of a full-scale invasion of the Russian Federation, the number of vacancies in the center of the center decreased three times compared to the same period of 2021, the imbalance between supply and demand increased. This is due to the decline in economic activity due to martial law, mobilization, departure of Ukrainians abroad or internal movement to safe territories [1];
- 5) armed aggression of the Russian Federation has adversely affected the functioning of the national system of stability aimed at ensuring the ability of the state and society to identify threats in a timely manner, identify vulnerability and evaluate the risks or occurrence of emergencies and crisis situations of all kinds, including martial law;
- 6) violation of the territorial integrity of Ukraine as a result of armed aggression of the Russian Federation remains the main external challenge of national security. Continuing the intervention of the Russian Federation in the internal affairs of other states to strengthen its own positions in the international arena is a challenge for the entire democratic world.

The systemic risks of Ukraine's economic stability should be attributed to:

1. The average value of the assessment of production security for the period 2010-2019 was 53% (from the optimal value), which certifies its unsatisfactory level to ensure the main national economic interests of Ukraine in the production sphere. Trends in the change in the state of production safety were formed in the conditions of reduction of demand for domestic products, an increase in costs for imported raw materials and materials in conditions of high energy and material consumption of production, low level of manufacturability [2]:

- a) loss of potential and unresolved problem of import substitution in high-tech industries, especially in space and aviation production;
- b) low level of resource efficiency of the economy and a significant level of resource intensity of production;
- c) high deterioration of fixed assets in the main types of economic activity.

2. The development of the world and national market indicates that in the long run the shortage of food resources will not only preserve, but will intensify under the influence of not only natural competition, but also political factors. In addition, there is a low purchasing power of certain social groups of the population, which determines the low level of full nutrition of a large part of the population [3].

3. Non-forming of the national system of strategic communications; global misinformation campaigns inspired by authoritarian governments and activists of radical movements to manipulate the consciousness of individuals and population groups that threaten the democratic development of states, including Ukraine, and international stability; information influence of the Russian Federation as an aggressor state on the population of Ukraine.

4. The level of employment of the population in Ukraine remains less than the potentially possible and desirable, based on the goals of economic and social development, lower than employment levels in the leading states of the European Union and is characterized by uneven age and gender differentiation. This determines the considerable amount of active and hidden unemployment, the accumulation of economically inactive labor, especially among young people who not only do not work but do not study or seek work. Insufficient workplaces, significant asymmetry of labor supply and demand on professional and qualification (amount of remuneration, types of economic activity, protection of employment in workplaces, safety of working conditions) encourages the population to labor irreversible migration [4].

5. There is a lack of uniform principles, processes and mechanisms for ensuring national stability at state, regional and local levels. The issue of legislative, institutional, methodological support for the functioning of the national system of sustainability and interaction of the subjects of its provision was not resolved, in particular:

- low level of communication between state authorities, local self – government bodies and the population;
- the level of confidence of the population in public authorities, and as a consequence of insufficient level of involvement of the general population, public associations in the implementation of measures in the field of national stability;
- nedatural level of international cooperation in the field of national sustainability.

6. Slowing the EU expansion process and restraint in strengthening its geopolitical role in the EU Eastern Partnership Initiative is one of the factors that influence Ukraine's implementation, and create conditions for strengthening by the Russian Federation of states of the respective region [5].

In order to solve the above issues regarding the points of vulnerability and systemic risks, ways to reduce vulnerability and strengthen Ukraine's economic stability, in particular, regarding:

- restoration of the potential of high-tech economic activity in industry (production of air and space aircraft, related equipment) and its consistent increase;

- raising the level of resource efficiency of the economy, reducing energy and resource intensity by introducing national standards harmonized with European energy and environmental standards;
- involvement of domestic and foreign investments in the modernization and development of high- and medium-high-tech enterprises, expanded reproduction of fixed assets, including as a result of transparent privatization;
- in Ukraine, which is the manufacturer and exporter of food, it is necessary to increase the state support of the agricultural sector, changing its structure and increasing efficiency. This problem is comprehensive, so it needs to be involved in solving a number of government agencies together with international organizations;
- improving the quality of life of citizens, including by increasing the purchasing access to food or food systems, developing and implementing a plan for providing the population with food in martial law;
- creation of an effective system of national strategic communications in order to guarantee effective information interaction and dialogue between public authorities, local self-government bodies and society, especially in the conditions of martial law and on issues related to crisis situations, as well as the affirmation of a positive image of Ukraine, information assistance promotion of the interests of the state in the world;
- promotion of employment of registered unemployed and persons who do not have such status and seek work (activation of the mechanism of efficient and rapid search of work);
- expanding the support of the unemployed in creating their own business and declaring professional self-employment;
- strengthening control over the activity of enterprises and their responsibility for violations in the field of employment and remuneration;
- ensuring further development of non-formal education and confirmation of professional qualification, attracting private investments in the organization of professional training of workers during their working life;
- promoting the return of migrants and their economic reintegration in Ukraine;
- expanding opportunities for employment of elderly and persons with disabilities as a way of social integration;
- establishment of effective interaction and coordination of subjects of ensuring national stability, in particular between: local state administrations, permanent structures of interagency interaction on the issues of security and stability of regions and territorial communities, territorial units of state authorities, local self-government bodies, enterprises, institutions, institutions organizations, citizens or associations

- of citizens who are initiators or participants in the processes of ensuring national sustainability; auxiliary and advisory bodies on ensuring the sustainability of regions and territorial communities; regional network of analytical-expert, scientific and educational-methodical centers of development of stability;
- acquisition of full membership of Ukraine in the EU, which is a strategic course of the state. Further involvement of EU support for the implementation of internal economic reforms in Ukraine, overcoming the socio-economic consequences of martial law and the restoration of the national economy. Strengthening the strategic importance of the EU Eastern Partnership Initiative, taking into account the integration aspirations of the participating states.

#### **References:**

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### **FORMATION OF ECONOMIC SECURITY SYSTEMS OF AVIATION ENTERPRISES UNDER THE CONDITIONS OF TRANSFORMATION CHANGES**

The successful functioning of business entities in conditions of significant variability of the external and internal environment puts forward stricter requirements for the economic security system of the enterprise, which must not only take into account the entire set of destructive factors, but also predict their occurrence in order to avoid or minimize the impact on effective economic activity. The key to strengthening the foundation of the independent development of Ukraine's economy is ensuring the stability of the transport industry.