Ministry of Education and Science of Ukraine
State University of Trade and Economics
Faculty of International Trade and Law
Faculty of Trade and Marketing
Department of Modern European Languages
Department of Foreign Philology and Translation

THE SCIENCE OF THE XXI CENTURY: CHALLENGES OF THE CONTEMPORANEITY

MATERIALS OF THE VI ALL-UKRAINIAN SCIENTIFIC AND PRACTICAL STUDENT CONFERENCE

(Kyiv, May 11, 2023)

Kyiv 2023

UDC 001"20":378.147(082)
T 44

T 44 **The** Science of the XXI Century: Challenges of the Contemporaneity [Electronic edition] : materials of the VI All-Ukrainian Scientific and Practical Student Conference (Kyiv, May 11, 2023) / Executive Editor A. Nypadymka. – Kyiv : State University of Trade and Economics, 2023. – 710 p. – English, German, Polish.
ISBN 978-966-918-089-6
DOI: 10.31617/k.knute.2023-05-11

The materials of the VI All-Ukrainian Scientific and Practical Student Conference "The Science of the XXI Century: Challenges of the Contemporaneity" includes modern theories, their practical aspects, tools and managing complex problems in the field of economy, finance, audit, international trade and law, information technologies, management, marketing, advertising, philology and psychology.

Authors are responsible for content of the materials.

UDC 001"20":378.147(082)

ISBN 978-966-918-089-6

CONTENTS

SECTION 1. ECONOMICS, FINANCE AND AUDIT

SECTION 3. PHILOLOGICAL SCIENCES

SECTION 4. INTERNATIONAL TRADE AND LAW

SECTION 5. MANAGEMENT, MARKETING AND ADVERTISING

SECTION 6. PHSYCOLOGY

SECTION 1

ECONOMICS, FINANCE AND AUDIT

Antoniuk Tetiana,
Faculty of Accounting and Finance,
course I, group 11 ds, specialty Finance, Banking and Insurance,
Vinnytsia Institute of Trade and Economics of State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Hataullina Elmira****, PhD in Economics,*
Associate Professor of the Department of Finance, VITE SUTE

FOREIGN EXPERIENCE OF RECOVERY OF FINANCIAL MARKETS AFTER RECESSION

Financial markets is one of the main ones catalysts economic development in any country. However, if occurs recession, it may cause considerable negative influence on financial markets, what leads to to their decline and disconnection from real economy.

Recession – it state economy when simultaneously is falling business activity, are decreasing costs on consumption, go bankrupt enterprises and is growing level unemployment. Others in words it economic crisis [1].

Aggression Russia against Ukraine worsened the difficult situation of the world economy and led to the threat of a financial and economic crisis. Worrying signals of economic decline appear all more often, a economists and officials warn about inevitability crisis situations.

The three most important engines of the world economy – the US, Europe and China – are experiencing a decrease in turnover for various reasons related to global problems, such as the consequences of the pandemic COVID-19 and Russian aggression. Because these three countries provide more two thirds world production and consumption, condition their economy directly affects on welfare people in to everything the world [3].

In order to solve the problem of inflation, it is necessary to stimulate supply, not suppress demand. However, this is difficult in the face of high rates, labor shortages, disruptions to globalization and international trade, and the war in Ukraine and the energy crisis resulting from the actions Russia.

To get out of the energy crisis of the West, it is necessary to replace Russia as a supplier of energy resources. There is also a need for a "green" revolution in energy due to shortages of rare metals and capacities for the production of solar panels and wind turbines, as well as cheap credit and breakthrough energy storage technologies [4].

Foreign experience in the recovery of financial markets after a recession can be useful for countries that have suffered losses due to global economic crises. The main ones approaches to restoration financial markets they can comprise in yourself:

- Reformation financial institutions and strengthening bank systems. It may comprise restructuring banks, reduction their credit risk and introduction new ones regulatory Acts for increase efficiency activity financial institutions.
- Reduction interest rate and magnification volumes money masses. These activities they can promote decrease cost debts and stimulation lending, what will contribute recovery economy and financial markets.
- Magnification investments and export. It may be achieved by help reformation trade politicians and involvement foreign investments.
- Development new ones industries economy and development technologies. It may promote creation new ones workers places and increase economic growth.

In general, foreign experience restoration financial markets after recession shows, what effective strategies they can promote recovery economy and financial markets. Key factor success is understanding reasons crisis and development effective measures for overcoming it.

For Ukraine, which suffered impact global economic crisis and encountered with difficulties on financial markets, foreign experience may be useful. Restoration financial markets may be achieved by helping effective reforms, involvement foreign investments, magnification export and investments in new ones industry economy and technologies. Priority directions they can be strengthening bank systems and reduction credit risk, creation favorable conditions for investments and development infrastructure, also development export industries and magnification competitiveness.

References

1. Economical truth. World on at the threshold crisis. Why all they speak about recession and which is threats for of Ukraine. *Economical truth*. Retrieved 10 April 2023 from https://www.epravda.com.ua/publications/2022/07/22/689486/

2. Economical truth. Central banks in period crisis: tactics and strategy actions. *Economical truth*. Retrieved 10 April 2023 from https://www.epravda.com.ua/columns/2023/02/20/697221/

3. Crisis again. The world economy is threatened with a new recession in a record short time-BBC News Ukraine. *BBC News Ukraine*. Retrieved 10 April 2023 from https://www.bbc.com/ukrainian/features-63611110

4. World economy threatens new the decline is record short term – IMF. *News of Ukraine-the last news of Ukraine today-UNIAN*. Retrieved 10 April 2023 from https://www.unian.ua/economics/finance/svitoviy-ekonomici-zagrozhuye-noviy-spad-v-rekordno-korotkiy-termin-mvf-12044004.html

Baltak Ilona,
Faculty of Accounting and Finance,
course II, group FBSS-21d, specialty Finance, Banking and Insurance,
Vinnytsia Institute of Trade and Economics of State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Prutska Olena****, Doctor of Economic Science,*
Associate Professor of the Department of Finance, VITE SUTE

BANKING SYSTEM OF UKRAINE UNDER THE MARTIAL LAW

With the beginning of hostilities on the territory of Ukraine in February 2022, the domestic banking system experienced significant shocks and functions in a mode of stress and uncertainty. At the same time, banks continue their activities, try to fulfill all their obligations and comply with regulations. However, it is obvious that certain transformations are taking place in the banking sector. The banking system is forced to quickly adapt to functioning in the conditions of martial law [1].

In order for the banking system to function reliably and stably, on February 24, 2022, the Board of the National Bank of Ukraine adopted Resolution No. 18 "On the operation of the banking system during the introduction of martial law" (hereinafter referred to as the Resolution), which defines the basic rules for the operation of banks in wartime [2].

The resolution of the NBU in connection with the declaration of martial law throughout the territory of Ukraine stipulates that: banks ensure the operation of branches in an uninterrupted mode in conditions of the absence of threats to the life and health of the population; banks continue their work taking into account the restrictions defined by this resolution; access to safe deposit boxes is ensured in an uninterrupted mode; non-cash payments are made without restrictions; ATMs are replenished with cash without limits; the NBU provides unlimited cash reinforcement; the NBU carries out blank refinancing of banks to maintain liquidity without restrictions on the amount for a period of up to one year with the possibility of extension for another year; payments of the Government of Ukraine are made without restrictions, in accordance with the legislation on the special period [3].

The relevant resolution also provided for the introduction of temporary restrictions from February 24, 2022, namely: to suspend the work of the foreign exchange market of Ukraine, except for operations on the sale of foreign currency by clients; fix the official exchange rate for February 24, 2022; limit cash withdrawals from the client's account in the amount of UAH 100,000. per day (not including salary payments and social benefits), except for enterprises and institutions that ensure the implementation of mobilization plans (tasks), the Government and individual permits of the National Bank without charging and withdrawing commissions; prohibit the issuance of cash from customer accounts in foreign currency, except for enterprises and institutions that ensure the implementation of mobilization plans (tasks), the Government and individual permits of the National Bank; introduce a moratorium on cross-border currency payments (except for enterprises and institutions that ensure the implementation of mobilization plans (tasks) and the Government, separate NBU permits); to stop the servicing banks from carrying out expenditure operations on the accounts of residents of the state that has carried out armed aggression against Ukraine; banks – issuers of electronic money to suspend the issuance of electronic money, replenishment of electronic wallets with electronic money, distribution of electronic money [3].

It was allowed to withdraw cash in national or foreign currency in the amount of up to UAH 100,000 per day, with the exception of cases provided for by the Resolution. At the same time, ATMs dispense money, and cashiers, if possible, back it up with cash. Also important and quite useful was and remains the fact that, in addition to withdrawing cash from ATMs, in case of urgent need, it is possible to get it at trade enterprises, each of which independently determines the withdrawal limits at one time: from UAH 500, but no more than UAH 6,000 UAH [2].

It is also important to note that the National Bank of Ukraine did not establish any bans on non-cash payments in Ukraine [2].

In February 2022, in response to Russia's aggression, JSC "International Reserve Bank" and PJSC "Prominvestbank" were liquidated – two subsidiary banks of Russian financial corporations with state capital. At the beginning of the year they had 2% of the net assets of the banking sector of Ukraine. Therefore, the number of working banks in Ukraine decreased to 69 at the end of March. The assets of the sector decreased primarily at the expense of foreign and private financial institutions. The balance sheets of state-owned banks were more resilient to the shock, as a result of which their share of net assets and funds of individuals increased to 47.8% and 55.9%, respectively [4].

Let's consider the dynamics of changes in the discount rate for 2022, compared to 2021.

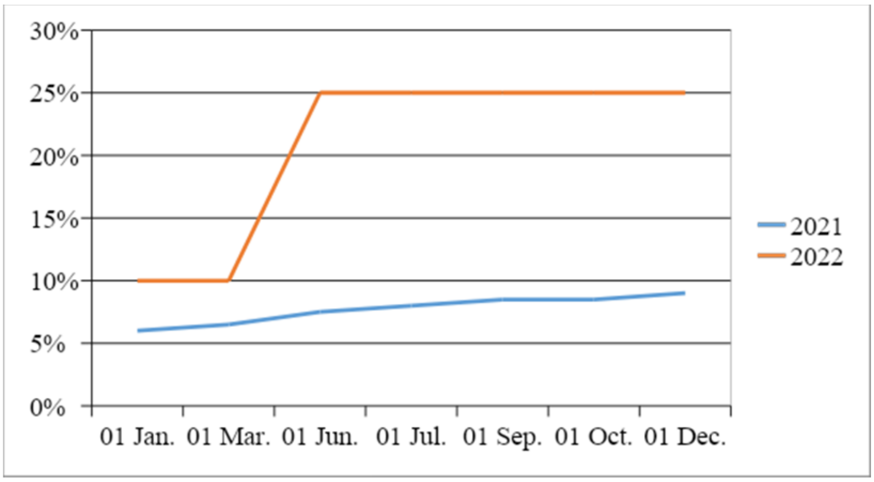


Fig. 1. Dynamics of changes in the discount rate for 2022, compared to 2021 [4]

Analyzing the schedule, we can conclude that for 2021 the limit of the NBU discount rate was 9% per annum, while for 2022 this indicator increased to 25%. As the National Bank explained, such significant changes will help maintain a stable hryvnia exchange rate and protect citizens' incomes and savings from depreciation.

This year, the National Bank of Ukraine won the international Central Banking Awards in the Currency Manager category. The award in this nomination is mainly given to central banks for achievements in the management of cash flow. Simultaneously with the recognition of the National Bank of Ukraine as the central bank of the year and the award for the initiative in the field of payment and market infrastructure, the judging panel of the Central Banking Awards also appreciated the joint efforts of the Ukrainian Central Bank to develop a mechanism for the emergency exchange of hryvnia cash into local currency for Ukrainian citizens who were forced to leave their homes and escape from war abroad. This award from Central Banking emphasizes the focus of the National Bank of Ukraine on the protection of Ukrainian citizens in cooperation with foreign partners [3].

Summing up, it can be concluded that under the conditions of martial law, the banking system of Ukraine functions quite stably and ensures the continuous operation of financial institutions. During this period, there were no significant changes in the structure of the banking market, but the infrastructure of banks underwent a certain transformation. Despite the war risks, banks have a sufficiently high level of liquidity, which makes it possible to ensure the continued non-cash payments and other obligations.

References

1. Erkes O., Kalita O., & Senduk. The banking system of Ukraine in the conditions of war. •SCIENTIA•FRUCTUOSA (BULLETIN of Kyiv National University of Trade and Economics), 2022. 144(4), 122–133.

2. "LIGA:LAW" information agency, 2010–2023. Archive of the electronic edition. Retrieved 23 March 2023 from https://uz.ligazakon.ua/ua/magazine_article/EA015883

3. Official Internet representation of the National Bank of Ukraine. Retrieved 23 March 2023 from https://bank.gov.ua/ua/news/all/pro-robotu-bankivskoyi-sistemi-ta-valyutnogo-rinku-z-24-lyutogo-2022-roku-za-umovi-voyennogo-stanu-po-vsiy-teritoriyi-ukrayini

4. Finbalance – Internet portal about finance and economy. Retrieved 23 March 2023 from https://finbalance.com.ua/news/bankivska-sistema-ukrani-popri-viynu-zumila-zbilshiti-depozitniy-i-kreditniy-portfel

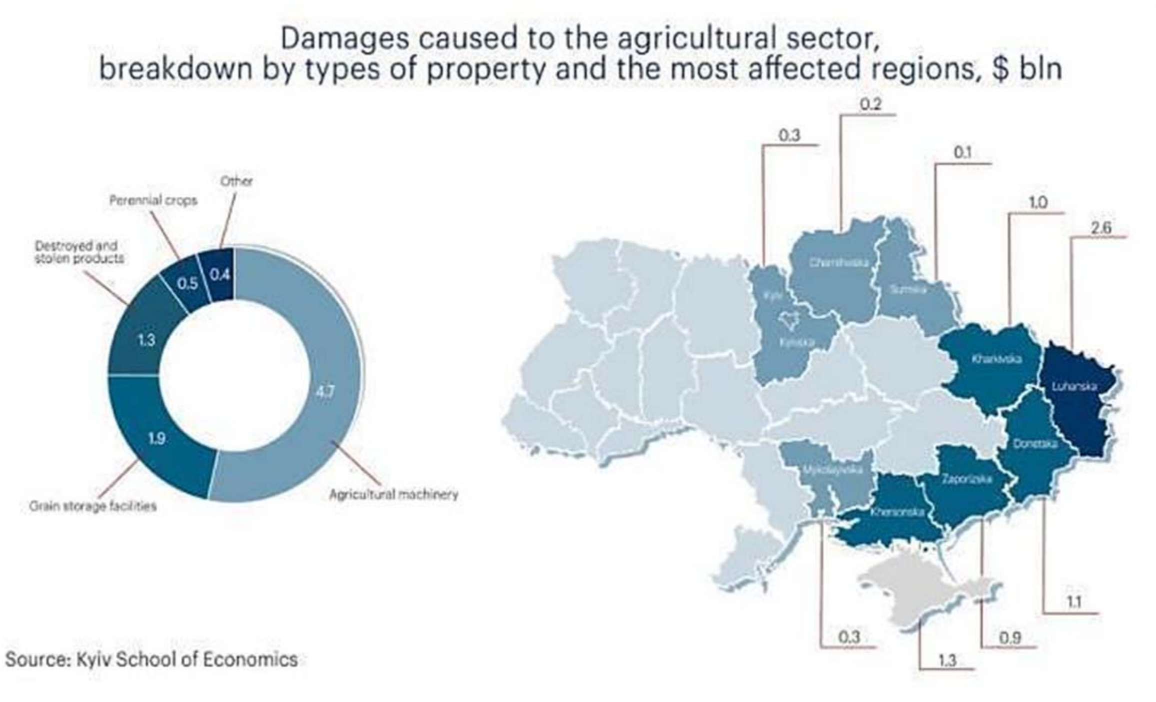
Bidylo Elyzaveta,
Faculty of Economy, Management and Psychology,
course I, group 2.1, specialty Agrobusiness,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Radchenko Yuliia****, Senior Lecturer*
of the Department of Modern European Language, SUTE

AGRICULTURAL SECTOR IN UKRAINE DURING THE WAR

The large-scale invasion of Ukraine by the Russian Federation, which started on 24 February 2022, exacerbated an already dire situation. Intense hostilities and fighting have left at least 17.7 million people in need of humanitarian assistance and protection. The war has triggered population displacement, damaged civil infrastructure and restricted the movements of people and goods, preventing farmers from tending their fields, and harvesting and marketing their crops and livestock products.

Damage to the agricultural sector during the active phase of armed aggression since 24 February 2022 is estimated at $8.7 billion. The cattle sub-sector has been most affected with over 64 % of the total value of damages and losses within the livestock sector, while the grains and oil seeds sub-sector amounted to 67.5% of the overall value reduction in the crops sector. These damages and losses account to approximately $483 per rural household on average, not considering the temporarily occupied territories. The production value derived from the livestock sector was reduced by $192.5 million on account of decreased number of animals kept (e.g. the decreased production of animal products). In addition, the effects of the war decreased the productivity of the remaining animals by 2.7% for poultry and 12% for large ruminants, resulting in additional loss of value and income of $212.6 million [3].

The production value in the crops sector (yields and quality) was reduced by a total of $102.5 million, including loss of $172.8 million on account of reduced yields of crops, and increase of the value of production by $70 million on account of increase of planted area (2.6-4.4%) under all crops, apart from grains and oil crops where the harvested area contracted by 0.8%.

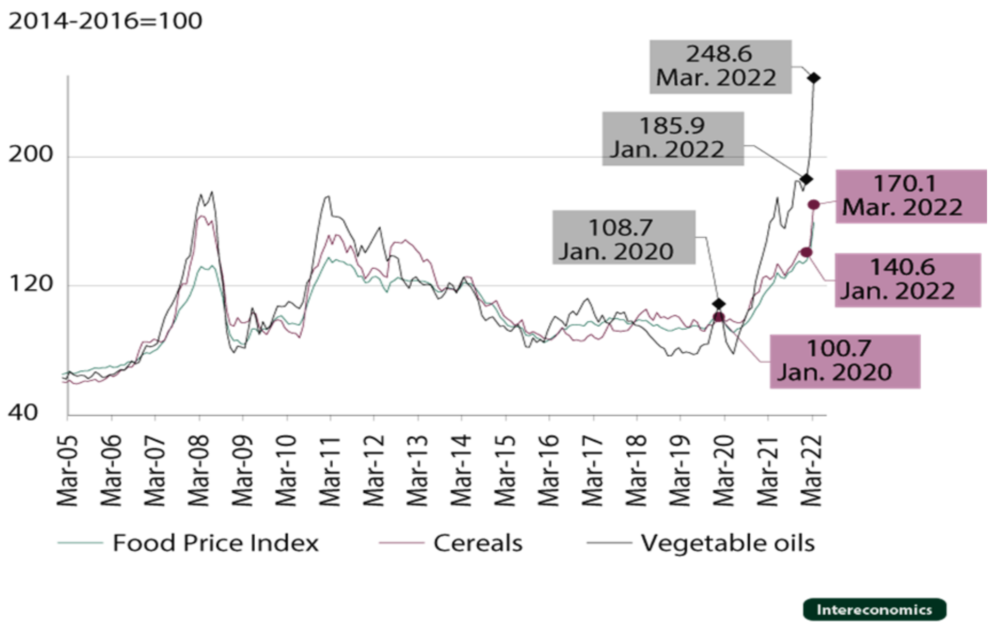


Rural households in the front-line oblasts experienced 9% higher yield reduction compared with the national average for most crops, most notably in grain and oil crops (7.1-11.6%) and vegetables (5.6-11.1%).

Wheat is the main staple food for many of the world's poorer regions. The war in Ukraine is likely to have the greatest impact on regions that depend on imported wheat, particularly from Ukraine, as a key part of their diets. The greater this combination of factors, the more the population is at risk of suffering from food insecurity. At highest risk are the 14 countries in the MENA region, the South Caucasus and Turkey. The total combined population of these countries is around 330 million, and together they source more than 40% of their wheat from Ukraine. The most vulnerable are Albania, Egypt, Lebanon, Libya, Georgia, Mauritania, Sudan, Tunisia and Yemen as large parts of their population are already subject to high risk of undernourishment [2].

Even countries that are less dependent on wheat imports from the Black Sea region could face food security issues. These include MENA countries such as Algeria, Morocco, Saudi Arabia and Jordan, as well as countries in Central Asia and Afghanistan, which consume large amounts of wheat per capita. Even though these countries import wheat mainly from regions other than Ukraine, (persistently) high wheat prices could have spillover effects for them. Furthermore, high wheat prices on world markets could also have a negative impact on less import-dependent poorer countries with high wheat consumption (such as Turkmenistan, Iran and Mongolia) if there is price transmission from the world to domestic markets.

As in previous years, global markets are demand-driven and prices remain high, particularly for wheat and vegetable oils.At the beginning of 2021, the Food and Agriculture Organization (FAO) Food Price Index, which tracks monthly changes in prices, began to exhibit significant increases over previous years and, in January 2022, reached an all-time high. Similar trends were recorded for cereals and vegetable oils. For example, in January 2022, cereal prices rose by 33% while vegetable oil prices jumped by 80% from January 2020. In March 2022, these both rose a further 33% from January 2022, causing the Cereal Price Index to reach its highest level ever, exceeding the record prices of 2007/08 and 2010/11 [4].



Russia's invasion of Ukraine has exposed and heightened tensions in global agricultural markets that emerged during COVID-19. The critical need for resilient food markets has become clear. According to the World Bank in April 2022, the war in Ukraine has altered global models of trade, production, and consumption of goods in a way that will keep prices at historically high levels until the end of 2024, increasing food security and inflation. In response to the new threats, the Global Alliance for Food Security was created by the G7 countries on June 28, 2022, which took on additional commitments of $4.5 billion to protect the most vulnerable populations from hunger and malnutrition, totaling over $14 billion as a joint commitment to global food security this year.The newly formed Alliance also declared its support for Ukraine in restoring agricultural exports, attempting to open a safe maritime corridor through the Black Sea, and creating alternative routes for Ukrainian exports. The European Union and Great Britain have significantly supported Ukrainian agricultural producers by lifting import restrictions, including tariff quotas [1].

Despite the fact that the Russian-Ukrainian war will continue for a certain period, there are still prospects for the agricultural sector in the post-war economy. It is necessary to understand what awaits the agricultural sector after the war, as the post-war period is usually a period of recovery and growth. First of all, the return and creation of comfortable working conditions for personnel in the agricultural sector is expected, as human capital is a key factor in the development of the agricultural sector. The development of agricultural education and science is planned through the support of agricultural professions, the improvement of personnel qualifications, including digital skills, the support of research, and the development of innovations in the agricultural sector.

There is still a long way to go to victory and the process of restoring the agricultural sector and the entire country, and these challenges create not only difficulties but also new opportunities for the Ukrainian agricultural sector. Therefore, agricultural enterprises should approach the formation of a development strategy carefully and take into account the prospects that will open up in the post-war period.

References

1. Про заходи щодо активізації економічної діяльності в регіоні в умовах воєнного стану URL:https://bolgrad-rda.od.gov.ua/2022/03/pro-zahody-shhodo-aktyvizacziyi-ekonomichnoyi-diyalnosti-v-regioni-v-umovah-voyennogo-stanu%EF%BF%BC/ (дата звернення: 22.04.2023)

2. Food and Agriculture Organization of the United Nations, Rome. 2022. Retrieved 22 April 2023 from https://www.fao.org/3/cc3311en/cc3311en.pdf.

3. Glauben T., Svanidze M., Götz L Prehn S., Jamali Jaghdani T., Đurić I. The War in Ukraine, Agricultural Trade and Risks to Global Food Secur. Retrieved 22 April 2023 from https://www.intereconomics.eu/contents/year/2022/number/3/article/the-war-in-ukraine-agricultural-trade-and-risks-to-global-food-security.htmlmhcvn

4. Ukraine Kyiv School of Economics. 2023. URL: https://kse.ua/about-the school/news/thedamage-to-ukraine-s-agricultural-sector-and-land-resources-in-the-event-of-a-full-scale-war-amounted-to-8-7-billion/ (дата звернення: 25.04.2023).

Bilobzhytska Tetiana,
Faculty of International Trade and Law,
course II, group 12, specialty Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Soshko Oksana****, candidate of Sciences in Philology,*
Associate Professor of the Department
of Foreign Philology and Translation, SUTE

PROBLEMS OF PLANNING FOREIGN ECONOMIC ACTIVITIES OF ENTERPRISES UNDER THE CONDITIONS OF MARTIAL LAW

The full-scale invasion of the territory of Ukraine significantly slowed down the pace of development of the state's economy. Only for 2022, the fall in GDP is estimated at approximately 30.4%, taking into account that the error is +-2% [2]. It is worth noting that the conditions Ukraine is in are caused not only by military actions, but also by post-pandemic instability, which has a devastating effect on the country's economic system. That is why it is especially important to modernize the planning of the enterprise's foreign economic activity, since this type of activity offers the greatest prospects for expanding markets and stabilizing the economic situation as a whole.

The process of planning the enterprise's activities is an important and mandatory management function that allows the enterprise to operate with certain guarantees in the process of work that protect against risky situations by developing a multivariate model in making important management decisions. The business planning model also allows the company to operate stably even in conditions of high competition, high cost of resources or volatility in the external economic environment.

The hostilities in Ukraine have affected not only the national economy but also the global economy. This is primarily due to the displacement of Russian products from international markets. A striking example of this planning is the change in product orientation in the EU. The rapid increase in the cost of energy resources has forced steelmaking companies to change their view not only on the quality of their products, but also on the countries that supply them. EU legislation also contributes to this change, as import quotas and duties do not apply to semi-finished steel products.

Having analysed the data of the State Statistics Service of Ukraine, we can conclude that the national economy is currently characterised by a negative balance. For comparison, let's take the data for 2022: exports of goods in monetary terms amounted to USD 44,150.8 million, which is 64% of exports in 2021, and the monetary equivalent of imports was USD 55,275.4 million, which is 76% of imports in 2021 [1]. These data show that foreign trade shows negative dynamics, which in turn is associated with inflationary pressures in the country and abroad.

Therefore, we can divide the problems that complicate the process of planning the foreign economic activity of an enterprise into two conditional categories:

- first – general problems related to t The factors that influence the planning of an enterprise's activities under martial law include:

1. The risk of destruction of the enterprise, infrastructure or partner companies. In fact, this factor, as well as the following ones, requires a special process of activity planning, namely: the organisation and planning of activities is not focused on the location of enterprises, but on the safety of employees and the maximum preservation of property values.

2. Environmental factor. The focus of planning is on the health and safety of employees, which is caused by the impact of harmful substances due to military operations.

3. The factor of consumer demand. Development of planning due to flexibility and variability in the choice of markets.

4. Logistics, energy and inflationary factors. Planning of the company's activities begins to be based on improved logistics calculations, the ability to quickly change and adjust the choice of price conditions, and a detailed analysis of the external sales market.

5. The human factor associated with the recruitment and shortage of staff. Businesses include in their plans thorough and intensive training and focus on the employment of temporarily displaced persons. The complication of planning all aspects of business activity;

- second – specific problems that are inherent in foreign economic activity.

These factors make it possible to formulate the main indicators of foreign economic activity planning at an enterprise: the amount of foreign exchange earnings, the cost of exports and imports, and the profitability of financial transactions. Another mandatory factor is the formation of a "portfolio" of partners [3, p.111-114].

Based on the above, it is possible to identify the most pressing problems in planning the foreign economic activity of an enterprise, which complicate the process of functioning of organisations. These problems include:

- an increased risk of losing investors' capital, which leads to a reduction in cooperation with foreign firms;

- restrictions on exports. This is manifested in temporary bans on the export of certain products (for example, mineral fertilisers, which are currently available in insufficient quantities). Also, in order to ensure national security, a legislative decision was made to require mandatory licensing of certain products (grain and meat crops). Given the constant changes in the legislation, such changes are permanent and focused on the immediate needs of protecting the population of Ukraine, so another problem is the need to constantly monitor updates and resolutions of the Cabinet of Ministers on amendments to such lists;

- temporary occupation of the country's territory, and as a result, the customs border. This is most actively manifested in the loss of the ability to use the equatorial waters and water corridors of the Black and Azov Seas, and although there is a grain corridor, Ukraine has lost full capacity to transport export and import products. If we take into account the suspension of air travel, it becomes logically clear that planning requires new logistical solutions.

- loss of market share due to the impossibility of continuing cooperation with counterparties of the aggressor country or other countries on the sanctions list. This factor is quite important and long-lasting, and its existence stimulates the acceleration of the process of new partner firms, taking into account their stability characteristics (absence of sanctions, economic stability, favourable duties and benefits, flexible and convenient transport infrastructure, etc.) [4].

Thus, it can be concluded that foreign economic activity of enterprises, even in wartime, is designed to support the state economy, which will ensure the defence and consumer budget of the country, but there are a number of specific problems that complicate the process of planning activities. Nevertheless, foreign economic activity planning is adaptive, flexible and stable. In the process of economic activity, information resources and databases are widely used, and a quick response to constant changes in the external economic environment is ensured. The latter is increasingly gaining momentum due to quick and correct decisions of the authorities, partners and investors.

References

1. Державна служба статистики України: офіційний сайт. URL: https://www.ukrstat.gov.ua/ (дата звернення: 24.04.2023).

2. Мінекономіки попередньо оцінює падіння ВВП в 2022 році на рівні 30,4%. URL: https://www.kmu.gov.ua/news/minekonomiky-poperedno-otsiniuie-padinnia-vvp-v-2022-rotsi-na-rivni-304 (дата звернення: 24.04.2023.
3. Шевченко М. М., Бондар З. К., Житник О. М. Система критеріїв та показників оцінки ефективності стратегічного планування у сфері національної безпеки. Інвестиції: практика та досвід. 2017. №17. С. 111–114.
4. Stankiewicz-Mróz A., Perederii V. Foreign economic activity of enterprises. Retrieved 24 April 2023 from http://repozytorium.p.lodz.pl/handle/11652/1944

Borozniak Ilona,
Faculty of Trade and Marketing,
course II, group 8, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleh****, candidate*
of Pedagogical Sciences
Associate Professor of the Department
of Modern European Languages, SUTE

PRICE METHOD OF COMPETITION IN THE MARKET

The methods of competitive struggle are, first of all, improving the quality of goods and services, quickly updating the product range, and design, providing guarantees and after-sales services, temporarily reducing prices, payment terms, etc. [2]. The price method of competition in the market is one of the most common ways that firms compete with each other. It involves setting prices for goods or services that are either lower or higher than those of their competitors.

When a company sets a lower price than its competitors, it is engaging in a price-cutting strategy to attract customers away from its competitors. This strategy can be effective in the short term, as consumers are often drawn to lower prices. However, it can be difficult to maintain this strategy over the long term, as other firms may respond by also lowering their prices, leading to a price war that can hurt profits for all involved. On the other hand, a firm that sets a higher price than its competitors may be trying to position itself as a premium brand with a higher perceived value. This strategy can be effective if the company can convince consumers that its products or services are of higher quality or have other desirable features that justify the higher price. In either case, firms must be careful not to violate antitrust laws by engaging in illegal price-fixing or other anti-competitive practices. Companies need to compete fairly and transparently in the marketplace, while also seeking ways to differentiate themselves from their competitors through product innovation, branding, or other means.

Benefits of Competitive Pricing

1. *Increase Traffic*. No matter if you're starting a brand-new business or you've been selling in your market for years, increasing traffic to your store–be it eCommerce traffic or in-store foot traffic–helps you get your brand out there.

2. *Prevent Market Share Losses*. Competitive pricing strategies–especially those that implement pricing software to capture competitor data in real time–enable you to analyze and react to pricing changes your competitors make on the fly. Not only does this help you make more strategic decisions in the long run, but it helps you prevent market share losses because you are able not only to anticipate and consider competitors' prices dynamically, but also keep track of margin levels for the business

3. *Boost Profit Margins*. Selecting competitive prices for your goods or services doesn't always mean taking profit losses. If your goods or services are priced lower than your competitors, there could be room for you to raise your prices while remaining competitive and boosting profit margins.

4. *Deploy Dynamic Pricing Strategies.* Implementing a competitive pricing strategy is the first step to deploying a dynamic pricing strategy. Using a dynamic pricing solution, the prices of your goods or services are constantly adjusted in real time based on changing variables like raw material costs, market demand, seasonality, inventory levels, freight costs, etc. These solutions will also provide you with visibility into pricing trends across several similar products within your market, as well as competitive pricing fluctuations. The ability to push the right prices on the market is especially important in eCommerce channels where buyers can research and compare similar products before they decide to engage with businesses and put in orders [3].

Depending on the forms and goals of competition, the following types of prices are formed: monopolistically high, monopolistically low, dumping, and discriminatory.

A monopolistically high price is a type of market price of a commodity or service, which is set by monopolies higher than the cost of the product and provides them with a profit. This price is set as a result of monopolies producing the majority of goods or services of a certain type, limiting competition, and achieving a dominant position in the market. In this case, monopolists limit competition, violate consumer rights, and receive high profits as a result.

The practice of setting monopolistically high prices leads to a decrease in the solvent demand of the population and a decrease in their real incomes. At first glance, sellers should be interested in high prices for their products to obtain higher profits (which, in principle, corresponds to reality), but in the conditions of modern competition, this principle is slightly modified. The presence of competitors in the market prevents sellers from setting extremely high prices for their products for a long time. The general rule can be formulated as follows: the more sellers competing with each other on the market, the lower the prices on it, and vice versa: the less competition between sellers of a certain product on the market, the higher its price will be.

Dumping prices are extremely low prices for goods when selling them on domestic and foreign markets to ruin and eliminate competitors from already developed markets, which over time makes it possible to compensate for their losses by significantly increasing the prices of goods [1].

Discriminatory pricing means that different customers pay different prices for the same product. In other words, by establishing different approaches to customer service, the company engages in price discrimination. There are three types of price discrimination.

The first level of price discrimination, or absolute price discrimination, occurs when each consumer is charged an individual price at the level of his willingness to pay for the product, that is, the highest price for which the consumer agrees to purchase a unit of a certain product or service.

The second level of price discrimination is setting different prices for different units of the same product. This method of discrimination, as in the previous case, reflects a downward-sloping market demand curve and a decrease in the willingness of buyers to pay the same price as the number of goods purchased increases.

The third stage of price discrimination (segmented markets) is introduced by monopolies, when it is possible to distinguish different groups of consumers with different elasticities of demand, that is, to determine the so-called market segments. This is the most common form of price discrimination, where consumers with highly elastic demand are offered higher prices, and consumers with elastic demand are offered lower prices.

So, it can be concluded that the price method of competition in the market is quite popular in use by firms. However, it should be remembered that this method is used mostly in the short term, because at first buyers are attracted to goods at reduced prices, but only later do they get used to such prices and when they are raised, they will be dissatisfied and demand will decrease.

References

1. Базилевич С. Економічна теорія. Політекономія. 2007. С. 247-248. URL: https://pidru4niki.com/1405100339949/politekonomiya/metodi_konkurentnoyi_borotbi (дата звернення: 25.03.2023).
2. Основні методи і форми конкурентної боротьби. *Osvita.ua :* веб-сайт. URL: https://osvita.ua/vnz/reports/econom_theory/22016/ (дата звернення: 25.03.2023).
3. Competitive pricing strategy: benefits and disadvantages. *PROS* : web-site. URL: https://pros.com/learn/b2b-blog/competitive-pricing-strategy (дата звернення: 25.03.2023).

Chervonii Anna,
Faculty of Economics,
course IV, group 46, speciality Hotel and Restaurant Business,
Uman State Pedagogical Pavlo Tychiny University,
Uman, Ukraine
Scientific supervisor ***Dzhoga Olga****, PhD in Economics,*
Associate Professor of the Department of Hotel
and Restaurant Business, UDPU

DEVELOPMENT OF INCREASING COMPETITIVENESS OF THE COMPANY

There are 7 main criteria for evaluating public catering establishments: image, location, service, products, price policy, marketing, leisure.

Development and implementation of new forms of service: catering, friflo, for example, preparation of dishes in front of visitors, fusion – mixing of various ingredients with creative presentation.

Definition and expansion of the assortment due to analysis, research and restoration of recipes, adaptation, replacement of ingredients and modern interpretation of dishes.

Increasing competitiveness of restaurant: participation in various master classes, courses, conferences, seminars and meetings for institution employees, visits to well-known culinary schools, cooperation with foreign chefs [3, p. 234].

To begin with, let's take a closer look at SUSHY EAT in order to improve and shape the specific advantages of establishment. By analyzing the external and internal environment of the establishment, it is possible to ensure competitiveness, increase the effectiveness of marketing activities, introduce a sign system and a bonus system, try cooperation with various mobile applications, for example, collect rewards every time by visiting a restaurant, or simply get a discount and improve the quality of delivery. It is necessary to provide each driver with a POS terminal through which customers can pay [3, p. 15].

Goods with a credit card, because when ordering by phone, the payment method must be specified so that the company can hand over the terminal to the driver.

There are many ideas for using discounts and bonuses, for example: Monday – tempura – day, so the discount on tempura rolls on Monday is - 15-20%, or there is also a popular discount system happy hours, for example, from 12:00 to 15:00 when ordering one dish, another as a gift or when person orders breakfast, as a gift coffee or tea.

It will also be a big plus to arrange a children's room with animators or a teacher, so that parents can quietly spend a romantic evening, a meeting with friends or a business meeting, enjoying delicious dishes. And in general, to expand the territory so that you can sit in the establishment, and not only take away.

Remember that you need to keep the establishment in good shape by constantly launching new products and evolving with the times. It is necessary to gain experience in other countries, send chefs to study in Ukraine and abroad, seminars, symposia, exhibitions, etc.

After analyzing the activity of the pizzeria "Pronto Pizza", the following measures were proposed to increase the competitiveness of the establishment [6, p. 199]:

- introduction of bonus system and discount system;
- provision of a trading terminal for all delivery drivers;
- introduction of a special system of discounts for students;
- create a children's room;
- timely increase the level of qualification of employees with the help of international experience, training and master classes.

It would be good to turn to SMM agencies to improve your image, make your establishment more accessible to a wider range of consumers, win the favor of a new and dissatisfied audience by developing a content creation strategy. analyze your brand, your niche and set yourself a task. formulate the main goals and steps to achieve them. In the further work, the target group of the project, the advertising concept and the project itself, which includes targeted advertising, work with bloggers, promotion, discussion of communication channels, necessary materials and deadlines, are determined [5, p. 167].

It would also be advisable to improve the qualifications of the facility administrator and manager by sending the facility administrator to advanced training and seminars in order to successfully work with customers, resolve conflict issues, and prepare dishes of incomparable taste for the chef. perfect presentation.

After analyzing the activities of the pizzeria "Pronto Pizza", the following measures were proposed to increase the competitiveness of the establishment:

- development of marketing activities;
- involve SMM agencies;
- working out portions of non-standard dishes;
- diversify the menu;
- introduce discounts and bonuses;
- improve the qualifications of the manager and head of the institution;
- Change the design of the institution.

So, we can say that for the development of the public catering services market, it is necessary to: attract financial investments, invest intellectually and mutually beneficially interact with related industries.

References

1. Тибінь А., Тарнавська Н., Сохацька О., Корпоративне управління в Україні: теоретико методологічні аспекти. Монографія. *Тернопіль, Економічна думка.* 2007. 360 с.
2. Кревенс Дэвид В. Стратегічний маркетинг. Вид. дім «Вильямс», 2003. 752 с.
3. Лупак Р. Л., Васильців Т. Г. Конкурентоспроможність підприємства. Львів, 2016.
4. Балабанова Л., Балабаниць А. Маркетинговий аудит системи збуту торгівельних підприємств. К. : ВД «Професіонал», 2004.
5. Березин И. Маркетингове дослідження ринків. РДЛ, 2000.
6. Брагин Л. Торгове діло: экономіка, маркетинг, организація. 2000.

Chihichina Marina,
Faculty of Trade and Marketing,
course II, group 24, specialty Entrepreneurship,
Trade and Exchange Activity,
State University of Trade and Economic,
Kyiv, Ukraine
Scientific supervisor ***Fokina-Mezentseva Katerina****, PhD in Economics,*
Professor of the Department of International Management, SUTE

DEVELOPMENT AND FUTURE PROSPECTS OF THE DIGITAL ECONOMY IN UKRAINE

The digital economy is a sector of the economy that utilizes information and communication technologies (ICT) to create, distribute, and process information that underlies the production of goods and services. It includes the use of the internet, social networks, accounting systems, cloud services, and other digital solutions for the production, sale of goods and services, marketing, and communications. The development of the digital economy is one of the leading trends in the development of world leaders. Ukraine also aims to actively integrate into the global community and cannot remain on the sidelines of these global trends. However, the analysis shows that Ukraine is not in a leading position in the world in terms of the pace of digitization of its economy and does not use all the available potential for the development of the digital economy.

For the successful development of the digital economy in Ukraine, it is necessary to create a digital environment that meets the needs of citizens, businesses, and government institutions. Such an environment should provide open data, standardization of processes, provide broad opportunities for the development of innovative companies, and attract foreign investors. Special attention should be paid to ensuring the accessibility and effectiveness of digital services for citizens and businesses, which will increase Ukraine's competitiveness on the world stage. Ukraine has not yet fully matured in the development of the digital economy, so it is important to choose the right directions and tools for its formation. Economic growth from the digital economy is possible only when its development is directed not only to meet the needs of the state but also of citizens and businesses.

After Russia's full invasion of Ukraine, it became evident that digital transformation of the economy plays a significant role in ensuring the resilience and flexibility of the state in times of war. Ukraine has identified priorities in its policy regarding digital transformations, which include forming a single digital market with the EU and bringing the structure of the digital sector closer to the requirements of the new reality that has emerged in the conditions of war and the post-war period.

In recent years, Ukraine has taken significant steps towards developing a digital economy. In particular, the government has implemented a number of measures to improve ICT infrastructure and digital services, such as e-government, e-commerce, and other digital services. An important step in this direction was the adoption of the Law "On the Basic Principles of Development of Digital Economy and Society in Ukraine for 2021-2025". The Ukrainian government has emphasized the improvement of accessibility and quality of Internet communication in the country. Specifically, the "Accessible Internet Zone" program was launched, which provides for the construction and modernization of infrastructure to provide access to high-speed Internet throughout Ukraine. Additionally, measures have been taken to create a favorable environment for the development of startups and innovative projects, including simplifying registration and taxation procedures for small and medium-sized enterprises [1].

Ukraine is experiencing a very positive trend – an increase in the number of people who use the Internet and mobile communication. According to the State Statistics Service of Ukraine [2], at the beginning of 2022, over 52 million Ukrainians used the Internet, which is more than 85% of the country's population. In addition, more than 50 million people in the country use mobile communication. One important trend is the increase in the number of online payments and e-commerce. According to the National Bank of Ukraine, online payments in 2021 increased by 38.2% compared to the previous year, while e-commerce grew by 54.1%. This indicates a growing demand for digital services and the convenience of their use.

The development of the digital economy can also be achieved through the use and consumption of information and communication technologies and digital technologies. Digital technologies are one of the prospects for economic growth in Ukraine. They are capable of motivating employees to be more responsible in the learning process and to develop their professional skills [7]. However, if the process of digital transformation of companies is happening quickly, and most employees do not have the necessary skills to work in a digital environment, they may try to find work in less digital sectors or even in other countries. This can lead to a shortage of personnel in the domestic market and the outflow of workers from the country in the short term.

Digital transformation should be an interaction between the government, the public sector, and the private business. If the government actively promotes digital initiatives and provides adequate support, this can become a catalyst for the development of the digital economy in Ukraine. However, without the active participation of the public sector and private business, this transformation may be limited and slow.

It should be noted that those sectors of Ukraine's economy that have switched to widespread use of digital technologies are characterized by faster growth rates that are cheaper and have maximum quality characteristics. Thus, it is simpler, cheaper, and more efficient to manage business, sectors, and industries through a digital development model. Today, the issues of the digital economy and the development of society are beyond doubt, and the experience of leading countries and companies around the world confirms this [5].

Conclusions. Digital economy is an important direction for the development of Ukraine. It is a modern tool for ensuring the efficiency of various sectors of the economy and improving the standard of living. Ukraine has significant potential for the development of the digital economy and is implementing various measures to increase its level of development. The expansion of internet usage, advancement of mobile communication technology, rising need for online payment and electronic commerce, establishment of digital infrastructure for the economy, and emergence of innovative technologies are the major developments characterizing the growth of Ukraine's digital economy.

To further develop the digital economy in Ukraine, it is necessary to:

1. Create the necessary infrastructure, including high-speed internet and telecommunications networks.
2. Develop an electronic governance system to reduce bureaucracy and improve the interaction between the state and citizens/businesses.
3. Pay attention to cybersecurity, as digital technologies can become targets of cyber attacks and cybercrime.
4. Develop a skilled workforce in the IT sector, creating favorable conditions for education and professional development.
5. Adapt traditional industries to the new conditions arising from changes in the world and the rapid development of the digital economy, while adhering to social responsibility and ethical standards.

References

1. Головне управління Національного інституту стратегічних досліджень: Огляд цифрової трансформації економіки України (Грудень 2022 року) URL: https://niss.gov.ua/news/komentari-ekspertiv/ohlyad-tsyfrovoyi-transformatsiyi-ekonomiky-ukrayiny-hruden-2022-roku (дата звернення: 17.03.2023).

2. Державна служба статистики України. URL: https://www.ukrstat.gov.ua/ (дата звернення: 17.03.2023).

3. Закон України «Про стимулювання розвитку цифрової економіки в Україні. 2022 № 1667-IX. URL: https://zakon.rada.gov.ua/laws/show/1667-20#Text (дата звернення: 17.03.2023).

4. Фокіна-Мезенцева К. В., Саюн А. О. Економіка і менеджмент в умовах цифровізації. 2022. № 28. DOI:10.32847/business-navigator.64-9

5. Шиманська К.В., Бондарчук В.В. Пріоритетні напрями та механізми розвитку цифрової економіки в Україні. 2021. № 1 (95). DOI: https://doi.org/10.26642/jen-2021-1(95)-17-22

6. ITU-D Regional Office for Europe (2022). Digital Development Country Profile: Ukraine. URL: https://www.itu.int/en/ITUD/Regional Presence/Europe/Documents/Publications/2022/Digital%20Development/Digital%20Development%20Country%20Profile_Ukraine_final_02.22.pdf (дата звернення: 19.03.2023).

7. Maltuz V.V., Terentieva N.V. Prospects for the development of the digital economy in Ukraine. 2021. № 1 (49). DOI https://doi.org/10.26661/2414-0287-2021-1-49-17

Datskevich Vyacheslav,
Faculty of Accounting and Finance,
course I, group ОбО-11дс, specialty Accounting and Taxation,
Vinnytsia Institute of Trade and Economics
of the State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Hladii Iryna****, PhD in Economics,*
Associate Professor of the Department of Accounting and Taxation,
VITE SUTE

THE USE OF ARTIFICIAL INTELLIGENCE IN ACCOUNTING. CAN ARTIFICIAL INTELLIGENCE REPLACE AN ACCOUNTANT?

Modern technologies are developing quite quickly, and the economic sphere, including accounting, is not lagging behind. Among the main achievements of mankind is the creation of robots, which was endowed with artificial intelligence. In this article, I explored the degree of development of artificial intelligence in accounting and prospects for its development. Since this topic is new and not well known, I analyzed a large amount of material and made my own conclusions.

Artificial intelligence is a special method of programming a robot, in which it is able to perform actions not only in those cases that are prescribed by code, but to analyze all input information and only then make decisions. A feature of artificial intelligence is the so-called "robot training". If a robot encounters a certain situation, it will be stored in virtual memory, and the next time it receives such information, it will act according to the plan already passed.

«For most of the 20th century, all those who said that technology brings more jobs to people prevailed. Industrialization has not led to the disappearance of the need for people. On the contrary, it has created employment opportunities sufficient to absorb the entire population. Keynes's prediction that everyone would get richer in the 1920s and 1930s came true to a large extent. However, his claim that people will work about 15 hours a week has not been confirmed.

Back in 1500, about 75% of the working population worked in agriculture. In 1800, this figure fell to 35% due to the rapid development of production and its industrialization. An analogy can be made with the events of the last century. Until the 1980s, when the computer industry was just developing, computers were used as research objects. Then it was simple computers. However, after the introduction of PCs in 2005, 47% of the population gave up handwriting and switched to PCs, and as of 2021, this figure has risen to 89%.

Ayesh Hanna, a researcher in the field of artificial intelligence, has the following view of the situation. Despite the fear among accountants of being replaced by computers, she says that at the moment, the development of artificial intelligence in accounting is in its infancy and raises the question "Does the development of technology in this area really threaten the accounting profession?" She draws a parallel with the work of artificial intelligence systems in the Chinese police, which uses a large database to identify people who appear on camera. But this technology does not free the police from manpower.

I absolutely agree with Hannah's views and want to formulate the opinion that at this stage, accountants are "afraid of what they do not use". I want to confirm this by saying that there is now a lot of software that is at a fairly high level of development, compared to outdated programs that people still use today because "they are used to it." By this I mean "1C: Accounting", which seems to be updated frequently, but it does not add the latest features that would greatly facilitate accounting. Conversely, accountants do not see the latest programs that contain a large list of features. But usually, these programs of foreign production do not have Ukrainian localization, which causes a linguistic barrier with users.

• The INEK-Investor system is a system of risk analysis of financing a certain industry. That is, it analyzes how profitable it will be to decide to open a business or invest in a particular industry. Contains many sub-functions that can be useful to the accountant.

• Project Expert System is software whose main task is this calculation of possible consequences of product sales, analysis of business plans, determining the company's need for resources or their possible surplus. In my opinion, a very useful program for an accountant.

• IFin

At a conference in 2019, the global economic company Harvard Business Review together with The Economist concluded that even when artificial intelligence systems reach the maximum possible level of development, it will not affect the participation of people in the accounting process. In addition to analyzing data transferred from primary documents for automatic reporting, all activities of the accountant include the human factor, analysis and processing of information by the human brain. For example, scheduling and calculating the future results of the company may be transferred to the shoulders of machines, but the solution to these problems, choosing the right strategy is up to the person.

Therefore, accountants are unique professionals who are able to understand and evaluate what is happening in the company based on the initial observation of it. Accountants are able to comprehensively analyze the financial and production component of the company. Thanks to the balance sheet, the accountant can evaluate the management of the company's resources in combination with the analysis of the structure of their sources of funding. Accountants provide data to all branches of the company's management system. Of course, a person uses computer technology in accounting, including artificial intelligence systems, but they cannot completely replace a person.

References

1. Даньків Й. Штучний інтелект у бухгалтерському обліку. URL: file:///C:/Users/user/Downloads/1838-3658-1-10-20181202.pdf (дата звернення: 20.03.2023).

2. Створення рішень для бізнесу на основі AI. Evergreen: веб-сайт. URL: https://evergreens.com.ua/ua/development-services/artificial-intelligence.html (дата звернення: 19.03.2023)

3. Застосування технологій штучного інтелекту. Deloitte: веб-сайт. URL: https://www2.deloitte.com/ua/uk/pages/about-deloitte/articles/ce-cfo-surveyautomation.html (дата звернення: 20.03.2023)

Dobroshtan Maryna,
Faculty of Trade and Marketing,
course II, group 22, specialty Customs Affairs,
State University of Trade and Economics,
Kyiv, Ukraine
*Scientific supervisor **Danchenko Larysa**, Senior Lecturer*
at the Department of Modern European Languages, SUTE

ECOLOGY AND ECONOMY: POINT OF CONTACT AND CONFRONTATION

Considering the challenges of today, many scientists assume that, this is a very important and urgent topic that needs to be discussed constantly, because our lives depend on it. Looking back, one can see how the economy has been developing for the last dozen years without any consideration of the impact on the environment. Now ecologists and biologists have begun to say that we are all in danger due to anomalous natural phenomena, that we all need to act in order not to reach the point of collapse. Most governments of economically developed countries do not pay attention to this and continue to constitute a menace to humanity. Therefore, I want to reveal important topics related to how the economy pollutes the environment, and whether the concepts of "ecology" and "economy" are compatible at all.

The first problem is to understand how negatively the economy affects the environment. As example, you can take the USA – one of the most developed countries in the world and in terms of compatibility – the world's largest air polluter. As the British weekly "Economist" writes: "The plan to reduce air pollution by 18% over the next decade sounds serious. But any credible policy to reduce air pollution must include either a pollution tax or an emissions target. The American plan does not contain such measures." It was not for nothing that St. Mark said that "Of all the deficits, the lack of nature is the most threatening." Let me explain, if governments continue to only extract resources and not restore them in any way, then we are in danger of extinction, because without nature we are nothing. According to the British ecologist Lester Brown, greenhouse gas emissions are the biggest and most urgent environmental problem of the Earth. If it can be overcome, the rest of the ecological systems can recover, but in the opposite case, nature will eventually become unsalvageable, even if the United States agrees to pay for it. I argue that if the authorities start acting immediately and take all possible steps to meet the restoration of ecology, we will be able to save our planet without damaging the economy. That is, the government should develop a certain plan according to which we will be able to positively influence the improvement of the environment and stop the approaching disaster.

The second problem is to understand whether ecology and economy are compatible at all, and whether they will be able to "keep up" with current trends. I believe that the economy and nature are inseparable, because they depend on each other. In order to economically develop the country, it is necessary to draw resources from the environment, and the environment must be developed and enriched with the help of a developed economy. But looking at the statistics of the last decades, one can understand that the economy draws more than it invests and does not take any global counter-steps towards the development of ecology, it destroys it. The argument for my statement is an example from Lesya Ukrainka's drama "Forest Mavka". In this work, Mavka and Lukasz appear as economy and ecology, who at first love and admire each other, and then Lukasz forgets about Mavka and destroys her, just as the economy is now destroying nature. Then Lukasz disappeared without Mavka, that is, the economy will collapse without ecology.

So, the most important thing I wanted to convey on this topic is that we need to protect the environment with the help of the economy, to improve the ecology. Thus, if each of us starts to act today, we will be able to combine these two concepts and live in harmony with nature. By following elementary rules, we will not only improve the ecological situation, but also raise our economy to a new level.

References

1. Brown L. Plowing the way in environmental research. *Bulletin of the Atomic Scientists.* 2014. Vol. 70. Issue 1. P. 1-8. URL: https://journals.sagepub.com/doi/full/10.1177/0096340213516737 (Last Accessed: 03.04.2023).
2. Buchholz Rogene A. National Ambient Air Quality Standards. *Encyclopedia Britannica.* URL: https://www.britannica.com/science/National-Ambient-Air-Quality-Standards-United-States (Last Accessed: 13.04.2023).
3. Smit A. An Inquiry into the Nature and Causes of the Wealth of Nations. *The Wealth of Nations.* URL: https://en.wikisource.org/wiki/The_Wealth_of_Nations (Last Accessed: 03.04.2023).

Dobryden' Sofia,
Faculty of Finance and Accounting,
course II, group 8, specialty Banking,
State University of Trade and Economics,
Kyiv, Ukraine
*Scientific supervisor **Stroganova Galyna**, PhD in Linguistics,*
Associate Professor of the Department
of Modern European Languages, SUTE

DEVELOPMENT OF DIGITAL BANKING IN UKRAINE

In modern market conditions, the process of digitalization is one of the determining factors in the economic growth of business and the whole society. Today, the transition to the digital world has become a general trend for all market participants, and the banking sector is no exception.

Digital banking means delivering banking services online. It is a safe and dynamic way to help customers manage their budgets and receive assistance with financial questions. Modern digital banking solutions combine advanced security practices, smooth user experiences and smart loyalty programs to give users what they want at their fingertips [2].

One way of digitalization in the banking sector is the creation of a financial ecosystem that operates as a logical continuation of the main activity of the institution in the traditional form through its translation into the Internet. In particular, it is implemented using mobile applications, chat bots, online helpers, etc. [1].

Digital banking is important mainly for two reasons: widespread adoption and change to the traditional finance model. As more users adopt digital banking as the primary mode of finance management, more features are being developed and added to the technology, creating more opportunities for users and their finances.

In order to eliminate the need for physical branches, digital banks should include in their apps all the services that customers might need. All further inquiries should be handled by 24/7 customer service teams easily accessible by the user. Digital banking eliminates most of the paperwork required by traditional banks via digital authentication methods and acceptance of terms and conditions from the user. Digital banks also use high end security to protect the identities and data of their users [3].

It should be emphasized, that digital banking is a broad term. Three types of banking software are distinguished among modern digital banking solutions: online banking, mobile banking and neobanking.

One of the most effective ways of introducing digital technologies into the banking sector is the creation of neobanks. These are financial institutions that operate exclusively through the Internet, i.e. they do not have actual traditional branches. They are built using the latest technologies and, unlike traditional banks, provide services entirely remotely [2].

According to statistics, Ukraine is actively introducing the latest products and programs in the banking sector in partnership with Fintech. The first fully implemented startup in the neobank industry is the Monobank project. Monobank is a vivid example of a virtual bank. But this project does not have a banking license from the National Bank of Ukraine, which gives the right to conduct settlement operations, accept funds for deposits or grant loans in accordance with the specifics of traditional banks. Monobank is just a portal on the Internet that provides access to banking services. Direct transactions are performed by Universal Bank, the financial partner of Monobank. In other words, by connecting to online service, the user actually becomes a customer of Universal Bank. But he does not have direct access to services at Universal Bank branches and conducts them remotely through Monobank services [1].

Despite the large number of positive aspects of the new opportunities of neobanking technology from Monobank, it is still not a leading financial intermediary due to the realities of banking regulation in Ukraine. Currently, there is a problem of legal regulation of the creation of Monobank as a full-fledged neobank, as well as the creation of other Internet banks in Ukraine, which does not allow the full development of this area. Today, the implementation of the neobank project in any case requires the cooperation of the newest banking institution with one of the existing banks [1].

Despite the fact that online banks are becoming more and more popular in the world and in Ukraine due to a number of their advantages, they also have many disadvantages. The main disadvantages of neobanks are as follows:

- high cost of creating and implementing specialized services and programs that provide the scope of consumer services;
- significant costs for the development and implementation of reliable protection against Internet scams and cyber viruses;
- lack of investment funds;
- the need for large investments in the development of neobanks;
- low literacy rate of people in the country and in the world, who does not realize the technical advantages of neobanking over a traditional bank;
- the need to compete with traditional banks, as well as to challenge well-known companies such as Google, Apple, WeChat and Uber, which have access to a large customer base and provide them with a wide range of instruments, including financial [1].

Thus, Internet banking has gained a significant market share, as it offers its customers more valuable benefits than traditional banks, from reduced fees to the possibility of opening and maintaining accounts without visiting a bank branch. However, in Ukraine, factors such as the lack of legislative framework, the problem of creating non-bank services and providing traditional banking services via the Internet, as well as the need for significant investments, slow down the implementation of digital services and reduce the profitability of banks.

References

1. Крухмаль О. В., Сухонос В.В. Розвиток банківського бізнесу в умовах цифрової економіки. *Ефективна економіка.* 2020. №11. URL: http://www.economy.nayka.com.ua/pdf/11_2020/100.pdf (дата звернення: 20.04.2022).
2. Digital banking app development: all you need to know in 2023. *Yalantis.* Retrieved 20 April 2022 from https://yalantis.com/blog/how-to-implement-digital-banking/
3. What is digital banking? Our guide to the future of financial services. *Gonto Blog.* Retrieved 20 April 2022 from https://qonto.com/en/blog/business-management/banking/digital-banking

Drin Taras,
Fachrichtung Finanzen, Bankenwesen und Versicherung,
das I, Studienjahr, Gruppe 603,
Tschernowitzer Institut für Handel und Wirtschaft der,
Staatlichen Universität für Handel und Wirtschaft,
Tscherniwtzi, Ukraine
Wissenschaftliche Betreuerin ***Hnatyschena Iryna****, PhD in der Philologie,*
Dozentin des Lehrstuhls für Finanzen, Buchhaltung und Besteuerung

FINANZIERUNG DES AUFENTHALTES DER UKRAINISCHEN FLÜCHTLINGE WÄHREND DES KRIEGES

Nach Beginn der russischen Angriffskrieges gegen die Ukraine sind Millionen Ukrainerinnen und Ukrainer aus ihrem Heimatland in die Europäische Union geflüchtet. Nach Angaben des Flüchtlingskommissariats der Vereinten Nationen (UNHCR) haben mehr als acht Millionen Menschen die Ukraine verlassen, etwa 4,8 Millionen sind als Schutzsuchende in Europa registriert. Doch in welche Länder sind die Ukrainerinnen und Ukrainer geflüchtet und wie steht es um die Kosten? Kein Land hat so viele Menschen aus der Ukraine aufgenommen wie Polen. Mehr als

1,56 Millionen Menschen sind laut UNHCR zwischen dem 24. Februar und Ende Januar nach Polen geflüchtet. Das macht etwa 4,1 Prozent der polnischen Bevölkerung aus. Mit etwa 1,06 Millionen Geflüchteten folgt Deutschland. Im Verhältnis zur Bevölkerungszahl ist das aber deutlich weniger (1,27 Prozent). Es sind vor allem die kleineren Länder in Osteuropa, in denen verhältnismäßig viele Ukrainerinnen und Ukrainer Schutz gesucht haben. Nach Estland sind rund 66.000 Menschen geflüchtet, das Entspricht jedoch etwa 5 Prozent der estländischen Bevölkerung. 109.000 Menschen haben im Nachbarland Moldau Zuflucht gesucht, das entspricht 4,2 Prozent der moldawischen Bevölkerung. Tschechien hat etwa 486.000 Menschen aufgenommen (ca. 4,5 Prozent).

Es ist auch wichtig zu erwähnen, welche Länder Europas wie viel Geld für Geflüchtete zahlen. Mit 6,8 Milliarden Euro sind die Kosten für die Versorgung der Geflüchteten in Deutschland am zweithöchsten, wie Berechnungen des Kiel-Instituts für Weltwirtschaft (IfW) zeigen, die dem RedaktionsNetzwerk Deutschgland (RND) vorliegen. Nur die Ausgaben von Polen sind höher (8,36 Milliarden Euro), dort werden aber auch ein Drittel mehr Geflüchtete versorgt. Doch Vorsicht: Unter Berücksichtigung des Bruttoinlandsproduktes (BIP) leisten andere Länder deutlich mehr als Deutschland. Polen führt auch hier deutlich: 1,47 Prozent des BIP müssen für Geflüchtete aufgewendet werden, gefolgt von Tschechien (0,84 Prozent) und der Slowakei (0,64 Prozent). Diese Länder haben also relativ betrachtet deutlich höhere Kosten.

Die Staaten mit den höchsten Ausgaben (in Euro) für die Aufnahme von Geflüchteten aus der Ukraine sind*:

Kosten für Geflüchtete aus der Ukraine Milliarden Euro
Kosten für Geflüchtete aus der Ukraine gemessen am BIP

Polen
8,36
1,47
Deutschland
6,81
0,19
Tschechien
1,96
0,84
Spanien
1,36
0,11
Rumänien
1
0,42
Italien
0,74
0,04

** Übersicht der Bundesregierung, Stand: 21.12.2022* [2].

Dass die Kosten in Deutschland so hoch sind, obwohl deutlich weniger Menschen als beispielsweise in Polen versorgt werden müssen, liegt an der Berechnungsgrundlage. Sie stützt sich auf den OECD-Zahlen, die von 11.347 Euro pro Person und Jahr ausgehen. Aufgrund des teuren Gesundheitssystems und vergleichsweise hohen Lebenshaltungskosten ist dies ist einer der höchsten Werte in Europa. Diese Übersicht umfasst ausschließlich bilaterale Unterstützungsleistungen. Deutsche Leistungen, die die Ukraine über die EU/EU-Programme unterstützen, sind in dieser Übersicht nicht erfasst.

Die Leistungen der Bundesregierung seit Kriegsbeginn am 24.02.2022 betragen Gesamtausgaben 12,51 Mrd. €. Die wichtigsten Leistungen in Deutschland für die Ukraine sind:

• Unterstützung von Ländern und Kommunen: Unterstützung der Länder und Kommunen bei Unterbringung und Versorgung von aus der Ukraine Geflüchteten pauschal mit insgesamt 3,5 Mrd. Euro in 2022 und 1,5 Mrd. Euro in 2023. Darüber hinaus Zusage einer besonderen Kompensation für die Länder, die für Geflüchtete aus der Ukraine Drehkreuzfunktionen übernommen haben.

• Unterstützung der staatlichen und kommunalen Bedarfsträger bei der Unterbringung von ukrainischen Flüchtlingen durch Zurverfügungstellung eigener Liegenschaften als Unterkünfte

• zusätzlich Zurverfügungstellung von mehr als 60 Objekten für die Bedarfsträger. Aktuell sind den Ländern, Landkreisen und Kommunen insgesamt 329 BImA-Liegenschaften bzw. Teilbereiche daraus mit einer Kapazität von über 68.000 Unterbringungsplätzen zur Unterbringung von Asylsuchenden und Flüchtlingen überlassen. Kalkulatorisch errechneter Mietwert aller mietzinsfrei überlassenen Liegenschaften 2022 voraussichtlich rd. 79,5 Mio. €. Außerdem bietet die BImA den Bedarfsträger aktuell weitere 68 verfügbare Bundesliegenschaften an.

Die Geflüchteten haben nach Angaben der Bundesagentur für Arbeit schon jetzt für eine spürbare Entlastung des deutschen Arbeitsmarktes gesorgt. Etwa 65.000 Ukrainerinnen und Ukrainer mehr sind heute sozialversicherungspflichtig beschäftigt als vor Beginn der Invasion, erklärte Daniel Terzenbach, Vorstandsmitglied der Bundesagentur. Weitere 20.000 Menschen aus der Ukraine hätten einen Minijob angenommen und trügen damit zur Bekämpfung des Personalmangels in der deutschen Wirtschaft bei. Laut einer bundesweiten Studie mit ukrainischen Männern und Frauen, die bis zum 8. Juni nach Deutschland gekommen sind, möchten 37 Prozent für immer oder mehrere Jahre in Deutschland bleiben. 34 Prozent wollen nach Kriegsende in ihre Heimat zurückkehren.

Die Bundesagentur für Arbeit geht davon aus, dass in den kommenden Monaten noch viele weitere Geflüchtet aus der Ukraine einen Job in Deutschland annehmen. Dann hätten viele ihre Integrations- und Berufssprachkurse abgeschlossen, und dem Arbeitsmarkt in Deutschland stünden viele hochqualifizierte Absolventen mit guten Sprachkenntnissen zur Verfügung.

Quellenverzeichnis

1. Hummel C., Thöhne M. Finanzierung der Flüchtlingspolitik. *Studie für die Gesellschaft zur Förderung der finanzwissenschaftlichen Forschung*. Köln, 2016. 62 S. https://www.fifo-koeln.org/de/
2. Presse- und Informationsamt der Bundesregierung. Retrieved 24 April 2023 from https://www.bundesregierung.de

Dunska Nadiia,
Faculty of Accounting and Finance,
course III, group 31д, specialty Finance, Banking and Insurance,
Vinnytsia Institute of Trade and Economics,
State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Hataullina Elmira****, PhD in Economics,*
Associate Professor of the Department of Finance, VITE SUTE

FEATURES OF THE APPLICATION OF FOREIGN INVESTMENTS IN UKRAINE IN THE WAR CONDITIONS

Today, the economy of our country cannot develop properly due to russia's aggression, therefore attracting foreign investments is very problematic for us. It is thanks to foreign investments that our financial market develops, and they are also a guarantee of stimulating competition in the financial market. In order to assess the peculiarities of attracting foreign investments to Ukraine, it is necessary to first display the index of investment attractiveness.

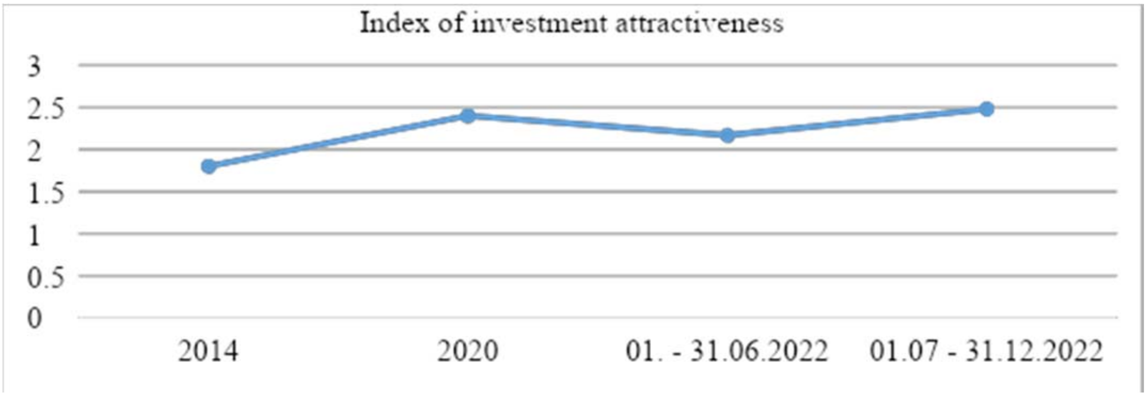


Fig. 1. Growth dynamics of the investment attractiveness index

Formed by the author based on the source [4]

Analyzing this figure, we see that the index of investment attractiveness decreased in the first half of 2022 due to the full-scale invasion of Russia and amounted to 2.17 points out of 5 possible. For comparison, let's take the period of the Covid-19 pandemic, then the index of investment attractiveness also decreased and amounted to 2.4 points, but the lowest index of investment attractiveness for the entire time of our study was during the Euromaidan period and amounted to 1.8 points. However, it should be noted that the Investment Attractiveness Index has undergone a significant increase after the Revolution of Dignity, so we hope that a similar situation will occur after the end of the war. But observing the growth dynamics of the indicator of investment attractiveness, we already see that it has increased somewhat and amounted to 2.48 points, which is equal to the value of this indicator during the Covid-19 pandemic. Next, we can offer to consider the most attractive sectors of the economy in Ukraine, because the sectors of the economy that generate high profits and high-quality products that can compete on the international market are important for investors.

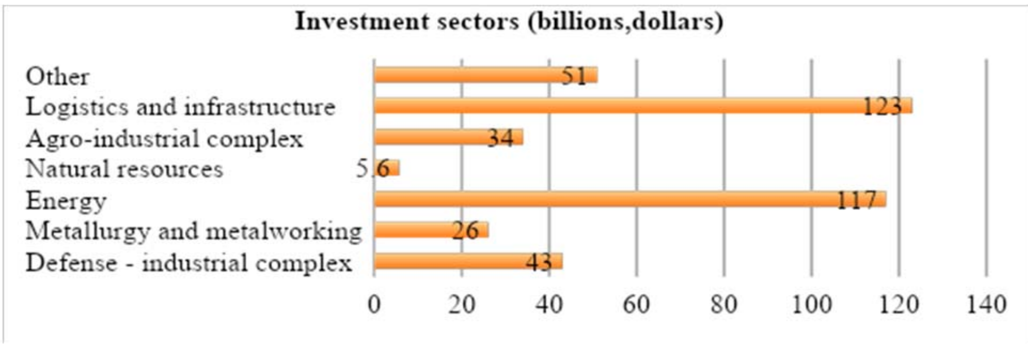


Fig. 2. The most attractive investment sectors in Ukraine in 2022

Formed by the author based on the source [1,3]

We can safely say that the most attractive investment sector is logistics and infrastructure, the investment potential of this sector is 123 billion US dollars. This is not surprising, because the geographical location of Ukraine makes it an important corridor for trade. In second place in terms of investment attractiveness is the energy sector, which amounts to 117 billion US dollars. Ukraine can generate tens and hundreds of gigawatts of electric power, which makes this sector very attractive for foreign investments. In third place is the defense-industrial complex, its investment potential is 43 billion US dollars. To better understand the state of foreign investment attraction in Ukraine, it is necessary to study the inflow of foreign direct investment

Foreign direct investment is a long-term investment of material resources by non-resident companies in the country's economy (for example, for the purpose of organizing and building enterprises). Calculated in millions of US dollars. It is also the most desirable form of capital investment for developing economies, because it allows the implementation of large projects; in addition, new technologies, new corporate management practices, etc. are coming to the country [2].

Fig. 3. Dynamics of growth of direct foreign investments

Formed by the author based on the source [2]

This chart shows that in the first half of 2022, with the beginning of the full-scale invasion of Russia, a lot of capital began to leave the country and, in connection with this, the indicator of foreign direct investment experienced a significant decrease. However, a slight increase can be seen in the second half of 2022, which means that investors have begun to gradually return to the Ukrainian economy.

In general, the situation with the attraction of foreign investments in Ukraine in 2022 looks quite good especially in the second half of the year, but the situation with investment activity is quite unstable due to the political circumstances in the country. Therefore, the country's economy should be supported at this time, and a significant increase in foreign investment should be expected after the end of full-scale aggression.

References

1. Офіційний сайт Економічна правда URL: https://www.epravda.com.ua/columns/2022/07/18/689232/ (дата звернення: 15.03.2023).
2. Офіційний сайт Міністерства фінансів України URL: https://index.minfin.com.ua/ua/economy/fdi/2022/ (дата звернення: 15.03.2023).
3. Офіційний сайт УНІАН інформаційне агентство URL: https://www.unian.ua/economics/finance/viyti-z-tumanu-viyni-yak-ukrajina-zmozhe-zaluchati-inozemni-investiciji-u-2023-roci-12084243.html (дата звернення: 15.03.2023).
4. Офіційний сайти журналу Forbes Ukraine URL: https://forbes.ua/news/investitsiyna-privablivist-ukraini-vidnovilasya-do-kovidnogo-znachennya-eba-15122022-10518 (дата звернення: 15.03.2023).

Fedorchuk Valeriia,
Faculty of International Trade and Law,
course II, group 3a, specialty International Economics,
State University of Trade and Economics,
Kyiv, Ukraine
*Scientific supervisor **Shust Nataliia**, PhD in Sociological Sciences,*
Professor of the Department of Philosophy,
Sociology and Political Science, SUTE

SOCIAL AND ECONOMIC IMPLICATIONS OF POPULATION AGING

Population aging is a global process. On the one hand, longer life is a civilization achievement, while on the other, it is a challenge for the state, its economic and pension systems. State policy should focus on balancing life expectancy and the economic capabilities of the state. Improvement in the quality of life and healthcare, particularly in industrially developed countries, leads to an increase in the life expectancy of the population and becomes a serious social and economic problem. If current trends continue at the same level, then in 50 years, the number of people over the age of 60 will triple – from 600 million to approximately 2 billion. And this will mean, as experts warn, a guaranteed global economic crisis, a sharp reduction in tax revenues, cuts in national budgets, and along with this – reduction in pensions and healthcare services.

Most developed countries are experiencing the aging of their population. The main reasons for this are a high level of healthcare and medical insurance systems, the strong influence of traditions, access to contraception and an increase in women's education level, which leads to career choices over having children,the activation of policies to involve women in the workforce due to a decrease in the working-age population, and the spread of infantile tendencies among the younger generation. This leads to an increase in the percentage of the population in the elderly age group, but at the same time to a decrease in the size of the younger generation, especially children. In addition to the social effects, the aging process of the population has a negative impact on the economy of these countries.

Not long ago, overpopulation was considered the main demographic problem of the future. However, trends of recent decades indicate the opposite.

The birth rate has been declining since 1971. According to the World Bank, during the "baby boomer" period, the annual population growth rate on Earth was 2.1%, while now it is only 1%. In 2050, 80% of older people will be living in low- and middle-income countries.

A decline in the number of economically active individuals in a region leads to a reduction in the number of employed individuals compared to the unemployed. This is dependent on the income of those who are working. The population aged between 15 and 70 comprises both economically active and inactive individuals. The economically active individuals consist of both employed and unemployed individuals. The employed population supports not only those outside of the economic activity scope, such as children and individuals over 70, but also the economically inactive population such as pensioners by age and disability, students, individuals engaged in household activities, individuals who have given up on finding work, individuals performing public duties or charitable activities, etc. In 2011, the number of employed individuals in Ukraine was 20,324.2 thousand persons, which accounted for 44.6% of the total population. Going forward, the proportion of employed individuals will only decrease, and the burden on this category of individuals from non-working citizens will increase.

A decrease in the number of economically active population may lead to a reduction in the potential GDP of the region, since fewer people will work and create income.

Population aging is also a great challenge for the health care systems. As nations age, the prevalence of disability, frailty, and chronic diseases (Alzheimer's disease, cancer, cardiovascular and cerebrovascular diseases, etc.) is expected to increase dramatically. Some experts raise concerns that the mankind may become a "global nursing home".

As the population ages, there is often an increase in chronic health conditions and disabilities, which can lead to increased healthcare costs. With more older adults in the population, there is an increased demand for eldercare services, which can put a strain on healthcare and social service systems, this means that for many people it would be hard do afford them and high mortality will be a result.

In addition, population aging also has implications for family structures and intergenerational relationships. With fewer children being born and smaller families becoming more common, there may be fewer siblings, cousins, and extended family members available to provide care and support for older adults population aging has significant social implications. As older people become more disconnected from their communities and families, it can lead to increased social isolation and depression.

Social security system may face a profound crisis if no radical modifications are enacted. Cuts in benefits, tax increases, massive borrowing, lower cost-of-living adjustments, later retirement ages, or a combination of these elements are now discussed as the possible painful policies, which may become necessary in order to sustain the pay-as-you-go public retirement programs such as Medicare and Social Security.

Encouraging older workers to remain longer in the labor force is often cited as the most viable solution to fiscal pressures and macroeconomic challenges related to population aging. Phased-in retirement entails a scheme whereby older workers could choose to work fewer hours yet remain longer in the labor force, including after they retire. Gradual retirement can be beneficial to societies, employers, and workers because older workers can be valuable to organizations and younger colleagues due to their knowledge and experience and phased-in retirement allows continuity in tax revenues and reduced expenditure on pensions, which holds particular importance for fiscal and macroeconomic stability.

In conclusion, population aging is a global process that presents both social and economic challenges. Longer life expectancy and improvements in healthcare have led to an increase in the number of elderly individuals, which could result in a global economic crisis, reduced tax revenues, and cuts in national budgets. The decline in the number of economically active individuals in a region may lead to a reduction in potential GDP, and the burden on the employed population from non-working citizens will increase. Failure to address these challenges may lead to significant social and economic consequences in the future.

References

1. Конєва Т.А., Кузнєцов А.В. Вплив процесу старіння населення на економіку Японії. *Молодий вчений*. 2017. №5(45). С.614-61.

URL: http://molodyvcheny.in.ua/files/journal/2017/5/135.pdf (дата звернення: 26. 03.2023).

2. Мірошниченко Б. Населення Землі швидко старіє, не вистачає працівників. Чи готова до цього світова економіка і що чекає на Україну. 2022.

URL: https://www.epravda.com.ua/publications/2022/01/26/681778/ (дата звернення: 01.04.2023).

3. Пономаренко І. Дослідження впливу старіння населення на чисельність та структуру економічно активного населення в Україні та країнах Європи. URL:

http://www.economy.nayka.com.ua/?op=1&z=1769 (дата звернення: 03.03.2023).

4. Eberstadt, N. World population implosion? Public Interest. 1997. 129: 3-22. Retrieved 1 April 2023 from http://www.eurohex.eu/bibliography/pdf/0910248390/Eberstadt_1997_PI.pdf

5. Gruzieva T. "Modern demographic trends in Ukraine as a ground for realization of prevention strategies" p.2033-2039. Retrieved 1 April 2023 from http://ir.librarynmu.com/bitstream/123456789/447/1/WL_10_Gr%26K.pdf

6. Nikolova M. "Two solutions to the challenges" 2 May,2016. Retrieved 2 April 2023 from https://www.brookings.edu/blog/up-front/2016/05/02/two-solutions-to-the-challenges-of-population-aging/ (дата звернення: 02.04.2023).

Gutsaliuk Kseniia,
Faculty of Trade and Marketing,
course II, group 11, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Oleshko Nataliia****, Senior Lecturer*
of the Department of Modern European Languages, SUTE

CHANGES IN THE MARKETING OF UKRAINIAN BRANDS AFTER THE START OF A FULL-SCALE WAR

Our Motherland has been defending its independence with dignity for a whole year now. These 365 days have been extremely difficult in all areas. While the soldiers are defending our country on the frontline, all of other professionals have to raise the country's economic level. As Ukraine has a market economy, the most difficult part is for businesses of all sizes. Obviously, brands have undergone significant changes during martial law.

Recently, businesses have been forced to work in the crisis because of the pandemic, when most communications were carried out online. Even before the Russian aggression, Ukrainians were experiencing anxiety, which affected their approach to consumption, including the need to adapt to unstable conditions, changing traditional rituals and habits, etc. Although the current situation is significantly different from the functioning of brands during the quarantine, the main strategies for dealing with the crisis remain unchanged:

1. It is important to revise the brand's thinking and communication approaches to adapt to modern requirements.
2. It is necessary to pay attention to other important goals for brand development.

Nowadays, due to the growing interest in Ukraine and its culture, many companies use various features of the nation, its historical context, value base and ideas to increase interest in their product. These things contributes to the creation of a brand, which is a set of values and emotions that characterize a product.

So, the brand provides unique characteristics of the company and creates a demand of the audience to the product.

Branding means the process of creating a brand, as well as a set of communication solutions to create a certain product image [2].

Nowadays, the success of a brand depends on the effectiveness of its marketing strategies, as a quality product cannot attract customers if they know nothing about it. However, marketing strategies need to adapt to consumer behavior as it is constantly changing. Ukrainians expect large companies to have a positive impact on the future, so they hope for support and help from them, including support for the army.

Despite the unstable situation in the country, brands still play an important role in wartime. The consumer base was decreased due to migration and other factors. So businesses is forcing to compete for those who remain. Some categories of goods have already been revalued three or more times due to inflation and the complication of supply chains. Increasing the added value of the brand is key to retaining customers. Now is the best time to attract new customers, as the number of businesses in the market has also decreased. To not only save audience in difficult times, but also to attract new customers, brands must be very careful about how they choose to communicate and change their strategy in favor of responsible marketing. For example, they should:

1. Stop using the strategy of silence and avoiding social topics that may not be relevant to the brand.
2. Prohibition of distribution of war-related information that may be unnecessary.
3. Warning against the use of decorative techniques, such as blue and yellow colors, sunflowers, Ukrainian symbols or military identity, if they are inappropriate in the context.
4. Demonstrate a clear political, social, environmental and cultural position, and back it up with actions that benefit people. This is especially important since 64% of consumers prefer brands that pay attention to social issues, not just profit.
5. Fulfillment of promises in the key communication message of the brand and refrain from giving extra expectations.
6. Trying to make the brand more human and open by putting people first. Do not expect profit from every contact with the consumer.
7. Simplifying the experience of consuming the product or adding new features that will help people optimize their lifestyle in times of martial law and uncertainty.
8. Maintaining optimism and maintaining prudence, possibly with appropriate humor to lift the mood [3].

"Wartime marketing is:

- common sense marketing. The realization that people have radically different living conditions: emigration, destruction of homes, lack of work, loss of loved ones, etc., so we had to work hard on copywriting, design, and marketing tools in general. The target audience is formed not only in terms of age, gender, and financial status, but also the context in which the consumer exists.

- Adaptability is a marketing must-have. The ability to quickly adapt a brand to any conditions.

- Sensitivity. People are no longer interested in radical messages, they need sensationalism and emotionality. They need understanding and support in such a difficult life situation" [1].

So, the war has a significant impact on the economy and society as a whole, so its impact on the marketing of Ukrainian companies cannot be underestimated. The war has led to significant changes in the everyday life of Ukrainians, including changes in spending, changes in relationships with family and friends, and changes in consumer preferences. In particular, the war in Ukraine has led to a decrease in demand for some types of goods and services, especially those that are not vital. Many companies have reduced their advertising activity and marketing budgets in order to preserve financial resources. However, the war has also led to changes in attitudes toward brands and buying behavior. Many Ukrainians have started to pay more attention to supporting Ukrainian companies and brands, which they perceive as supporting the state in times of war. Some companies use this factor as part of their marketing strategy. A full-scale war can cause significant changes in people's outlook and consumer behavior. For example, war can increase the feeling of empathy, change priorities, and lead to an increase in demand for certain goods and services. When planning a company's marketing strategy, it is important to take these changes into account and create communication that reflects the new reality. Humanity, sincerity and responsibility can be key success factors. During the first six months of the war, all marketing companies have already adapted to the new realities. Marketing should be relevant and not be characterized as military or post-war [1].

References

1. Академія інтернет-маркетингу WebPromoExperts. Дізнайтеся, як живе світ українського маркетингу на онлайн конференції Маркетинг з вірою в Україну, 2022. *YouTube*. URL: https://www.youtube.com/watch?v=Taj9gM0PHBk (дата звернення: 09.04.2023).

2. Як змінився брендинг в умовах війни. лекція анастасії іванічевої – bazilik media. *Bazilik Media*. URL: https://bazilik.media/iak-zminyvsia-brendynh-v-umovakh-vijny-lektsiia-anastasii-ivanichevoi/ (дата звернення: 08.04.2023).

3. CASES. Маркетинг воєнного часу: як змінилася поведінка споживачів під час війни? Чи потрібний бренд у воєнний час? Як має змінитися підхід до маркетингу? – дослідження Havas Village Ukraine. *CASES*. URL: https://cases.media/article/marketing-voyennogo-chasu-doslidzhennya-havas-village-ukraine (дата звернення: 09.04.2023).

Harafonova Maryna,
Faculty of Finance and Accounting,
course I, group 4.2, specialty Finance, Banking and Incurance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Rudeshko Yevheniia****, Senior Lecturer of the Department of Modern European Language, SUTE*

TAXATION SYSTEM OF UKRAINE

The taxation system is a set of national and local taxes and fees levied in accordance with the procedure established by the Tax Code. The tax is a mandatory, unconditional payment to the relevant budget, levied on taxpayers in accordance with this Code.

Currently, there are two taxation systems in Ukraine :

- General taxation system,
- Simplified taxation system [2].

The general system of taxation is a system that is suitable for both legal entities and sole propriertoships. The essence of this system is that the tax will be paid precisely from the net profit. Profit is the difference between the income and expenses of a business and this type of taxation system provides for the accounting of income and expenses, that is, the entrepreneur will need to account for both income and all expenses related to the business in order to determine exactly the object of taxation, which is the profit. Also, the advantage of the general taxation system is that when your company or business had no income during the quarter, you have the right not to pay tax, but you must submit documents confirming that during this period you did not receive a net profit.

As mentioned earlier, the General Taxation System can be chosen by both legal entities and sole proprietorship, people who have their own business or are self-employe [1]. The General System is necessary when you cannot be on the Simplified System due to various reasons. For example, you have chosen the type of activity that you cannot legally engage in under the Simplified Taxation System. The list of these types of activities is clearly outlined in the Tax Code of Ukraine [2]. So, if you choose this way of paying taxes, you are obliged to pay personal income tax at a rate of 18 percent, a single social contribution at a rate of 22 percent, and a military fee at a rate of 1,5 percent [2].

The Simplified Taxation System is a special mechanism for collecting taxes and fees, which establishes the replacement of the payment of individual taxes and fees established by paragraph 297.1 TCU with the payment of a single tax, while maintaining simplified accounting and reporting [3]. That is, Simplified System involves payment of a single tax, which provides for exemption from payment of certain taxes. Such a system involves the simplification of approaches to accounting and reporting. This system may be used by both legal entities and individual entrepreneurs. In addition, such a system has 4 traditional groups of taxpayers and some limits for each of them. Groups 1 and 2 are exclusively for individual entrepreneurs. Tax rate during the year makes up a fixed amount of money, that is, the amount of tax does not depend on either income or profit. Group 3 – can be both for individual entrepreneurs and for legal entities. Group 4 – only for agricultural producers (both individual entrepreneurs and legal entities). The tax rate depends only on the normative monetary value of land areas. It turns out that amount of tax does not depend either on income or on the profit of such a business entity [3].

Speaking about the tax system of Ukraine, it is necessary to mention and consider the problematic aspects of this structure. Today this system has a number of problems which require immediate solutions.

The general problems of the taxation system include:

• Instability of legislation in the field of taxation. Unpredictability and variability of the system cause significant tax risks for individual taxpayers and limit their opportunities. Thus, during the existence of the Tax Code of Ukraine more than 100 changes and additions were made in it. Impose a moratorium on changes of legislation in the taxation sphere for a certain period could solve this problem [1].

• The problem of uneven tax burden and irrational tax incentives. In Ukraine, the tax burden on different-sized enterprises and individual sectors of the economy is uneven. Additionally, the current system of tax incentives and the process of obtaining them leave room for tax evasion, while not providing enough stimulus for innovation and energy efficiency. As a result, the highest tax burden is placed on law-abiding taxpayers who do not receive any tax breaks. Therefore, the tax incentive system in Ukraine requires urgent review [1].

• Imperfection of tax control methods. It is necessary to increase the effectiveness of methods to counteract tax minimization and evasion. One solution to the problem is to mandate non-cash payments and the use of electronic cash registers (ECRs) without exceptions. The use of ECRs would help to increase the level of control over the incomes of entities operating under a simplified taxation system, as well as to address consumer protection issues [1].

• Large amounts of time, financial, and human resources are expended by business entities on maintaining tax accounting and paying taxes. It is necessary to create the most convenient conditions for paying taxes and submitting tax reports by introducing new electronic software products. In the future, the idea of a unified tax declaration for the entire enterprise seems interesting, which will simplify the work of both taxpayers and tax authorities. This system will allow taxpayers to pay all mandatory payments with one payment order and minimize the possibility of errors in transferring funds. At the same time, tax authorities will have a real understanding of the state of taxpayers' settlements with budgets. A unified account would significantly improve the relationship between taxpayers and the State Tax Service, reduce bureaucratic procedures and costs associated with tax payments [1].

Solving the aforementioned problems of the taxation system and tax administration will contribute to the effectiveness of Ukraine's tax system in the future.

So, Ukrainian businessman or entrepreneur has two possible ways of running legitimate and virtuous entrepreneurship. As mentioned earlier, several important factors influence the choice:

- the scale of your enterprise,
- the availability and number of employees,
- the total annual turnover.

When choosing a taxation system, a lawyer can provide qualified assistance and suggest the proper choice, taking into account all aspects of starting your entrepreneurial life.

To sum up, it is necessary to emphasize that taxes are an important component of any business. Therefore, having a good understanding of the taxation system can make your business legal and successful.

References

1. Волохова І., Дубовик О., Слатвінська М. Податкова система. *Видавництво Діса плюс.* 2019. URL: https://financial.lnu.edu.ua/wp-content/uploads/2019/09/Podatkova-systema-navchal-nyy-posibnyk.pdf (дата звернення: 08.03.2023).

2. Податковий кодекс України (від 02.12.2010 №2755-VI).
URL: https://ips.ligazakon.net/document/T10_2755?an=32545 (дата звернення: 08.03.2023).

3. State Tax Service Of Ukraine. Retrieved 10 March 2023 from https://tax.gov.ua/en/

Heorhiieva Violetta,
Faculty of Economics, Management and Psychology,
course I, group 3mb, speciality Economics,
State University of Trade and Economics,
Kyiv, Ukraine
*Scientific supervisor **Zheronkina Olena**, Senior Lecturer of the*
Department of Modern European Languages, SUTE

INVESTING IN UKRAINE

In the current conditions of the world economy development one of the most important priorities of the economic development of any country is the investment processes activation, because without this economic growth and the effective functioning of any country economy are impossible. It is practically impossible to satisfy the government investment needs only at the expense of the internal investment resources, therefore every country in the world naturally faces the problem of attracting foreign investment resources [3].

At the beginning of October 2022, the Ministry of Economy of Ukraine announced more than 250 applications received by the government concerning future investments in Ukraine. Before the Russian invasion, the "investor attraction" package looked convincingly [2].

Among the advantages are relatively inexpensive qualified labor force, educated personnel, excellent infrastructure, high investment income per invested dollar due to political risks that lead to undervaluation of assets, and convenient logistics [2].

Among the disadvantages are the law enforcement and judicial system challenges, a high level of bureaucracy in permitting processes, a systemic corruption, and traditional closure of certain industries for foreign investment [2].

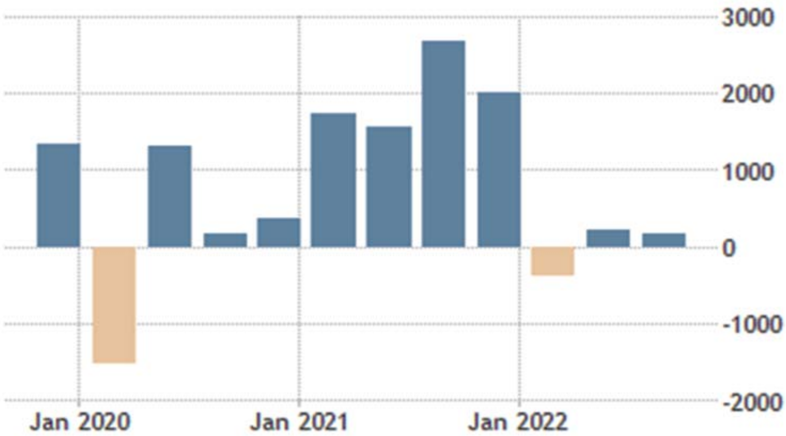
The increase in the information background around potential military aggression is reflected in the fall in the value of Ukrainian assets and devaluation pressure. Long-term preservation of geopolitical tensions can have an extremely negative impact on the population expectations, businesses and investors. It will also be a significant obstacle for investment in the economy and will make it difficult to attract external financing [4].

The basis for a favorable investment climate was laid by the law on support of significant foreign investments. After starting active hostilities, assessments of the scale of destruction and needs for reconstruction, it became clear that it was necessary to adjust the approach [2].

In particular, it is about lowering the "entry threshold" of the project cost for companies that can claim government support in the form of tax reductions, and about providing guarantees of quick, transparent and relevant responses from interested government agencies [2].

In addition to wartime challenges, investors need to make sure that the speed of decision-making will not decrease after the end of the war, that middle and regional officials will not return to unscrupulous practices that will increase the projects cost and make them unprofitable [2].

According to the Ministry of Finance of Ukraine, over the three quarters of 2022, $190 million of foreign direct investment came to Ukraine. During the same time, capital in the amount of $159 million was withdrawn from the country [1].



"The positive balance of investments was about $31 million. It doesn't seem to be a "minus". But it is not enough for the scale of the Ukrainian economy. Therefore, we can say that 2022 was the year during which real investments did not enter Ukraine," noted a financier Volkov [1].

"For the whole 2022, I personally saw a number of foreign investors who were interested in Ukrainian assets. And they were pure speculators. The only question that sounded from them was whether it is possible to buy something in Ukraine for three kopecks in order to hold it until the end of the war and then sell at a good profit. They were mainly interested in real estate in Kyiv or Western Ukraine, as well as logistics facilities. At the same time, the amounts of investments in question did not exceed $10 million," financier Volkov emphasized [1].

So, observing the trend of foreign direct investment for 2022, we can conclude that Ukraine lost most of its foreign investors due to the war and is currently suffering considerable losses. However, it should be remembered that the Ministry of Economy of Ukraine received more than

250 applications for future investments in Ukraine. and this suggests that in the near future investors will be able to invest in Ukraine again. In addition, for this there is a law on the support of significant foreign investments, which creates favourable conditions for investors.

References

1. Волков А. Бізнес Цензор. Реальні інвестиції в Україну в 2022 році практично не заходили. URL: https://biz.censor.net/news/3395639/realni_investytsiyi_v_ukrayinu_u_2022_rotsi_praktychno_ne_zahodyly_finansyst_volkov (дата звернення: 06.02.2023).
2. Економічна правда. Чому варто інвестувати в Україну. URL: https://www.epravda.com.ua/columns/2022/11/3/693386/ (дата звернення: 06.02.2023).
3. Чурута І. Інвестиційні рейтинги та їхній влив на інвестиційний імідж країни. 2018. URL: http://dspace.wunu.edu.ua/bitstream/316497/32916/1/.pdf (дата звернення: 03.02.2023).
4. Національний банк України. Інфляційний звіт. Січень 2022. URL: https://bank.gov.ua/admin_uploads/article/IR_2022-Q1.pdf?v=4 (дата звернення: 06.02.2023).

Hrebets Daryna,
Faculty of Trade and Marketing,
cource I, group 15, specialty Entrepreneurship,
Trade and Exchange Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Borshchovetska Valentyna****, PhD in Pedagogy,*
Associate Professor of the Department of Modern European Languages,
SUTE

BUSINESS IN CONDITIONS OF FULL-SCALE WAR IN UKRAINE

In terms of this publication we would like to analyse Ukrainian business under the period of the Russian invasion, to highlight the changes it has undergone as well as outline the state support for the business.

The full-scale war in Ukraine has put business on the brink of survival, as many successful businesses have been destroyed or relocated and are forced to start from scratch. On February 24, 2022, some enterprises suspended their work due to the inability to carry out their activities. Another part of the business was engaged in the development to strategic plans for the further activities of enterprises. But despite the difficult process of relocation, Ukrainian entrepreneurs continue to work, looking for innovative ideas for scaling and entering new markets. On the part of the state, changes have also begun to take place in the direction of the creation and implementation of new state programs, the introduction of appropriate changes in legislation to support the =economic sphere, in particular:

1) The requirements for obtaining licenses and permits for most types of activities were abolished, which eased the conditions for creating and running a business;

2) Liberalization of labor relations in the context of simplifying the process of dismissal and reduction of employees, exemption of employers from responsibility for delayed wages in the event of an enterprise being located in a war zone;

3) Making changes to the tax code (abolition of VAT on operations on the territory of Ukraine, abolition of restrictions on the number of personnel, reduction of income tax from 18% to 2% for companies whose income is no more than 10 billion hryvnias and which have become payers of a single tax of the 3rd group);

4) Lack of inspections and various sanctions due to untimely submission of reports (exception – some actual inspections, for example, regarding the conduct of cashless transactions or the implementation of state control measures to avoid an uncontrolled increase in prices for types of products, which is important for social welfare);

5) Postponement of the fulfillment of the terms of contracts in the event of force majeure circumstances [1].

In addition, thanks to the "Action" service, various programs aimed at helping and supporting Ukrainian businesses during the war were created. For example, the "Marketplace of financial opportunities for business" is an online tool that allows entrepreneurs to choose a certain financing program depending on the conditions, and then contact the appropriate banking institutions. One of these programs is the financing of export companies [3].

According to studies of the state and needs of Ukrainian business during martial law, the business activity index UBI (Ukrainian Business Index) is 25.16 (out of 100 possible). During 2020-2022, this index was in the zone of negative business expectations and only from June 2021 to February 2022 it entered the zone of positive expectations. Total direct business losses for the period from March to August 2022 are estimated at 87 billion dollars. In the USA, in particular, medium-sized enterprises suffered the most losses, and micro-enterprises the least. As for the volume of products sold, the smallest share in the total volume is occupied by micro-enterprises (6%), and the largest by medium-sized ones (39%). In general, enterprises that have been working on the market for a long time were the most affected, and newly created enterprises were the least affected. Within 6 months after the full-scale invasion of Russia into Ukraine, relocation in Ukraine was carried out within 10%, up to 8% – abroad and only 6% plan to relocate later. The war had a significant impact on the demand for various products. Entrepreneurs have known for a long time how to protect themselves from falling sales. The correct answer to this question is diversification [2].

It is about expanding the geography of sales and releasing a more diversified product line. Most companies are okay with this (although in general, Ukrainian exports decreased by 35% last year). The range of products is constantly expanding, the share of sales abroad is growing. At the same time, these entrepreneurs began to cooperate with foreign customers long before the war, and now they are only spreading their expansion to other countries.

First of all, to the European Union, using special privileges for Ukrainian business. The figures for sales of products abroad were called different: 40, 70, 80%, but, characteristically, they increased significantly for all companies during the war. Where possible, entrepreneurs open their representative offices in other countries in order to be closer to the foreign consumer [1].

Despite the fact that the situation with electricity in Ukraine is gradually improving, many regions of the country suffered from a shortage of electricity until recently. For enterprises, the lack of electricity meant a stoppage of production.

To prevent this from happening, companies negotiated with energy companies how much energy they can use in a certain period of time. The work schedule was adjusted accordingly – the company's most energy-consuming processes had to be performed at night and on weekends. This situation in the energy sector, despite the current improvement, causes great interest in energy independence projects. Thus, at one of the enterprises in Bukovyna, we were presented with a project for the creation of an alternative energy station, which will give the company the opportunity not to depend on external electricity supply in the future [3]. An obstacle to financing credit projects, one of which I mentioned above, is the cost of the resource. The high discount rate caused by a full-scale war does not in any way motivate banks to make loans cheaper.

According to the NBU, the weighted average interest rate on hryvnia loans to economic entities in October-November of last year continued to grow slowly, although it slightly decreased in December – to 20% per annum. The solution to the problem can be participation in international, state and even regional programs to reduce the cost of loans for entrepreneurs and liberalize requirements for credit collateral.

Ironically, martial law not only closes certain doors, but also opens new ones. Yes, the number of orders for the Ministry of Defense has increased. Public safety regulations are stricter, and this allows certain companies to increase sales of related products (for example, fences). The fact that currently the export of products, for which the sea was traditionally used, is complicated due to logistics, is also an opportunity for some.

According to the EBA, 89 percent of companies felt the influence of Russian missile attacks on their activities. "Russian shelling leads to the interruption of work processes, a reduction in the number of productive hours, difficulties in planning, the accumulation of employee fatigue, an increase in costs due to the use of generators and other negative consequences for the operational work of companies," the association noted [3].

The authorities in Ukraine, since the beginning of the full-scale invasion of the wild horde on our land, understood that the business paralyzed by the war needed the fastest possible support measures. Therefore, the law on preferential business taxation was adopted in March of last year. In addition, customs duties and VAT were abolished on all imports, which, however, were returned in June.

The government grant program "yeRobota" was also introduced, which, in particular, provides for the possibility of receiving a grant for one's own business with the creation of new jobs. And some entrepreneurs were able, with the help of the state, to move their enterprises to safer regions within the framework of the relocation program and establish work there anew. According to the Ministry of Economy, as of the beginning of February, 791 enterprises were relocated, of which 617 are already working in a new location [3].

References

1. Economic truth. Business in wartime: how legislation has changed. URL: https://www.epravda.com.ua/columns/2022/03/28/684801/ (дата звернення: 05.02.2022).

2. Business support in wartime. Action. Business. Home page. URL: https://business.diia.gov.ua/wartime/ (дата звернення: 05.02.2022).
3. The state and needs of business in wartime condition.URL: https://cid.center/state-and-needs-of-business-in-war-september-2022/ (дата звернення: 05.02.2022).

Humeniuk Sofia,
Faculty of Finance and Accounting,
course I, group 4.2, specialty Finance, Banking and Insurance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Rudeshko Yevheniia****, Senior Lecturer of the Department of Modern European Languages, SUTE*

THE ROLE OF INVESTORS IN THE FINANCIAL SYSTEM

Investors play a crucial role in the financial system. Their investments in various financial instruments raise funds for businesses, governments and other entities to undertake their operations, projects and activities. Moreover, investors provide liquidity to markets by buying and selling financial instruments. Additionally, investors play a critical role in risk management within the financial system.

Investors can manage risks by diversifying their portfolio, utilizing insurance and other risk management methods. This safeguards both personal investments and stabilizes the financial system overall. Additionally, investors have the ability to hold companies responsible for actions and decisions through exercising shareholder rights like attending meetings, voting on proposals, and communicating with company leadership [2].

In addition, building a friendly relationship with investors is paramount to maintaining their trust and loyalty. It's crucial to safeguard them from fraudulent activities or other malpractices that can harm their confidence in the financial system. This objective may be accomplished by implementing suitable regulations and enforcement measures, while emphasizing transparency and disclosure [4].

This can be achieved through a combination of regulatory measures, investor education and awareness-raising efforts, as well as increased transparency and disclosure by financial institutions.

Investors might use a variety of market approaches. The components of different market indices are typically purchased and held by passive investors, who may also optimize the weights of certain asset classes in their allocations based on guidelines like Modern Portfolio Theory's (MPT) mean-variance optimization. Others may be active stock pickers who base their investments on a fundamental analysis of firm financial statements and financial measures [3].

Investors that aim to buy stocks with low share prices compared to their book values are an example of taking an active strategy. Others may want to make long-term investments in "growth" stocks, which may be in the red right now but have a bright future ahead of them [4].

As active investment tactics lose favor as the primary stock market theory, passive (indexed) investing is rising in popularity.

There are in general 5 types of investors, such as:

1) A startup or entrepreneur can obtain financial support from angel investors, high-net-worth individuals. Frequently, the money is given in return for a corporate share interest. An angel investor often contributes money when a new company is just getting started and the risk is greatest. They frequently devote extra cash on hand to high-risk investments;

2) Venture capitalists are private equity investors, usually in the form of a company, that seek to invest in startups and other small businesses. These are companies often looking to expand but not having the means to do so. Venture capitalists seek an equity stake in return for their investment, help nurture the growth of the company, and then sell their stake for a profit;

3) Peer-to-peer lending, often known as P2P lending, is a type of financing in which borrowers bypass the customary middleman–such as a bank–and instead acquire loans directly from one another. Crowdsourcing is an illustration of peer-to-peer lending; in this scenario, firms look to raise money from numerous investors online in exchange for goods or other benefits;

4)A personal investor can be any individual investing on their own and may take many forms. A personal investor invests their own capital, usually in stocks, bonds, mutual funds, and exchange-traded funds (ETFs);

5) Institutional investors are organizations that invest the money of other people. Examples of institutional investors are mutual funds, exchange-traded funds, hedge funds, and pension funds. Because institutional investors raise large amounts of capital from many investors, they are able to purchase large amounts of assets, usually big blocks of stocks. In many ways, institutional investors can influence the price of assets [1].

Investors often get mistaken as traders.Whereas a trader constantly buys and sells assets in an effort to make short-term gains, an investor uses cash for long-term gain.

Investors and traders also focus on different types of analysis. Traders typically focus on the technical factors of a stock, known as technical analysis. A trader is concerned with what direction a stock will move in and how to take advantage of that movement. They are not as concerned about whether the value moves up or down [1].

The long-term prospects of a company are more important to investors, who frequently pay attention to its core beliefs [2].

The basic concept of investing is simple: a person puts money in an asset in the belief that it will be worth more when the time comes to sell or liquidate it. This allows investors to invest in almost anything that will improve in value. Investors who buy and trade little rectangles of cardboard are making money. Included below is a more thorough list of conventional or typical investments:

Stocks: Investors can buy shares of publicly traded companies, which represent ownership in the company and provide a share of its profits. Many brokers now allow for partial share ownership, so investors are not necessarily required to own a full share of a company's stock.

Bonds: Investors can buy fixed-income securities such as government bonds or corporate bonds, which pay interest and return the principal investment at maturity. The risk with bonds is the value of the investment will fluctuate based on prevailing interest rates.

Real estate: Investors can buy properties, either directly or through real estate investment trusts (REITs), which provide rental income and may appreciate in value over time. In addition, landlords may collect cashflow from operations for properties being rented [3].

Mutual funds: Investors can invest in a professionally managed portfolio of stocks, bonds, or other assets. The goal behind mutual funds is to have diversification and lower risk compared to investing in individual, specific assets [4].

Exchange-traded funds (ETFs): Investors can invest in a basket of stocks, bonds, or other assets, similar to mutual funds. However, ETFs also have the added benefit of being traded on stock exchanges like individual stocks.

Commodities: Investors can invest in physical commodities such as gold, silver, oil, or agricultural products, which may offer protection against inflation and other economic risks. This can be traded as physical items or derivative contracts [2].

Alternative investments: Investors can invest in alternative assets such as private equity, venture capital, hedge funds, cryptocurrency, art, or collectibles.

The two ways that investors profit are through appreciation and income. When an asset's value improves, appreciation takes place.

A certain set of skills is necessary to succeed as an investor. The top skills may include: critical thinking and problem solving, professionalism and strong work ethic, oral and written communications skills, teamwork, collaboration and leadership.

References

1. Ali Hussain, Julius Mansa What Does an Investor Do? What Are the Different Types? [Електронний ресурс]. – Режим доступу: https://www.investopedia.com/terms/i/investor.asp (дата звернення 25.01.2023)
2. Importance of Risk Management in Finance. Written by CFI Team. *Corporate Finance Institute* [Електронний ресурс]. – Режим доступу: https://corporatefinanceinstitute.com/resources/risk-management/importance-of-risk-management-in-finance/ (дата звернення 30.01.2023)
3. Jonatha Pimentel, Paulo Canas Rodrigues. The Decomposition and Forecasting of Mutual Investment Funds/Using Singular Spectrum Analysis. [Електронний ресурс]. – Режим доступу: https://www.researchgate.net/publication/338510986_The_Decomposition_and_Forecasting_of_Mutual_Investment_Funds_Using_Singular_Spectrum_Analysis (дата звернення 27.01.2023)
4. The Origins and Development of "Dark Pools"// Donald MacKenzie Market Devices and Structural Dependency. Edinburgh: Edinburgh Diamond, 2019. pp.8-10.

Kadoshchenko Tamila, Kravets Alina,
Faculty of Economics,
course I, group 2, specialty International Economics,
Taras Shevchenko National University,
Kyiv, Ukraine
Scientific supervisor ***Diachkova Yana****, PhD in Education,*
Assistant Professor of the Department of Foreign Languages, KNU

THE PROBLEM OF GENDER EQUALITY IN PROFESSIONS RELATED TO ECONOMICS

Gender inequality is a commonly discussed topic in reports, news, and political debates. It refers to the unequal treatment of individuals based on their gender, which can have a significant impact on the economy of a nation. Even though many nations have experienced substantial progress and growth, gender gaps still persist in various areas, and these inequities can negatively affect economic performance. In fact, gender inequality can hinder a nation's GDP, particularly in areas such as health, education, and employment.

This article examines how gender inequality affects economic development by analyzing various theoretical literature. The majority of theories suggest that gender inequality is a hindrance to development, especially in the long run. The literature highlights the impact of women's role in fertility decisions and human capital investments on the economy.

Unfortunately, legal reform for women's economic inclusion is progressing slowly worldwide, resulting in a missed opportunity for women's empowerment, as well as for the economy and society as a whole. Women's unequal position not only limits their progress but also makes them more vulnerable to shocks and crises, as evidenced by the COVID-19 pandemic. Therefore, it is not surprising that women are disproportionately affected among the newly impoverished due to the pandemic. Although progress has been made in reducing gender inequalities in certain areas, they still persist in many others. Women continue to face significant disparities in economic participation, physical safety, access to land and financial resources, as well as earnings, in most parts of the world. To bridge these gender gaps, policymakers need to implement measures that promote women's economic opportunities and outcomes.

So, the first issue that requires consideration is the gender pay gap. It measures inequality but not necessarily discrimination. The gender pay gap (or the gender wage gap) is a metric that tells us the difference in pay (or wages, or income) between women and men. It's a measure of inequality and captures a concept that is broader than the concept of equal pay for equal work.

In most countries there is a substantial gender pay gap. Cross-country data on the gender pay gap is patchy, but the most complete source in terms of coverage is the United Nation's International Labour Organization.

The estimates clearly show a huge gap between average hourly earnings of men and women (and man are definitely better paid), and cover all workers irrespective of whether they work full time or part time [1]. Thus, it can be stated that in most countries the gap is positive – women earn less than men and there are large differences in the size of this gap across countries.

Nevertheless, in most countries the gender pay gap has decreased in the last couple of decades. The research made by OECD showed that the gap is large in most OECD countries, but it has been going down in the last couple of decades. In some cases the reduction is remarkable. In the UK, for example, the gap went down from almost 50% in 1970 to about 17% in 2016 [2]. The conclusion is that in most countries with available data, the gender pay gap has decreased in the last couple of decades.

Women are also highly unrepresented in senior positions all over the world. The majority of companies tend to be managed by men. And, globally, only about 18% of firms have a female manager. Firms with female managers tend to be different to firms with male managers. For example, firms with female managers tend to also be firms with more female workers.

Representation of women at the top of the income distribution [3]:

- Women are greatly under-represented in top income groups – they make up much less than 50% across each of the nine countries. Within the top 1% women account for around 20% and there is surprisingly little variation across countries.
- The proportion of women is lower the higher you look up the income distribution. In the top 10% up to every third income-earner is a woman; in the top 0.1% only every fifth or tenth person is a woman.
- The trend is the same in all countries of this study: Women are now better-represented in all top income groups than they were in 2000.

Overall, despite recent inroads, we continue to see remarkably few women making it to the top of the income distribution today. This issue requires further considerations an immediate actions both from the side of authorities and companies owners.

References

1. Ortis-Ospina E. Key facts about the gender pay gap. *Our World in Data.* 2018. Retrieved 20 April 2023 from https://ourworldindata.org/

2. Gender Equality 2017, EUROSTAT Gender Overall Earning Statistics, Database EIGE, Gender Statistics Database. Retrieved 20 April 2023 from http://commission.europa.eu

3. Research and data to make progress against the world's largest problems. Retrieved 20 April 2023 from https://ourworldindata.org/#entries

Karpenko Oleh,
Faculty of Trade and Marketing,
course II, group 18, specialty Entrepreneurship, Trade and Stock Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Harbuza Tetiana****, PhD in Pedagogics,*
Associate Professor and Head of the Department
of Modern European Languages, SUTE

THE ECONOMIC IMPACTS OF THE COVID-19 PANDEMIC

The COVID-19 pandemic has had a deep impact on societies all over the world and caused a significant loss of human lives and significant economic implications. In these theses you will study the economic exposure of the pandemic, both short-term and long-term, and consider potential policy decisions.

Economic activity has sharply reduced, through the measures taken by authorities worldwide to stop the spreading of the virus. As a result of the pandemic, a number of new restrictions were introduced such as travel restrictions, mandatory compliance with the social distance, and closures of many enterprises. These reductions have caused the deterioration of economic output and job cuts. Hospitality and tourism industries are the most economically damaged due to a significant decrease in demand in hotels and restaurants and other entertainment facilities as cinema or shopping malls [2].

As research shows, impact of the pandemic might be especially harsh for start-ups. Substantial reduction in firm creations is even more than during the financial crisis. Also, the airline industry has been suffered greatly, because thousands of flights have been cancelled, and the workers in this sphere have also lost their jobs, like pilots or stewardesses.

The pandemic has led to essential collapse of global supply chains, leading to critical goods and elements deficit in majority of industries. Financial markets have also been incurred losses, with drop in stock prices and lower interest rates in many countries to stimulate business activity. It has also brought about substantial disruption of the oil market, with the fall in demand leading to a rapid drop in oil prices.

Even though the short-term impact is considerable enough, but the long-term is much more powerful and influential about economical subsequences. This pandemic could result in extended period of economic stagnation, with reduction in investment, higher debt levels and lower productivity. Beyond that, there are a lot of worries about the capacity for wide-ranged bankruptcies, and as a result, economic fallout [3].

Governments worldwide have established a number of policy responses, including financial support to companies and individuals affected by the pandemic. Among the all measures taken are the following: direct cash transfers to homesteads, wage grants for the workers have been fired or furloughed, and forgivable loans to small businesses. Governments have also implemented policies to support long-term economic revival, including significant spending on critical infrastructure projects, lower taxes, regulatory reform, and investment in research and development to support innovation and growth [4].

Despite the fact that these responses have been effective in alleviating some of economic consequences of the pandemic, there are fears about their long-term resistance. High government debt levels in many countries increased the risk of a debt crisis in the near future. Furthermore, there are also concerns about the possible inflation as a result of large-scale economic and fiscal stimulus [1].

To sum up, the COVID-19 outbreak has profoundly affected the world economy, resulting in decreased economic output, unemployment, and disruptions in supply chains. Although some short-term measures have helped alleviate the initial impact, the long-term consequences could be even more detrimental. Governments have introduced diverse policy responses, but the sustainability of these measures raises concerns, such as high levels of public debt and potential inflation. As the crisis persists, policymakers must implement efficient strategies to sustain economic recovery and growth.

References

1. International Monetary Fund. World Economic Outlook Update. 2021: Policy Support and Vaccines Lift Activity, But Uncertainty Remains High. 2021. Retrieved 28 February 2023 from https://www.imf.org/en/Publications/WEO/Issues/2021/01/26/2021-world-economic-outlook-update

2. Organisation for Economic Co-operation and Development.. Coronavirus (COVID-19): SME Policy Responses. 2020. Retrieved 28 February 2023 from https://www.oecd.org/coronavirus/policy-responses/ coronavirus-covid-19-sme-policy-responses-04440101

3. World Bank. Global Economic Prospects, January 2021: Policies Supporting Recovery. 2021. Retrieved 28 February 2023 from https://openknowledge.worldbank.org/bitstream/handle/10986/34844/9781464816347.pdf

4. United Nations Conference on Trade and Development.. COVID-19 and Tourism: Assessing the Economic Consequences. 2020. Retrieved 28 February 2023 from https://unctad.org/system/files/official-document/ditcinf2020d3_en.pdf

Khlyvniuk Iryna,
Fuculty of Finance and Accounting,
course I, group 3.2, specialty Financial Intermediation,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Bielova Victoriia****, candidate of Pedagogical Sciences,*
Associate Professor of the Department of Modern European Languages,
SUTE

ANALYSIS OF INVESTMENT PORTFOLIOS AND THEIR IMPACT ON RISK AND RETURN

The concept of investment portfolio is closely related to the concept of risk diversification, and they are the result of each other. The main task of the investor is to reduce the overall risk by investing money in different types of assets and economic sectors. An investment can be understood as a commitment to allocate a certain amount of money (at that point in time) to one or more assets that are expected to generate returns (profits) in the future.

Investing is the activity of investing money in a particular field. Investing can be done in a number of ways, one of which is in the form of shares. Investors can invest excess funds in the form of stocks on the stock exchange. The primary purpose of investors is to earn income or capital gains in the form of dividend income or the difference in selling prices. An investment is a commitment to use a set of funds now in order to obtain a set of benefits in the future. The process of investment decision-making includes investment objectives, determining investment policies, choosing investment portfolio strategies, electing assets, and measure and evaluate the performance of investment portfolios. Investment theory is know as high risk high return, low risk low return.

Return is the rate of return on investment and return of future profits. The expectation of future profits is compensation for the time and risks associated with the investments made. A conclusion can be drawn that return is the rate of return or the results of profits that motivation for investors to invest in a stock. Return realization is important because it is used as a measure of the company's performance. The realized return is also useful as a basis for determining the expected return and risk in the future. The total return consists of capital gains (losses) and yields, namely the periodic cash receipts against the investment price of a certain period of an investment. The sources of investment return consist of two main components, namely gain or loss. Yield is a component of return that reflects the periodically from an investment. If we invest in a bond is shown from the bond interest paid dividends we get. In other words, security prices is in calculating returns, two techniques or aspects can be used, namely fundamental and technical techniques. Where the fundamental technique is to look at several factors such as company performance, business competition, industry, to macro and micro economic conditions technical analysis is based on data regarding historical prices that occurred in the stock market. Fundamental techniques is used in calculating the actual return and return on risk assets.

Risk is investing in a combination of assets that creates an investment portfolio. Now, like any investment, either of these things can happen: you can make a decent profit and reach your financial goals, or you can suffer a loss. There is a chance or a risk that your portfolio may not meet all your financial goals, and this is known as a portfolio risk. There are ways to make your portfolio secure from these risks, but in reality, these risks can only be minimised.

The types of Portfolio Risks

Market Risk is a problem faced by an investment portfolio known as systematic risk. Types of market risk include equity risk, interest rate risk and currency risk.

Equity Risk is the risk of losing out on money due to a drop in the stock market.

Interest Rate Risk is the risk of loss due to change in interest rate in case of debt investments.

Currency Risk is loss due to fluctuation in the exchange rate, applicable to foreign investments.

Liquidity risk is the inability to sell the investment due to the low market value.

Concentration risk is the risk of losing money by deciding to invest all of your money in only one type of asset, such as the stock market, known as concentration risk.

Credit risk is the financial difficulties faced by a company and therefore you should always check the credit rating of bonds before investing.

Reinvestment risk occurs in the event of declining interest rates.

Horizontal risk is investing in an asset for a longer term, for example 10 years. However, due to unforeseen events, it will become necessary to sell the investment if the market falls, resulting in a loss.

Calculation of a Portfolio Risk

There are many mathematical ways to identify portfolio risk. But let us briefly learn about it.

You can calculate the risk of an individual investment by using the standard deviation method. Standard deviation statistically measures the variation of specific returns to the average of those returns. The portfolio risk is also measured by taking the standard deviation of variance of actual returns of that portfolio over time. The variability of returns is proportional to the portfolio's risk. This risk can be measured by calculating the standard deviation of this variability.

Portfolio risk calculations are conducted by experts in the field. As an investor without a solid finance and accounting background, you are not expected to know the math. What you must, however, know are the ways to reduce your portfolio risks.

Reducing of a Portfolio Risk

As mentioned previously, you cannot eradicate the risk but minimise it. The stock market does both – gives high returns and experiences high volatility. Hence, your primary concern should be to diversify your portfolio by investing across various asset groups. Stocks with their long-term returns, bonds with their stable returns, gold with its appreciation component, and a permutation-combination of these assets will serve you better than investing in only one asset.

Modern Portfolio Theory (MPT) is an investment term used in reference to the portfolio building process. Investors will look for investments with returns where the risk and volatility are particularly low. The way this risk is lowered is by investing in non-correlated assets. If an asset linked with high risk is paired with an investment whose value rises with the downfall of other investments, the risk of the overall portfolio is low.

You can add liquid assets to your portfolio as well. Let us say that you need money urgently, and your highly volatile investment is performing poorly. However, you are left with no option than to sell that investment and it will result in a substantial loss. High volatility assets perform well with high investment horizons. With liquid assets, you can let the highly volatile assets mature in due time to produce good returns.

Conclusion: Like all things in life, your investments have risks too. Risk in investments could lead to scarring your finances terribly. Since there is no sure shot way to eliminate the risk, you can undoubtedly lower it by diversifying your investments across several assets or allocating assets with the help of an investment professional.

References

1. Tandelilin E. *Investment Analysis and Portfolio Management.* 2010. P. 73-76.
2. DBS Bank Limited. Retrieved 5 February 2022 from https://www.dbs.com/in/treasures/articles/portfolio-risk/
3. Pilbeam K, Finance and Financial Markets. *Portfolio Analysis: Risk and Return in Financial Markets.* 2005. P. 156-157. Retrieved 5 February 2022 from https://link.springer.com/chapter/10.1007/978-1-349-26273-1_7
4. Risk and Return. Retrieved 5 February 2022 from https://www.wallstreetmojo.com/risk-and-return/

Khrystoforova Polina,
Faculty of Economics, Management and Psychology,
course I, group 1-1, specialty Economy of Business,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Borshchovetska Valentyna****, PhD in Pedagogy,*
Associate Professor of the Department of Modern European Languages,
SUTE

THE IMPACT OF RUSSIA'S FULL-SCALE MILITARY AGGRESSION ON THE UKRAINIAN INDUSTRY

This publication reveals our analysis of the Ukrainian industry for the period of Russian invasion. Given the available resources, we have analyzed the reasons of the decline in industrial production. To begin with, industry is crucial for ensuring national defense capability, territorial integrity, sovereignty and economic development of our country.

The full-scale war unleashed by the Russian Federation against Ukraine has caused a significant crisis in the industry.

According to the data released by the National Bank of Ukraine in 2022, the volume of goods exports collapsed by 29,9% (in 2021 it increased by 34.3%), while the import decreased by only 3.9% (in 2021 it increased by 33.4%) (table 1).

Table 1

Industrial exports by main commodity groups

№	Commodity group	2022	2021
1	Ferrous and non-ferrous metal	-62.6%	+79.0%
2	Mineral products	-47.8%	+58.7%
3	Mechanical engineering products	-47.4%	+37.5%
4	Wood and wood-based products	-15.0%	+41.7%
5	Industrial products	-36.7%	+31.0%

Source: [5]

The most significant reasons of the decline in industrial production are:

1. Security situation. As a result of the occupation, constant missile and artillery attacks, small and large enterprises are stopped or destroyed. For example, Mariupol "Azovstal" and Ilyich Iron and Steel Works, which produced 40 % of all steal, completely stopped production, while "Zaporizhstal" and "ArcelorMittal" (Kryvyi Rih) are forced to work at minimal power.

2. Logistical problems. Those enterprises that are able to continue production, face the disruption of logistics chains caused by the destruction of transport infrastructure, blockage of ports and limited cargo transportation capacity of "Ukrzaliznytsia". According to statistics, before the full-scale invasion, as much as 75% of the total external domestic trade was at sea ports, which were blocked from February 24, 2022 [3].

The problem of fuel is still relevant due to the Russian attacks on oil refining factories and storages. The occupiers may have destroyed or damaged two Ukrainian oil refineries, one of which is the Odesa Refinery, that was stopped 12 years ago, and the second, is the Kremenchug Refinery, that was one of two working in Ukraine. Stabilization of the situation with the satisfaction of fuel needs is extremely important for maintaining the livelihood of enterprises.

3. Energy supply. Enterprises need energy to organize production processes. As a result of missile strikes, at least 50% of high-voltage capacities were disabled.

4. The problem of human capital and workforce. According to the UNHCR, as of November 15, 2022, 7.6 million Ukrainian citizens remain abroad due to the war [6]. About 3 million of them are in the Russian Federation and Belarus, including due to forced deportation. Therefore, there are about 4.5 million Ukrainians in European countries. In compliance with a UNHCR survey, 87% of migrants are women with

children, 65% of women are of working age, from 18 to 59 years old. Two-thirds of displaced people have higher education, and almost half were employed in highly skilled positions. Also, a quarter of them are not even sure that they will return in the foreseeable future. Therefore, displaced persons have a good education and social influence, were part of the creative class, created social value, and contributed to GDP growth. This is a big loss for the industry of Ukraine, as human capital is a key production factor.

It is currently impossible to reliably estimate the damage of industry from a full-scale war. It caused by difficulty of obtaining data due to the danger for experts when documenting losses, since active hostilities continue, and also because not all information can be made public for reasons of national security. However, the damage assessment by industry as of September 2022 was conducted by the Kyiv School of Economics, whose experts used direct and indirect damage assessment methods**.** The research results are presented in the form of a fig. 1.

According to their research, the regions that suffered the most are: Donetsk (51,7% of the enterprises were completely destroyed), Kharkiv (11,2% of the destroyed enterprises) and Kyiv (6,9% of the destroyed enterprises). Unfortunately, the military activity takes place in eastern Ukraine, where most of the industry is concentrated. The most affected industries are the production of metals, coke and petroleum products. According to the results of 2022, losses caused to Ukrainian business were estimated at 13 billion dollars [4].

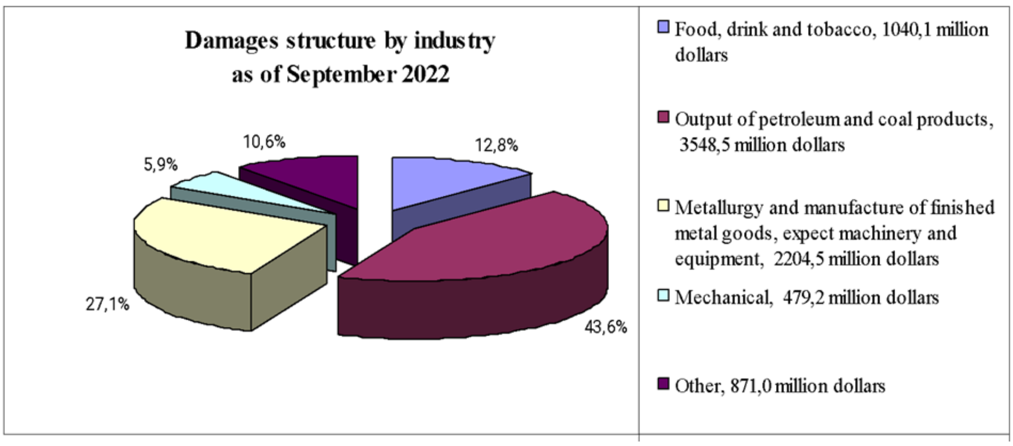


Fig. 1. Damages structure by industry as of September 2022 [2]

As a result of Russian military aggression, Ukrainian industry suffered enormous losses. It is obvious that the amount of damage of our country already exceeds several years of GDP. So, despite the fact that the war is still going on, the formation of strategic goals for reconstruction and the determination of sectoral vectors of recovery are already an extremely important task for Ukraine today [1, p. 22].

References

1. Дейнеко Л.В., Кушніренко О.М., Ципліцька О.О., Гахович Н.Г. Наслідки повномасштабної воєнної агресії РФ для української промисловості. *Економіка України*. 2022. № 5. С. 03–25.
2. Збитки промисловості через війну 27 вересня 2022 року. *Вокс Україна.* URL: https://voxukraine.org/zbytky-promyslovosti-cherez-vijnu (дата звернення: 04.03.2023).
3. Ніцевич А., Ткачов В., Буда Р., Горбачов М., Горова К. Логістика та міжнародна торгівля в Україні в умовах війни. 2022. URL: https://eba.com.ua/logistyka-ta-mizhnarodna-torgivlya-v-ukrayini-v-umovah-vijny (дата звернення: 01.04.2023).
4. Оцінка збитків. *Damaged. in. ua*. URL: https://damaged.in.ua/damage-assessment (дата звернення: 06.03.2023).
5. Платіжний баланс у 2022 році. *Національний банк України.* URL: https://bank.gov.ua/ua/statistic/sector-external (дата звернення: 03.03.2023).
6. Ukraine Refugee Situation. UNHCR data portal. UNHCR, the UN Refugee Agency. Retrieved 4 March 2023 from https://data.unhcr.org/en/situations/ukraine

Kobernik Valentina,
Faculty of Economics, Management and Psychology,
coure II, group 5, specialty Economics of Industry Markets,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Shyrmova Tetiana****, Senior Lecturer of the*
Department of Modern European Languages, SUTE

THE IMPACT OF TRADE LIBERALIZATION ON ECONOMIC GROWTH AND DEVELOPMENT

The challenges facing the world today, caused by population growth, dwindling resources, global warming, climate shocks, and social and political crises, have a profound impact on agri-food systems and supply chains. The global food crisis caused by conflicts, global warming, climate shocks and the COVID-19 pandemic is exacerbated by the negative effects of the war in Ukraine, which is one of the world's main breadbaskets.

The food industry of Ukraine is extremely important for the economy of the country, and the production of food products always deserves special attention in the state economic policy and food security of the country. Ukraine has a strong agri-food potential to be able to maximize consumer demand for its own food products, but there is no adequate legal and institutional platform [4].

In Ukraine, the industrial production of food products is carried out by more than 22 thousand enterprises, which employ more than a millioon people. According to this indicator, the industry occupies one of the leading places and is a powerful budget-generating source.. The food industry occupies one of the first places in terms of the volume of foreign investments in the industry of Ukraine. Most of them are concentrated in the production of soft drinks, beer, oil and fat products, confectionery, which is directly reflected in the concentration processes [1].

As you know, agriculture supplies raw materials to food production enterprises. Due to existing difficulties in the cultivation of raw materials, many enterprises of the food industry have problems with ensuring the production of a sufficient number of products of the appropriate quality. As a result, there is now "noncompliance of products with quality standards and the use of additives, substitutes, etc. in the production of food products", which worsens the competitiveness of enterprise products, especially in foreign markets [3].

The efficiency of the activity of agricultural enterprises is evaluated using the efficiency of the use of resource potential: land, labor resources, material and technical base, especially in the part of the main production facilities, and is determined by the minimization of resource potential costs for the production of a unit of quality agricultural products [2,c.180].

Over the pAst 30 years, Ukraine has received more than 3,000 patents and five license agreements for the supply and development of equspment, abrasive paste and products.

The main factors on which the state has a direct influence are the most essential for increasing the efficiency and improving the performance of the enterprises of the industry.

Several directions and next steps can be foreseen for the successful development of food science and research in Ukraine.

- changing the priority of state policy and supporting national science by placing a state order

- the involvement of Ukraine in the Science and Innovation Strategy of FAO, in particular:

- better monitor innovation, facilitate adaptation to local needs and increase successful implementations

- introducing better knowledge management and sharing as a key factor

- improve research extension activities using the best available technological solutions and expertise, including digital technologies, to effectively reach all food producers

- attracting foreign investments in the food industry and food research of Ukraine, achieving a significant increase in enterprises with foreign capital

- development of targeted international cooperation programs and creation of funds for cooperation with Ukrainian universities and scientific centers, allocation of grants, etc., which will solve food security issues.

- implementation of international internship programs for students and young Ukrainian scientists in leading research universities and business centers of the world

- location of international food research centers and laboratories in Ukraine

Hence, we can conclude that food science plays an integral role in global food security as we face challenges caused by population growth, resource depletion, climate shocks, and social and political crises such as war. Ukrainian food scientific institutions and organizations as part of the global scientific community can offer solutions, highly qualified experts and significant experience to facilitate and solve these complex problems. This may include increasing the stability of the food supply while contributing to the reduction of food and grain losses, improving food safety, and developing new processing technologies.

References

1. Державний комітет статистики України [Електронний ресурс]. URL: http://minagro.kiev.ua/
2. Фарафонова Н.В. Актуальні проблеми економіки. 2011 [Електронний ресурс]. URL: http://www.irbis-nbuv.gov.ua/
3. Boiko O. The basik principles of innovative development of priority sectors of the processing industry of Ukraine. 2019. [Електронний ресурс]. URL: https://doi.org/10.31732/2663-2209-2019-53-206-220
4. Koutchma T., Bazhal M. Ukraine as a food and grain hub: Impact of science and technology development on food security in the world. *Journal Frontiers in Food Science and Technology*. 2022. [Електронний ресурс]. URL: https://www.frontiersin.org/articles/10.3389/frfst.2022.1040396/full

Korzhenivska Anna, Teptiuk Viktoriia,
Faculty of Economics,
course I, group 2, specialty International Economics,
Taras Shevchenko National University,
Kyiv, Ukraine
*Scientific supervisor **Diachkova Yana**, PhD in Education,*
Assistant Professor of the Foreign Languages Department, KNU

CHATGPT AND ITS APPLICATIONS IN FINANCE, ECONOMICS, AND DATA SCIENCE

While there is optimism that generative artificial intelligence (AI) could greatly benefit businesses and add trillions of dollars in economic growth in the US and the world within a decade, economists are unsure how it will affect productivity and overall prosperity. Large language models like ChatGPT have the potential to automate tasks previously thought to be solely in the realm of human creativity and reasoning, which could lead to job displacement for some workers. However, some experts believe that generative AI could also improve workers' capabilities and expertise, ultimately benefiting the economy. This article discusses the potential challenges and advantages introduced by generative AI models like ChatGPT in the fields like economics, finance, and data science and its applications in these fields.The paper also raises questions about potential beneficiaries from the technology and suggests the ways to get the most benefit from the new generation of AI.

The benefits of using ChatGPT in finances, economics, and data science are numerous. First of all, it is an increase in efficiency: ChatGPT can automate repetitive tasks, such as data entry and analysis, which can save time and reduce errors. Secondly, ChatGPT can analyze a vast amount of data in a fast and accurate way, which can help identify trends and patterns that may not be apparent to humans. Moreover, ChatGPT can be used in data science to generate tailored investment strategies that match customers' financial goals and risk tolerance. ChatGPT is a powerful tool for data scientists as it can save time and effort in developing, testing, and deploying data science applications. For example, Morgan Stanley uses it to locate relevant information more quickly and provide it to workers who need it. This company was founded approximately 100 years ago and it has "thousands of papers annually covering insights on capital markets, asset classes, industry analysis, and economic regions around the globe" [2]. ChatGPT's advantages also include faster project planning, data cleaning and preprocessing, model selection, hyperparameter optimization, and creating and deploying web applications. However, it is important to have experience with statistical analysis and Python coding to effectively use ChatGPT. In the sphere of finance, ChatGPT can be used to analyze customer feedback and complaints, which can help organizations improve their products and services. It can also assist banks in identifying and managing potential risks by analyzing vast amounts of data and identifying potential risk factors. What is more, it can assist with fraud detection.

ChatGPT is a very useful tool in the sphere of economics. It can be used in research to help researchers do small tasks not worth giving to a human. It can also be used to generate original content by learning from existing data, which has the power to revolutionize industries and transform the way companies operate, and assist with policymaking.

However, there are also some challenges associated with using ChatGPT in finances, economics, and data science, such as data quality, bias, security, and ethical concerns.

First of all, it is necessary to take into consideration data quality. ChatGPT often relies on high-quality data to provide accurate insights and recommendations but if not enough attention is paid to choosing the data, it may transpire to be incomplete or inaccurate, and so the results may be unreliable. ChatGPT may also be biased if the data used to train it is biased. This can lead to inaccurate results and recommendations or some moral implications. However, it can analyze resumes based only on work experience or education so it also depends on what you want to get. As for security, ChatGPT may be vulnerable to cyber attacks, which can compromise sensitive financial and economic data. And last but not least, ChatGPT may raise ethical concerns, such as privacy and transparency, which need to be addressed to ensure that it is used responsibly.

So what are potential solutions for addressing challenges when using ChatGPT in Economics, Finance, and Data Science:

It is improving the quality of training data: To do so, it's necessary to use high-quality and representative training data that is specific to the domain, use datasets that are curated by domain experts, and implement data augmentation techniques to generate more diverse training data. Secondly, fine-tuning the model is obligatory which can be achieved by adjusting the hyperparameters of the model and training the model on a specific dataset. Thirdly, using ensemble models is crucial either and it requires combining the strengths of multiple models to improve the overall performance of the system. Finally, we should incorporate human feedback, so not only users are allowed to rate the responses provided by the system but feedback from domain experts is incorporated too [1].

The introduction of ChatGPT has opened up new possibilities for conversational AI models. Its applications in finance, economics, and data science have the potential to revolutionize these fields as computers have done. However, it should be taken into consideration that using ChatGPT and other AI models will bring limitations and ethical considerations that need to be addressed as soon as possible before it turns into an immense problem.

References

1. Pospielov S. Top 10 AI Development and Implementation Challenges. Spiceworks. Artificial Intelligence, June, 2022. Retrieved 20 April 2023 from https://www.spiceworks.com/tech/artificial-intelligence/guest-article/top-10-ai-development-and-implementation-challenges/amp/
2. Stanley M. (2023). Wealth management deploys GPT-4 to organize its vast knowledge base. *Open AI*, March, 2023. Retrieved 18 April 2023 from https://openai.com/customer-stories/morgan-stanley

Kovalenko Maria,
Faculty of Finance and Accounting,
course II, group1, specialty Accounting and Taxation,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Harbuza Tetiana****, PhD in Pedagogics,*
Associate Professor and Head of the Department
of Modern European Languages

SAVINGS OF HOUSEHOLDS IN UKRAINE

The savings of households refer to the money that households set aside from their income and do not spend immediately. Household savings are typically used to build an emergency fund, save for a down payment on a house or a car, pay for education or retirement, or to invest for future financial goals.

Reasons that encourage households to save change under the influence of endogenous and exogenous factors. Thus, according to the theory of absolute income by J. M. Keynes, the main factor that encourages the population to increase savings is the growing income. At the same time, when the latter is reduced, first of all, savings decrease, while consumption remains unchanged [1].

Until 2014, the savings of Ukrainians were formed at a sufficiently high level. For example, in 2013, the share of savings of Ukrainian households was 7.5% of their total income, while in Belgium the value of this indicator was equal to 9.9%, Austria – 6.6%, Canada – 5.2%, Greece – 3.9%, Finland – 1.0%, Estonia – -0.5%. However, in 2014, under the influence of financial and political problems, the share of savings in household incomes began to decrease. The negative trends currently observed in the saving behavior of Ukrainian households are due to low growth rates of real incomes of the population [2].

One of the main factor contributing to low savings rates in Ukraine is economic instability. Ukraine has undergone significant political and economic changes since gaining independence in 1991. The country has faced political upheavals and economic crises, such as the global financial crisis in 2008 and the conflict with Russia in 2014. As a result, Ukrainian households have faced economic uncertainty, which has made it difficult for them to save.

The second factor contributing to low savings rates in Ukraine is high inflation. Ukraine has experienced high inflation rates in recent years, which have undermined the purchasing power of households. This has made it difficult for households to save, as their savings are constantly losing value [3, c. 144].

The third factor contributing to low savings rates in Ukraine is low incomes. The average income of households in Ukraine is significantly lower than that of other European countries. According to the State Statistics Service of Ukraine, the average monthly salary in Ukraine in 2020 was approximately $350, which is significantly lower than the average monthly salary in the European Union. Moreover, the cost of living in Ukraine is relatively high, making it difficult for households to set aside money for savings. The low income of households in Ukraine has resulted in a culture of consumption rather than savings, which has further perpetuated the problem of low savings rates.

The motivation of households to save is characterized not only by income, but also by expenses. In recent years, in Ukraine, almost 50% of household expenses are directed to the purchase of food products, while in developed countries, households spend no more than 30% of the total family income on food. This trend is also one of the reasons for the low propensity of Ukrainians to save. Other significant expenditure categories for households in Ukraine include transportation, healthcare, and education. The average Ukrainian household spent around 10% of their income on transportation, 4% on healthcare, and 3% on education.

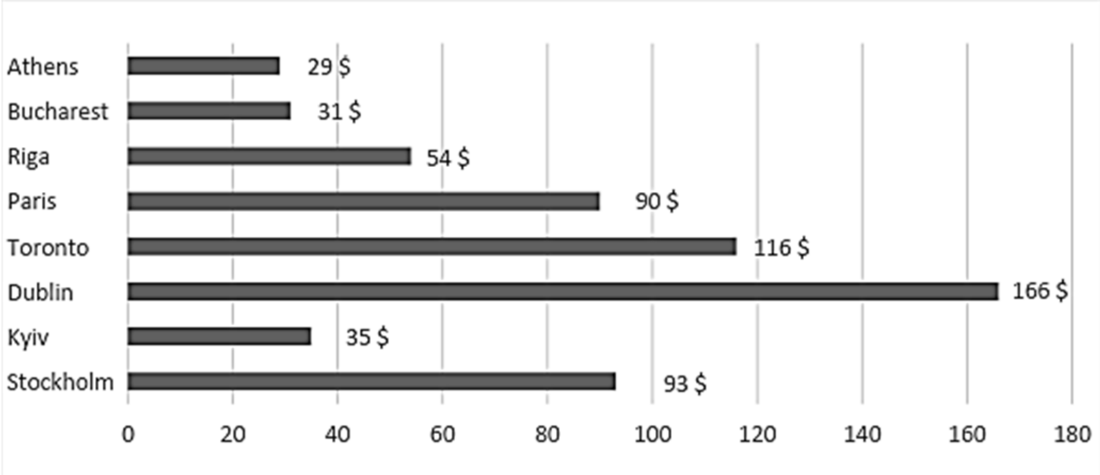


Fig. 1. The price of a travel ticket in different cities in 2023

On the one hand, comparing the price of transport in other cities, it may seem that transport is very cheap in Kyiv. But everything is changing when we see the percentage of the price of a monthly pass and the average salary in different cities in 2023. A travel pass in Kyiv is one of the most expensive in the world in relation to salary. A monthly ticket in the capital's transport costs UAH 1,300, which is 7% of the average salary.

Table 1

Percentage of the price of a monthly pass and the average salary in different cities in 2023

City	Monthly pass / Average net salary
Athens	3,0%
Bucharest	3,0%
Riga	4,7%
Paris	3,1%
Toronto	3,7%
Dublin	5,2%
Kyiv	7,0%
Stockholm	3,0%

In conclusion, low savings rates in Ukraine are a result of economic instability and low incomes. Financial education could help households understand the benefits of savings and how to effectively manage their finances. Tax incentives could encourage households to save by reducing the tax burden on their savings. One effective way to increase household savings is by encouraging families to create a budget and track their expenses. By doing so, households can identify areas where they can reduce their spending and save more money. There are several tools and resources available to help families create a budget and track their expenses, such as budgeting apps and financial planning websites. Mint, Google Wallet, Moneybook provide users with a way of tracking our finances, managing expenditure and finalizing monthly budgets in a planned, structured manner.

References

1. Мелих О. Ю. Заощадження домогосподарств: соціально-економічна роль та тенденції формування в Україні. *Ефективна економіка*. 2020. № 11. URL: http://www.economy.nayka.com.ua/pdf/11_2020/69.pdf (дата звернення: 26.03.2023).
2. Юрія С., Федосова В. Фінанси. 2012. URL: https://pidru4niki.com/15130616/finansi/zaoschadzhennya_domogospodarstv_klasifikatsiya_motivi_chinniki (дата звернення: 26.03.2023).
3. Shkvarchuk L., Slav'yuk R. The financial behavior of households in ukraine. *Journal of Competitiveness*. 2020.

Kramarenko Tetiana,
Fakultät für Finanzen und Buchhaltung,
kurs I, gruppe 3.2, Hauptfach Finanzvermittlung,
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen, SUHW

FINANZIERUNG SOZIALER SICHERUNGSSYSTEME IN DEUTSCHLAND

Deutschland hat eines der umfangreichsten Sozialsysteme der Welt. Wie in anderen entwickelten demokratischen Staaten stellen die Sozialleistungen der größte Teil der Staatsausgaben dar. Im Jahre 2020 wurden rund 1,19 Billionen Euro für Sozialtransfers ausgegeben, was 33,6 Prozent des Bruttoinlandsprodukts entspricht. Das deutsche Sozialgesetzbuch ist das wichtigste Regelwerk, das die Versorgung der Einwohner des Landes regelt. Darüber hinaus enthält die Sozialgesetzgebung eine Reihe zusätzlicher

Fälle im Zusammenhang mit dem öffentlichen Auftreten. Nach diesen Rechtsakten gehören Renten, Zulagen, Zuschüsse und Entschädigungen zu den gemeinsamen Sozialversicherungen [5, S. 132-133].

Soziale Sicherungssysteme in Deutschland sind grundlegende Bestandteile des Wohlfahrtsstaats und haben das Ziel, die Bürger vor finanziellen Risiken zu schützen, die durch Krankheit, Alter, Arbeitslosigkeit, Unfälle oder Pflegebedürftigkeit entstehen können. Es gibt verschiedene Sozialversicherungen, die zusammen diese Sicherung bieten:

Gesetzliche Krankenversicherung (GKV): Die GKV stellt sicher, dass die Bevölkerung im Krankheitsfall Zugang zu medizinischer Versorgung hat. Sie deckt unter anderem Arztbesuche, ärztliche Untersuchungen, Medikamente, Krankenhausaufenthalte, viele Operationen und Rehabilitation ab.

Gesetzliche Rentenversicherung (GRV): Die GRV ist das zentrale System zur Alterssicherung in Deutschland und bietet den Versicherten eine monatliche Rente im Alter.

Gesetzliche Arbeitslosenversicherung: Die Arbeitslosenversicherung bietet finanzielle Unterstützung für Arbeitnehmer, die ihren Arbeitsplatz verlieren.

Gesetzliche Unfallversicherung schützt Arbeitnehmer und Schüler bei Arbeits- und Schulunfällen sowie bei Berufskrankheiten. Sie übernimmt die Kosten für medizinische Behandlungen, Rehabilitation und gegebenenfalls Rentenzahlungen.

Gesetzliche Pflegeversicherung wurde eingeführt, um die finanzielle Belastung bei Pflegebedürftigkeit zu verringern. Sie deckt einen Teil der Kosten für ambulante, teilstationäre und stationäre Pflege ab.

Im Jahre 2022 kamen nach allgemeinen Schätzungen 962.000 Flüchtlinge aus der Ukraine nach Deutschland. Diese Zahl übersteigt die Zahl der Flüchtlinge aus Syrien, Afghanistan und dem Irak im Zeitraum von 2014 bis 2016 wesentlich. Im Jahre 2023 betrug die durchschnittliche monatliche Zulage für eine Familie mit zwei Erwachsenen und fünf Kindern, die im Land Asyl erhielten, 3.612 Euro. Auch Flüchtlinge haben Anspruch auf Arbeitslosengeld. Die Zahl der Flüchtlinge in Deutschland wächst weiter, die Arbeitslosenquote sinkt sukzessive und der Arbeitsmarkt bleibt stabil. Dennoch sind 6,5 % der Bevölkerung des Landes (etwa 2,8 Millionen Menschen) auf der Suche nach Arbeit. Fast alle Bedürftigen beziehen Arbeitslosengeld [3, S. 2-5].

Arbeitsmarktchancen sind für Ukrainer in Deutschland viel größer geworden. Deutschland bietet vielfältige Arbeitsmöglichkeiten für ausländische

Fachkräfte, insbesondere in den Bereichen IT, Ingenieurwesen, Gesundheitswesen und Handwerk. Ukrainer, die in diesen Bereichen qualifiziert sind, haben gute Chancen, gut bezahlte Arbeitsplätze zu finden. Darüber hinaus unterstützt die deutsche Regierung die Integration von Migranten in den Arbeitsmarkt durch verschiedene Programme, wie zum Beispiel das Anerkennungsgesetz, das den Zugang zu Arbeitsmarkt für Fachkräfte mit ausländischen Qualifikationen erleichtert [2, S. 2-15].

Ukrainische Migranten, die in Deutschland leben und arbeiten, haben Anspruch auf verschiedene Sozialleistungen. Dazu gehören unter anderem Arbeitslosengeld, Kindergeld, Rentenversicherung und Krankenversicherung. Die Höhe der Leistungen variiert je nach individuellen Umständen und der Dauer des Aufenthalts in Deutschland. Es ist wichtig, sich rechtzeitig über die verschiedenen Sozialleistungen und deren Beantragung zu informieren, um finanzielle Schwierigkeiten zu vermeiden.

In Deutschland gibt es eine Vielzahl von Finanzdienstleistungen, die für Ukrainer zugänglich sind. Dazu gehören Bankkonten, Kredite, Versicherungen und Anlageprodukte. Um ein Bankkonto zu eröffnen, benötigen Ukrainer in der Regel einen gültigen Aufenthaltstitel und einen Arbeitsvertrag. Darüber hinaus gibt es spezielle Finanzdienstleister, die sich auf den Geldtransfer zwischen Deutschland und der Ukraine spezialisiert haben, um den Bedürfnissen der ukrainischen Gemeinschaft gerecht zu werden [4, S. 24-25].

Auf Basis der Aufsichtsmitteilung der Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin) vom 7. April 2022 können Banken auch für die Flüchtlinge aus dem ukrainischen Kriegsgebiet ein Basiskonto eröffnen, die weder einen ukrainischen Reisepass noch eine mit Sicherheitsmerkmalen versehene ukrainische ID-Card besitzen und auch (noch) nicht über ein Ausweisersatzpapier verfügen, wie beispielsweise einen Ankunftsnachweis.

Die Voraussetzung ist, dass der Bank bei Kontoeröffnung neben einem ukrainischen Ausweisdokument zusätzlich ein Dokument einer deutschen Behörde (insbesondere Anlauf-, Fiktions- oder Meldebescheinigung) vorgelegt wird, aus dem sich ergibt, dass die zu identifizierende Person unter dem im Ausweisdokument genannten Namen geführt wird. Bis zur Vorlage eines den Identifizierungsanforderungen des Geldwäschegesetzes entsprechenden Dokuments unterliegt das so eröffnete Basiskonto einem verstärkten Monitoring durch die Bank. Die Aufsichtsmitteilung der BaFin vom 7. April 2022 ersetzt die Aufsichtsmitteilung zur Identifikation von Flüchtlingen aus dem ukrainischen Kriegsgebiet vom 11. März 2022 [1, S. 1-5].

Zum Schluss sollte betont werden, dass die Finanzierung der Ukrainer in Deutschland zu einem wichtigen Thema geworden ist, weil dieses Thema für beide Seiten – sowohl für die Geflüchteten, als auch für die deutsche Wirtschaft von größter Bedeutung ist. Durch den Zugang zu Arbeitsmarktchancen, Sozialleistungen und Finanzdienstleistungen können Ukrainer in Deutschland ein stabiles Leben führen und zur wirtschaftlichen Entwicklung des Landes beitragen. Es ist wichtig, dass sich Ukrainer in Deutschland über ihre finanziellen Möglichkeiten informieren und die notwendigen Schritte unternehmen könnten, um ihre finanzielle Sicherheit und Integration in die deutsche Gesellschaft zu gewährleisten.

Liste der verwendeten quellen

1. BaFin erleichtert Kontoeröffnung für Flüchtlinge aus dem ukrainischen Kriegsgebiet. BaFin.Bundesanstalt. Publikationen und Daten. 07.04.2022 S. 1-5. Retrieved 13 April 2023 from https://www.bafin.de/SharedDocs/Veroeffentlichungen/DE/Meldung/2022/meldung_2022_04_07_Kontoeroeffnung_Fluechtlinge.html
2. Deutsche bilaterale Unterstützungsleistungen für die Ukraine und Menschen aus der Ukraine. Presse- und Informatiosamt der Bundesregierung. 2023. S. 2-15. Retrieved 13 April 2023 from https://www.bundesregierung.de/resource/blob/975226/2155792/c3dbab706421f63d3d612091e7ecad4c/2022-12-27-unterstuetzung-ukraine-breg-data.pdf?download=1
3. Fragen und Antworten für Geflüchtete aus der Ukraine. Sozialleistungen in Deutschland. Bundesministerium für Arbeit und Soziales. 2023. S. 2-5. Retrieved 13 April 2023 from https://www.bmas.de/DE/Europa-und-die-Welt/Europa/Ukraine/FAQ-DE/faq-art-de.html
4. Joachim Ragnitz, Felix Rösel, Marcel Thum. Finanzierung der sozialen Sicherungssysteme in Deutschland. Soziale Sicherungssysteme nachhaltig finanzieren. ifo Institut, München, 2021. Nr. 07, 24-27. Retrieved 13 April 2023 from https://www.ifo.de/publikationen/2021/aufsatz-zeitschrift/soziale-sicherungssysteme-nachhaltig-finanzieren
5. Tatsachen über Deutschland" als E-Paper. Cover 2023 Facts about Germany. Deutsche Ausgabe: Tatsachen über Deutschland 2023. S. 132-133. Retrieved 13 April 2023 from https://www.tatsachen-ueber-deutschland.de/de/Deutschland-Buch-Ausgabe-2023

Kravtsiv Tetiana,
Faculty o of Trade and Marketing,
course II, group 24, specialty Entrepreneurship,
Trade and Exchange Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Fokina-Mezentseva Katerina****,*
Doctor of Economic Sciences,
Associate Professor, Professor of the Department of International Management, SUTE

THE IMPACT OF EXCHANGE RATE VOLATILITY ON FOREIGN ECONOMIC ACTIVITY

A crucial aspect of maintaining economic stability and promoting balanced growth is effectively managing the exchange rate. The stability of the exchange rate is vital for the growth of the money market and has a favorable impact on the overall economic development. Therefore, managing the exchange rate professionally and accurately is an important task in monetary regulation.

As you know, the exchange rate is a cost currency unit of one country, expressed in the currency units of other countries or international means of payment, which is determined by supply and demand on the foreign exchange market and is essentially a conversion factor of one currency in the other It reflects the dynamics of the main macroeconomic indicators and himself affects their change. The exchange rate is very important for the economy: the national product is redistributed between countries through the exchange rate mechanism; exchange rate is a means of internationalization monetary relations; on the basis of the exchange rate, the price structures of individual countries, the results of production reproduction, trade and payment balances are compared [2].

Ukrainian economist F. Zhuravka notes: "The exchange rate is a peculiar form the price of a monetary unit expressed in the monetary units of others countries, which is exacerbated by demand and supply in foreign exchange and, in fact, is the coefficient of conversion of one currency in the market another".

F. Zhuravka also systematized and classified the factors that influence the determination of the exchange rate into two main groups: cyclical (short-term) and structural (long-term) factors., and the impact of which is difficult to predict. They are usually destabilizing in nature.

Structural factors, in turn, are related to determining the status of a certain national monetary unit in the currency hierarchy.

Conjunctural factors influence the dynamics of the exchange rate in accordance with short-term changes in business activity. As a result of the action of conjunctural factors, there is a movement of capital flows, that is, an active export of capital abroad, caused by the probability of a decrease in the value of private investments or the possibility of incurring losses from the placement of funds in a certain currency, which is directly related to political events in the country. Such an outflow of capital most often occurs as a result of internal political instability and leads to an increase in demand for foreign currency and devaluation of the national currency. As for structural factors, they reflect the real state of the country's economy, the internal features of which functioning and participation in the world economy directly affect the value and dynamics of the exchange rate [3].

Foreign exchange control systems are essential for shaping trade activities, but they can also hinder trade by causing artificial currency fluctuations. Governments may use currency policies to protect their domestic industries by keeping exchange rates artificially high, which makes foreign goods more expensive and domestic goods cheaper in the international market. This can support domestic producers, but it is difficult to sustain in the long term and can lead to other issues, such as affecting the trade balance and causing inflation [6].

Inflation rates are one of the main factors that affect the purchasing power of a currency. Inflationary devaluation of money in the country causes a decrease in their purchasing power and contributes to a decrease in the exchange rate of the national currency against the currencies of countries with lower inflation rates. A significant increase in domestic prices for goods and services causes efforts by subjects market to buy cheaper foreign goods and reduce demand for domestic goods goods abroad. This leads to a decrease in the supply of foreign currency on the domestic currency market and further devaluation of the national currency. Thus, the higher the rate of inflation, the lower the national exchange rate currency [1].

A change in the exchange rate of the national currency significantly affects the trade balance and the country's competitiveness on world markets. Thus, the growth of the exchange rate, leading to a drop in the profitability of exports, a slowdown in the rate of its growth, cheapening and expansion imports causes a decrease in price competitiveness and negatively affects the state's foreign trade balance. At the same time, such growth contributes to the reduction of capital outflow and stimulates the inflow of foreign investments, as investors' access to domestic resources is facilitated, which eliminates its negative impact on the balance of payments [4].

After experiencing a period of little movement and narrow currency ranges for most of 2021, the foreign exchange market suddenly became more active in November, with the US dollar rising against many other currencies from developed and emerging markets. Additionally, the range in which the dollar was traded increased during the quarter, reaching a level that was twice as high as at any other point in the year [5].

Source: Bloomberg, RBC GAM

In summary, we can say that the volatility of the exchange rate and most financial and economic indicators exert mutual influence on each other. Studying the main aspects of such influence allows

the most effective methods and tools for ensuring the stability of the national monetary unit,

recent uncontrollable and unpredictable exchange rate fluctuations can be extremely negative

affects the functioning of the national economy, which increases inflation and growth

risks of international trade and investment attraction, increased currency risk in the banking sector,

currency speculation, etc.

References

1. Глобальна макроекономічна політика. Інфляційні механізми у макроекономічній політиці 2020 URL: https://msn.khmnu.edu.ua/mod/page/view.php?id=159049. (дата звернення: 19.01.2023).

2. Григоровська Р.В. Валютний курс та чинники, що на нього впливають. Сучасні тенденції фінансового ринку 2015. ЛНУ імені Івана Франка, МВБ-51. URL: http://libfor.com/index.php?newsid=2493. (дата звернення: 19.01.2023)

3. Boundless Economics. Open economy Macroeconomics. Exchange Rates. Learneo, Inc. 2023. Retrieved 19 January 2023 from https://www.coursesidekick.com/economics/study-guides/boundless-economics/exchange-rates

4. Mehmood, M. F., Iqbal, N., & Butt, M. S. (2020). Impact of exchange rate volatility on trade: Evidence from Pakistan. Journal of International Trade and Economic Development, 29(7), 797-819. (дата звернення: 19.01.2023).

5. Global currency outlook – New Year 2022. Volatility returning to the currency markets. D.Fijalkowski, MBA, CFA, D.Mitchell, CFAJan 4, 2021 Retrieved 19 January 2023 from https://www.rbcgam.com/en/ca/article/global-currency-outlook-new-year-2022/detail.

6. Mehtiyev, J., Magda, R., & Vasa, L. (2021). Exchange rate impacts on international trade. Economic Annals-XXI, 190(5-6(2)), 12-22. Retrieved 19 January 2023 from https://doi.org/10.21003/ea.V190-02

Krynska Anna-Mariia,
Faculty of Finance and Accounting,
course II, group 2, specialty Accounting and Taxation,
State University of Trade and Economics,
Kyiv, Ukraine
*Scientific supervisor **Harbuza Tetiana**, PhD in Pedagogics,*
Associate Professor and Head of the Department
of Modern European Languages, SUTE

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE WORLD ECONOMY

Artificial intelligence (AI) can transform the productivity and GDP potential of the global economy. Strategic investment in different types of AI technology is needed to make that happen.

Labour productivity improvements will drive initial GDP gains as firms seek to "augment" the productivity of their labour force with AI technologies and to automate some tasks and roles.

Research PwC also shows that 45% of total economic gains by 2030 will come from product enhancements, stimulating consumer demand. This is because AI will drive greater product variety, with increased personalisation, attractiveness and affordability over time.

The greatest economic gains from AI will be in China (26% boost to GDP in 2030) and North America (14.5% boost), equivalent to a total of $10.7 trillion and accounting for almost 70% of the global economic impact [1].

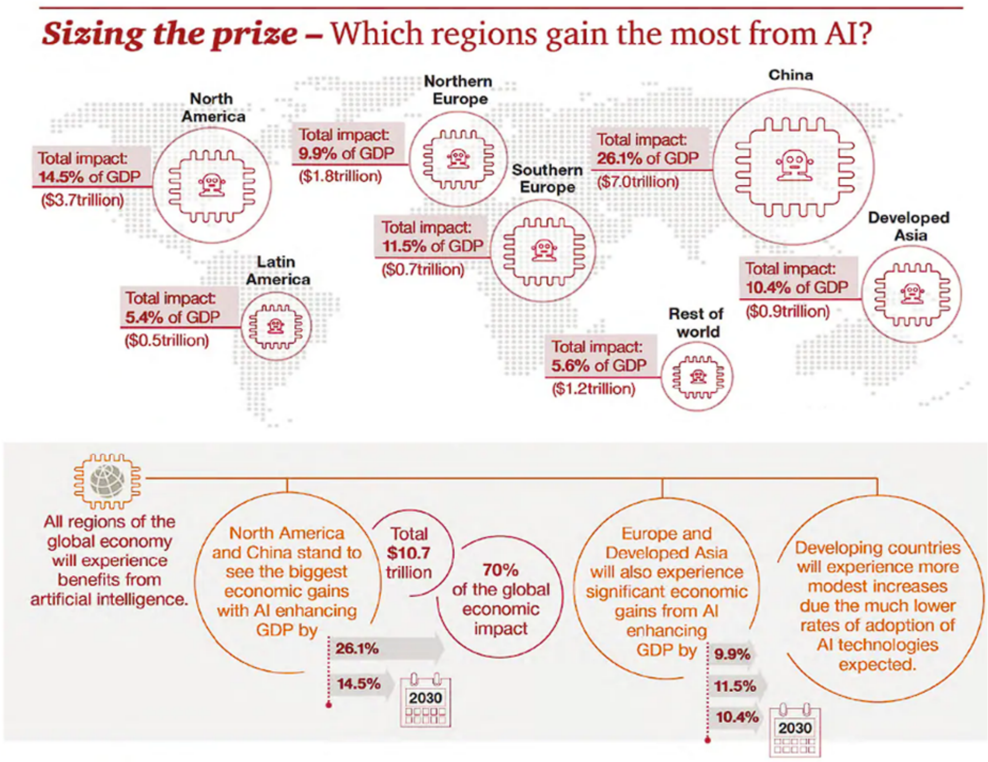


Fig. 1. Sizing the prize – Which regions gain the most from AI?

Source: PwC analysis [1].

AI could contribute up to $15.7 trillion to the global economy in 2030, more than the current output of China and India combined. Of this, $6.6 trillion is likely to come from increased productivity and $9.1 trillion is likely to come from consumption-side effects.

While some markets, sectors and individual businesses are more advanced than others, AI is still at a very early stage of development overall. From a macroeconomic point of view, there are therefore opportunities for emerging markets to leapfrog more developed counterparts. And within your business sector, one of today's start-ups or a business that hasn't even been founded yet could be the market leader in ten years' time [1].

The majority of studies emphasise that AI will have a significant economic impact. Research launched by consulting company Accenture covering 12 developed economies, which together generate more than 0.5 % of the world's economic output, forecasts that by 2035, AI could double annual global economic growth rates. AI will drive this growth in three important ways. First, it will lead to a strong increase in labour productivity (by up to 40 %) due to innovative technologies enabling more efficient workforce-related time management. Secondly, AI will create a new virtual workforce – described as 'intelligent automation' in the report – capable of solving problems and self-learning. Third, the economy will also benefit from the diffusion of innovation, which will affect different sectors and create new revenue streams.

If indeed technologies, such as AI, robotics and automation, are widely deployed across the economy, there will be job creation (as a result of demand in sectors that arise or flourish due to this deployment), as well as job destruction (replacement of humans by technology). A forecast by think-tank Bruegel warns that as many as 54 % of jobs in the EU face the probability or risk of computerisation within 20 years. The effect is likely to be more nuanced, and there seems to be a consensus among researchers that there will be significant workforce shifts across sectors of the economy, accompanied by changes in the nature and content of jobs, which would require reskilling. Furthermore, job polarisation is probable: lower-paid jobs that typically require routine manual and cognitive skills stand the highest risk of being replaced by AI and automation, while well-paid skilled jobs that typically require non-routine cognitive skills will be in higher demand. Studying the patterns of previous industrial revolutions indicates that job destruction will be stronger in the short and possibly medium term, while job creation will prevail in the longer term. Nonetheless, labour relations may alter, with more frequent job changes and a rise in precarious work, self-employment and contract work, which would possibly weaken workers' rights as well as the role of trade unions [2].

We will most likely be exposed to AI technologies much more in the upcoming decades as AI changes production methods, consumer behaviours, and the employment-to-population ratio.

The race in autonomous weapons will also change, and, in fact, threaten the norms of war. Furthermore, AI could produce mass unemployment in some countries. There are several concerns about the use of AI, such as its ethics and use in repressive surveillance, which violates human rights, values, and personal privacy. However, humans must know how to differentiate risks and benefits, eliminate risks, and adopt the beneficial sides of AI. We, humans, have the capacity to create new public policy tools to add onto the existing ones [3].

References

1. Sizing the prize.PwC's Global Artificial Intelligence Study: Exploiting the AI Revolution. *PwC report*. 2017. Retrieved 23 March 2023 from https://www.pwc.com/gx/en/issues/analytics/assets/pwc-ai-analysis-sizing-the-prize-report.pdf

2. Szczepański M. Economic impacts of artificial intelligence (AI). *European Research Studies Journal*, 2019. Retrieved 23 March 2023 from https://www.europarl.europa.eu/RegData/etudes/BRIE/2019/637967/EPRS_BRI(2019)637967_EN.pdf

3. The potential economic effects of artificial intelligence. *Transatlantic Policy Quarterly*. 2020. Vol. 19. № 2. Retrieved 23 March 2023 from http://turkishpolicy.com/article/1024/the-potential-economic-effects-of-artificial-intelligence

Kustryn Oleg,
course II, specialty Food Technology,
Separate Structural Unit of the Burshtyn Trade
and Economic College of the SUTE,
Burshtyn, Ukraine
Scientific supervisor ***Yakula Nataliya****, Lecturer of the Burshtyn Trade*
and Economic College of the SUTE

ADAPTATION OF UKRAINIAN ENTERPRISES TO THE CONDITION OF INTERNATIONAL BUSINESS

Economics

Economics plays a very important role in the world and in every country. It is the study of how resources produced are distributed and consumed. Every individual, every person wants to get the best products for themselves in unlimited quantities. But such dreams cannot come true for everyone, as there are not enough resources for everyone. Economics deals with precisely what determines how to optimally distribute limited resources, goods and services between people, firms, and states.

There are two types of economy:

● **Microeconomics** – the study of the allocation of resources that were made by individuals, households, and firms. Their decision and behaviour impact local markets by price rise or fall and supply or demand changes.

● **Macroeconomics** – the study of the allocation of resources that focuses on major changes such as inflation, growth of the domestic product, and unemployment. It is used by governments and organisations to analyse and come up with appropriate economic policies and strategies.

The Ukrainian economy faced an unprecedented shock in its entire history. The full-scale military invasion of the northern neighbours dealt a powerful blow to all links to the economic system of our state. The production of the main types of products has decreased, in particular those that form the basis of Ukraine's export potential. In addition, the ports are blocked, and therefore the lion's share of foreign trade. The transport and logistics, social, marketing, and engineering infrastructure of entire regions are crumbling. There is an outflow of personnel abroad and their partial relocation to the west of the country, which temporarily throws hundreds of thousands or even millions of people out of active economic life. This means that a strategy for Ukraine's post-war economic development, focused on its maximum deregulation and de-monopolization, should be formed today.

Finance

Finance is the study of money that is used by businesses to measure their performance, opportunities for growth, and expansion. Finance involves purchasing assets, raw materials, and goods in order to perform and conduct business operations such as selling goods and services.

There are different types of finance:

● **Personal finance** – related to financial strategies that are specific to individuals and their earnings and goals.

● **Corporate finance** – used by corporations and businesses that focus on maximising the company's wealth and ensuring constant availability of money.

● **Public finance** – used by the government to provide public services funded by taxes. The government ensures that there are no market failures by focusing on the allocation of resources and economic stability.

Audit

An audit is the examination and verification of the activity and financial statement of a company to ensure that it is accurate. It focuses on the inspection of the business's inventory and financial recorded transaction to see if it is true and fair.

There are two types of audits:

● **Internal audits** can be done by the employees of the organisations or a specific department that assesses the business.

● **External audits** are done by an independent auditing firm with unbiased relation to the organization they audit.

The audit market in Ukraine consists of three independent parts: the mandatory audit market, the "international" audit market, and the tax audit market.

Mandatory audit market.

Except for banks and non-bank financial institutions (insurance, leasing companies, investment funds, etc.), a mandatory audit is a formality. As a rule, customers are not interested in the reliability of financial statements, concerning customers there are no material financial sanctions, as a result, and the audit of such financial statements is a formality.

The "international" audit market

This is a classic audit market, when auditors confirm transparent financial statements, most often prepared according to IFRS (International Financial Reporting Standards), for parent companies for further consolidation, for international financial institutions, or in a few cases – for Western stock markets.

Tax audit market.

A tax audit is not an audit at all; most professional audit firms classify tax audit services as internal audit outsourcing/co-sourcing, agreed procedures, or consulting services. In the West, "Tax Review" is in most cases conducted by law firms, in the "big four" by tax and legal departments.

References

1. Jaiswal, S. (2022) *Business finance definition and meaning: Emeritus India*, *Emeritus*. Retrieved 22 April 2023 from https://emeritus.org/in/learn/business-finance-definition-and-meaning/
2. Kurt, D. (2022) *Learn the types of finance and Financial Services*, *Investopedia*. Investopedia. Retrieved 22 April 2023 from https://www.investopedia.com/ask/answers/what-is-finance/
3. Sandberg, E. (2023) *What business owners should understand about economics*, *Business News Daily*. Retrieved 22 April 2023 from https://www.businessnewsdaily.com/2639-economics.html
4. *What is audit? definition of audit, audit meaning* (2023) *The Economic Times*. Retrieved 22 April 2023 from https://economictimes.indiatimes.com/definition/audit
5. *What is macroeconomics? definition of macroeconomics, macroeconomics meaning* (2023)
6. *The Economic Times*. Retrieved 22 April 2023 from https://economictimes.indiatimes.com/definition/macroeconomics
7. *What is microeconomics? definition of microeconomics, microeconomics meaning* (2023)
8. *The Economic Times*. The Economic Times. Retrieved 22 April 2023 from https://economictimes.indiatimes.com/definition/microeconomics

Kviatkivska Anastasia,
Faculty of Information Technologies,
course II, group 1, specialty Digital Economy,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Durdas Alla****, PhD in Pedagogics,*
Assistant Professor of the Department of Modern European Languages,
SUTE

UNEMPLOYMENT IN THE MODERN WORLD

Global growth slowed in 2022 to 3.2%, more than 1 percentage point weaker than it was expected at the end of 2021. This factor forces countries to change their own economic policies. International organizations are already revising their own policies. I think it can be considered that the world has entered a new era, where it is not only necessary to think about how to increase the scientific and technical potential, but also to pay attention to the policy that has been carried out for many years.

McKinsey Global Institute paper considers five major dimensions of today's world: global order (the institutions, frameworks and rules that shape international affairs); technology (the platforms and applied sciences enabling development and innovation); demographics (important trends and socioeconomic contours across populations); resources and energy (the systems for transporting and converting energy and materials for use); and capitalization (the drivers of global supply and demand, and the overall trajectories of finance and wealth) [6].

According to The World Bank and other economists, the United States and the global economy are at risk of stagflation in the nearest future. I want to draw attention to the labor market, because the unemployment rate is important for an economist because the number of people working create goods and services, providing growth or decrease in GDP.

The last factor of stagflation – unemployment – may be the economy's saving grace. In 2021, the unemployment rate was 6.2% [5]. For 2022 the average index of unemployment, based on 100 countries, was 7.11%.

"At the same time, people are reluctant to return to the labor market after the crisis and layoffs. That is, crises stimulate the exit of people from the labor force. Most workers in the United States who lost their jobs due to the COVID-2019 crisis do not try to find jobs again. A significant part of them retired prematurely," emphasized Deputy Director of the Department of Monetary Systems and Capital Markets of the International Monetary Fund Christopher Erceg [1].

In The "Second Machine Age", Erik Brynjolfsson and Andrew McAfee offer a grim vision of the impact of digitalization on the future of US employment. They suggest that digitization will make more and more workers with "conventional" skills redundant [3].

"The burden falls on low- and especially medium-skilled workers. It's a really important part of our overall research [of robots] that automation is actually a much larger part of the technological factors that have contributed to the growth of inequality over the last 30 years," noted MIT professor Daron Acemoglu in his study [6].

Therefore, it is very important to draw the attention of politicians and economists to reducing inequality and improving working conditions. This is especially important for Ukraine, because of the aggression from russia, the level of unemployment in Ukraine has increased significantly. This is connected with many factors, with the destruction of enterprises, population migration.

To address inequality and unemployment, some countries are considering taxes on robots. Bill Gates has argued that the best way to slow down the speed of automation so that society can cope with the transition is a robot tax. He foresees that the proceeds of a robot tax would go towards improving education through smaller class sizes, "reaching out to the elderly" and helping people with disabilities; all jobs that require human empathy. "Our findings suggest that taxes on robots or imported goods should be quite small," says Arnaud Costino, an economist at the Massachusetts Institute of Technology. Instead, South Korea became the first country to introduce a robot tax in 2017.

Another solution is to help those who have lost their jobs the opportunity to learn something new. Taking courses is a common practice. The assistance of labor offices, through training programs and workshops, is therefore an important tool for the state in adjusting employers' expectations and employees' skills. Ultimately, returning people to the labor force will contribute to an increase in enterprise activity and accelerate economic growth [1].

Freelance platforms have become popular during the Covid-2019 pandemic. Therefore, many qualified workers moved to these platforms, but not all were officially employed. This means that countries should review the taxation of freelancers at the legislative level. In Ukraine, only in 2022, the conditions for signing an employment contract with non-fixed working hours were legally introduced [2]. An employment contract with non-fixed working hours is actually an analogue of the "zero hour contract" common in foreign countries. For example, 90% of McDonald's employees in Great Britain work on zero hour contracts [7].

Another determining factor is the mobility of the population. People from remote areas often work in low-skilled jobs, because of expensive housing rent, the cost of transport services. For example, the government of Malaysia has taken the initiative to address such unemployment by providing housing allowance to all public servants that varies in amount according to different area of stay to help them settle. In Ukraine, this factor is also important, because many people are internally displaced, mostly they settle in areas where housing is cheap and there are few jobs. It is clear that now the state does not have the resources to increase spending on social security. Nevertheless, employers can partially solve this problem through outsourcing.

In addition, another way is to support a small business. One of the options is the support of low loans. Governments can also encourage the delay of payments on existing credit, as Italy has recently announced. Such a mid-tenure grace period means that interest and principal can be deferred for 3 to 6 months, taking some pressure off businesses. There were also such loans in Ukraine, the "5-7-9" loans among small and medium-sized businesses were successful in 2021, but currently there is no such activity. With the help of loans, banks can provide financial support to priority industries of Ukraine.

Supporting the labor market is an important political and economic strategy that is the basis for the economic growth of countries. There is no one path for all countries, but there is no doubt that countries have entered a new era of International Relations, where improving working conditions, reducing inequality and fighting stagflation are key challenges.

References

1. 5 основних висновків про безробіття, міграцію та коронакризу: підсумки Щорічної дослідницької конференції URL: https://bank.gov.ua/ua/news/all/5-osnovnih-visnovkiv-pro-bezrobittya-migratsiyu-ta-koronakrizu-pidsumki-schorichnoyi-doslidnitskoyi-konferentsiyi (дата звернення: 24.03.2023).
2. Фріланс по-українськи: що змінює новий закон. URL: https://golaw.ua/ua/insights/publication/frilans-po-ukrayinski-shho-zminyuye-novij-zakon/ (дата звернення: 25.03.2023).
3. Banerjee A., Duflo E., Good economics for hard times, 417 p.
4. Key Economic Trends for 2023-2025. Retrieved 24 March 2023 from https://explodingtopics.com/blog/economic-trends

5. Providing Effective Training to Help the Unemployed Gain Jobs in Poland. Retrieved 25 March 2023 from https://www.worldbank.org/en/news/feature/2017/03/20/providing-effective-training-to-help-unemployed-gain-jobs-in-poland
6. Should we tax robots? Retrieved 23 March 2023 from https://news.mit.edu/2022/robot-tax-income-inequality-1221
7. The world finds itself on the cusp of a new era. Retrieved 24 March 2023 from https://www.japantimes.co.jp/opinion/2022/11/16/commentary/world-commentary/turbulent-global-times/

Ladyka Irina,
Faculty of Trade and Marketing,
course I, group 15, specialty Management in Retail,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Borshchovetska Valentyna****, PhD in Pedagogy,*
Associate Professor of the Department of Modern European Languages,
SUTE

SOME CONSIDERATIONS ON THE UKRAINIAN ECONOMY UNDER THE RUSSIAN INVASION

Russian's invasion of Ukraine in February 2022 and it is failure to achieve a swift, decisive victory, has undermined it is enduring strategic objectives of maintaining stability and national security – and central to this is respect as a great power.

The current Russian strategy has been to hold off Ukrainian military advances around Kharkiv in the north and Kherson in the south while bombing the country's infrastructure. The massive campaign of aerial destruction has already damaged 40% of Ukraine's energy infrastructure, including a large portion of it is solar and wind power installations, as well as water and sewage facilities.

Although this new aerial campaign has brought the war once again to major population centers like the capital Kyiv – and even to areas in the far west along the Polish border – it seems to have only strengthened the resolve of Ukrainians to fight back. According to a poll from the end of October, 86% of Ukrainian respondents believe that it is necessary to keep fighting despite the devastating air strikes. Meanwhile, according to Russian polls, support for the war has fallen to new lows.

In the public at large, meanwhile, US military support of Ukraine enjoys strong support. Around three out of four Americans support the continuation of both economic and military aid to Ukraine.

Putin has also expected European support for Ukraine to crumble in the face of a winter of rising energy costs. Here, there is a considerably wider range of opinion than in the United States. A plurality of both Greeks and Italians favor lifting sanctions against Russia. Hungarians, too, are skeptical about a tougher approach to Russia. By contrast, the rest of Europe is not in the mood to compromise with the Kremlin.

Although Putin might be cheered by the growing gap between Greece, Italy and Hungary on the one hand and the rest of Europe of the other, he should be very worried about plummeting support for Russia among what had once been his most reliable allies: far-right political parties.

In Italy, for instance, Putin once enjoyed considerable influence with the far right. He counted Silvio Berlusconi, former prime minister and head of Forza Italia, as a close friend. Putin's United Russia party had a close partnership with Matteo Salvini's Lega party. Under ordinary circumstance, Putin should have been thrilled by the victory of the far right in the recent Italian elections.

But the head of the leading far-right party Brothers of Italy, Prime Minister Georgia Meloni, has made it clear that she will continue to support Ukraine. "Given our principal challenge today, Italy strongly supports the territorial integrity, sovereignty and freedom of Ukraine," Meloni told NATO at a meeting last week. "The political cohesion of the alliance and our full commitment to supporting the Ukrainian cause are from our point of view, the best response that NATO allies can give."

Putin himself was once held in high regard by the European far right. Since the invasion of Ukraine, his approval ratings among voters affiliated with far-right parties has dropped dramatically. For instance, 62% of Lega voters in Italy once thought highly of Putin. That number has dropped to 10% today.

Russia's war has had a huge impact outside Ukraine, particularly for the global energy markets. Soaring prices and supply chain disruption have led to a fuel affordability crisis in many countries and fed the inflation that's dragging down the global economy.

One year on, here are our thoughts on how the war has changed energy markets:

1. Energy supply will no longer be taken for granted. No country can ever again allow itself to become reliant on imported energy from a single supplier. In future, energy security will be about the diversity of fuels and

sources, and the primacy of domestic resources. Because of the war, all energy importers have accelerated in this direction.

2. Europe can live without Russian gas. The global market has adapted remarkably quickly. High prices dampened demand in Europe and Asia and pulled what supply was available into the European market – limited volumes of alternative pipe gas and every cargo of flexible LNG from around the globe. There's growing confidence that Europe can muddle through the next three years, albeit with relatively high and volatile prices. New supply volumes, mainly US and Oatari LNG, arrive from 2025, helping prices to ease back to 'normal'. Longer term, LNG growth is still all about Asia. The war, though, has fundamentally changed the market forever – it's now a more global market, flexible and fungible, but likely more volatile as Europe competes with Asia for the same LNG cargoes. Could Europe buy Russian gas again in the future? Maybe, but it will be a long time, require regime change and, even then, in our view no more than 15% of it's needs.

3. Oil and coal's resilience. Despite ever-tightening sanctions, governments have been forced into expedience to keep the lights on and economies ticking over. Russian exports of both oil and coal have continued to flow at close to pre-war volumes. The appetite for it's crude and oil product exports (albeit from different buyers) has helped Russia, which delivers 10% of global oil supply, to maintain it's domestic oil production close to the levels of a year ago. We expect sanctions to take their toll over time, however. Oil prices, after spiking in the early months after the invasion, have fallen all the way back to below pre-war levels, suggesting the global market is currently adequately supplied. Global refining, in contrast, has been significantly disrupted, Discounted Russian oil exports were forced away from Europe, mainly to China and India; and products are now undertaking the same re-shuffling but to different markets. The resulting friction in crude and refined product trade, shipping logistics and refinery flexibility is reflected in historically high refining margins that will ease later this year as new capacity comes online.

References

1. Feffer J. Ukraine Now Holds a Strong Edge Over Russia. *Fair Observer*. Retrieved 17 March from https://www.fairobserver.com/world-news/ukraine-news/ukraine-now-holds-a-strong-edge-over-russia/

2. Flowers S. Russia-Ukraine War: A Year On From The Invasion. *Forbes*. Retrieved 17 March from https://www.forbes.com/sites/woodmackenzie/2023/02/23/russia-ukraine-war-a-year-on-from-the-invasion/?sh=360defab3b79 (дата звернення: 17.032023).

Lysyi Vitalii,
Faculty of Finance and Audit,
course II, group 6, specialty Finance, Banking and Insurance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Sushko Inna****, Lecturer of the Department*
of Modern European Languages, SUTE

THE BUDGET POLICY OF UKRAINE UNDER MARTIAL LAW

In the conditions of large-scale military operations on the territory of Ukraine, the socio-economic situation in society is worsening. The war left its mark on the fate of every citizen not only psychologically, but also due to the complication of people's financial capabilities. An important task is to raise the quality level of the system of state financial regulation. The internal development of the state, as well as its success on the world stage, depends on the soundness of the financial and budgetary policy. An important goal of financial and budgetary policy is to ensure financial stability, national security, social protection of the population and the development of the state whatsoever.

The budget policy reflects the interrelationships between state revenues and expenditures that ensure the effective operation of state bodies and local self-government. The main goal of this policy is the redistribution of financial resources to support the socio-economic development of the country and its administrative and territorial units. In addition, the budget policy is an indicator of the effectiveness of interaction. of all components of the state finance system, in this connection, budget policy becomes a complex financial and economic category [3, p. 17].

Budgetary policy is implemented in accordance with clear rules and principles. The main principles of budget policy formation and implementation include the principle of economic efficiency, the principle of social justice, the principle of transparency and openness, the principle of stability, the principle of systematicity, and others. Only in a combination of all principles, it is possible to achieve the maximum effective result in the process of implementation of budget policy.

Large-scale military actions on the territory of Ukraine had a significant impact on budgetary sustainability, stability and balance. The total amount of state budget revenues in 2022 amounted to UAH 1,787,395.6 million, which is 37.9% more than in the previous year. This happened due to partner support and funds from foreign countries and international organizations in the amount of UAH 481.1 billion, which accounted for 26.9% of all budget revenues. Tax revenues accounted for the largest share of budget revenues in 2022 – 53.14%, and their volume decreased compared to previous years and amounted to UAH 949,764.4 million [1, p.7]. This happened due to military operations on the territory of Ukraine, significant population migration, damage to infrastructure and enterprises, and other consequences of military aggression. Strengthening the revenue part of the state budget is an important task for ensuring the country's defense capability and its further reconstruction.

Due to the increase in the expenditure part of the state budget in 2022, compared to the previous year by 81%, it was possible to direct significant resources to ensure the defense capability and integrity of the state whatsoever. It was defense expenditures that made up the largest share of the expenditure part of the budget in 2022 in the amount of UAH 1142,872.4 million, which was 42.24% of the structure of all expenditures of the state budget of Ukraine for the specified period. More than 16% of budget funds were directed to public order, security and the judiciary, etc. UAH 443,323.2 million. Another 425,987 million hryvnias were allocated for social protection and social security of the population, which is 15.75% of all budget expenditures. Increasing the effectiveness of the budget policy regarding the planning of the expenditure part of the state budget at the current stage of the development of the state finance system necessitates the deepening of the study of budget architecture, which will provide an opportunity to respond to the influence of endogenous and exogenous factors, while maintaining the quality budget parameters of the country's financial and budgetary security.

Public debt is an important tool for ensuring economic development. The total amount of state and state-guaranteed debt as of December 31, 2022 amounted to UAH 4.072 trillion, most of which, namely 64.1%, is external debt in the amount of UAH 2.611 trillion, and internal debt in the amount of UAH 1.461 trillion [2, p. 1]. In the conditions of martial law, a significant part of the expenditures for the country's strategic goals can be provided by credit revenues to the budget. The main tasks in the management of the public debt are the timely fulfilment of debt obligations to creditors, maintaining the public debt at a safe level and finding ways to reduce the cost of servicing the debt.

Effective usage of budget resources is one of the most important tasks of state authorities, which aims to ensure economic development and social stability. Regardless of the size of the budget of each country, effective use of budget resources is a key factor in the success and development of the state. In this regard, the constant improvement of mechanisms for the use of budgetary resources and rational planning of expenses become extremely important for ensuring the effective functioning of the state apparatus and ensuring the proper standard of living of citizens.

In order to ensure the stability of the macroeconomic system, the state must be guided by a clearly defined budget strategy. The lack of a budget strategy leads to irrational use and dispersion of budget resources.

According to I. Chugunov, in order to improve the budget policy, an important step is the full introduction of medium-term budget planning into the budget process. The main task in this direction is to increase the efficiency of expenditures by determining their priority and assessing the achievement of expected results [4, p. 5].

In conclusion, in the conditions of martial law, both the territorial integrity of the state and internal socio-economic processes depend on the soundness of the implementation of the financial and budgetary policy, because finance has become not only the main instrument of exchange, but also a key resource for ensuring the country's defense capability. Therefore, it is important to maximize budget revenues in order to reduce the budget deficit, which arises as a result of large-scale spending on defense and other areas. However, this may appear to be a difficult task, since the economy in the conditions of war is in harsh conditions, due to the complication of the life of the population and the functioning of enterprises.

References

1. Бюджет 2022 року. *Офіційний сайт Міністерства фінансів України.* URL: https://mof.gov.ua/uk/budget_2022-538 (дата звернення: 12.04.2023).

2. Державний борг та гарантований державою борг. *Офіційний сайт Міністерства фінансів України.* URL: https://mof.gov.ua/uk/derzhavnij-borg-ta-garantovanij-derzhavju-borg (дата звернення: 18.03.2023).

3. Макогон В.Д. Бюджетна стратегія держави: монографія / Київ: Київ. нац. торг.-екон. ун-т. 2018. 364 с. URL: https://knute.edu.ua/file/MjIxNw==/bd4b2b2308126bbc52f9931d6a75e091.pdf (дата звернення: 20.03.2023).

4. Чугунов В. І. Бюджетне планування як складова соціально-економічного розвитку країни. *Ефективна економіка.* 2020. № 12. URL: http://www.economy.nayka.com.ua/?op=1&z=8475 (дата звернення: 20.03.2023).

Lyudkovska Julia,
Accounting and Finance Faculty,
course I, group FBI-11da, specialty Banking and Insurance,
Vinnytsia Institute of Trade and Economics, State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Hataullina Elmira****, PhD in Economics,*
Associate Professor of the Department of Finance, VITE SUTE

IMPACT OF MARTIAL LAW ON THE STOCK MARKET OF UKRAINE

Stock market is a financial market where agreements for the purchase and sale of stocks, bonds, and other securities can be made. The stock market in Ukraine is one of the important financial markets, which plays a role in the economic development of the country. It provides an opportunity to attract capital for business development and support the investment climate in Ukraine.

The full-scale war due to Russia's armed aggression has had a significant impact on the current state of the market. Since February 2022, the National Commission on Securities and the Stock Market of Ukraine has decided to temporarily suspend the placement, circulation, and redemption of all securities due to the imposition of martial law. This was done to prevent panic actions that could collapse the markets and deprive them of the opportunity to work fully in the future, as well as to preserve data and property rights. However, in August, the NCSSM canceled almost all restrictions introduced on February 24.

For a more detailed analysis of the impact of martial law on the stock market, it is necessary to consider how the volume of securities issued has changed since the beginning of martial law.

Table 1

Volume and number of share issues registered by the Commission during January-December 2022

Period	Issue volume of shares, million UAH	Number of issues, pcs
January	373,31	5
February	13,08	2
March	0	0
April	0	0

Period	Issue volume of shares, million UAH	Number of issues, pcs
May	0	0
June	9,15	2
July	1032,58	2
August	0	0
September	790,3	2
October	450,5	1
November	304,3	2
December	32075,08	4
Total	35048,3	20

During the period of January-December 2022, the Commission registered 20 issues of shares totaling UAH 35.05 billion. Compared to the same period in 2021, the volume of registered share issues decreased by UAH 7.84 billion (almost 20%).

As can be seen from the provided information in the table, the volume of share issues significantly decreased already in February compared to the previous month. Further in March, April, and May, the issue of shares was completely suspended due to restrictions. This indicates that a large part of enterprises and companies suspended their plans to issue shares due to uncertainty about the future in conditions of war, and some companies even ceased their activities altogether. Also, most investors were too cautious in such uncertain times and withheld their money from investing in shares.

Martial law is a serious political and economic event that has a significant impact on the market. Below are the consequences of martial law that have affected the stock market:

1. Market instability: Martial law has caused instability in the market. Investors are concerned about the unrest and instability in the country, thus delaying their investments.
2. Change in currency exchange rates: Martial law led to the devaluation of the country's currency, affecting the stock prices on international markets. Foreign investors have reduced their investments in Ukrainian companies as the hryvnia exchange rate decreases relative to their own currency.
3. Change in inflation rates: Martial law has led to an increase in inflation rates, affecting long-term investments as it reduces the real value of investments.
4. Change in investment climate: Martial law leads to a change in the investment climate in the country, lowering investor confidence and changing their perception of risks and potential benefits.

5. Economic consequences: War also leads to significant economic damage and a decrease in production, which directly affects the state of the market. Despite the difficulties and challenges faced by the stock market in Ukraine, its development continues and investors have the opportunity to attract capital and invest in Ukrainian businesses.

Despite the difficulties and challenges faced by the stock market in Ukraine, its development continues and investors have the opportunity to attract capital and invest in Ukrainian businesses.

In general, the state of war has a significant impact on the stock market in Ukraine. The war has affected the volume of stocks and bonds issued in Ukraine, decreasing it for several months and causing a decline in the prices of securities due to negative investor reaction to the instability and risks of the war.

On the other side, this is a good time for long-term investors who can buy shares of Ukrainian companies at the most attractive prices or high-yielding government bonds. Currently, Ukraine's economy cannot physically demonstrate high financial performance due to ongoing military conflict and a large portion of funds being spent on war needs. After the war ends, all the funds will be directed towards rebuilding the country. Many countries will assist in ensuring that Ukraine's reconstruction takes place as quickly as possible, so it is expected that financial indicators of the Ukrainian financial system will rapidly rise after the war ends. Restoring stability and supporting the economy can contribute to an upswing in the stock market. If the government provides stability and reliability for investors, this will have a positive impact on the market.

References

1. Бороденко Т. Ринок Цінних Паперів України: Євроінтеграційний Аспект. *Grail of Science*. 2023. № 24. С. 140–146. URL: https://doi.org/10.36074/grail-of-science.17.02.2023.022 (дата звернення: 20.03.2023).

2. Інформаційна довідка щодо розвитку фондового ринку України протягом січня-грудня 2022 року. URL: https://www.nssmc.gov.ua/news/insights/ (дата звернення: 20.03.2023).

3. Шелудько Н. М. «Неринковий» фондовий ринок: українські реалії. *Економіка і прогнозування*. 2019. № 4, жовт. – груд. С. 152–153.

Maiboroda Ivanna,
Fakultät für Wirtschaft, Management und Psychologie,
das I, gruppe 11, fachrichtung Industriell Management,
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftlicher Betreuer ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen, SUHW

DER BEGRIFF "WETTBEWERB" UND SEINE ARTEN

Der Begriff Konkurrenz (vom lateinischen concurrere "zusammen um die Wette laufen") bezeichnet in der Wirtschaft den Wettbewerb verschiedener Anbieter. Dabei sind die Bemühungen mindestens zweier Beteiligter auf dasselbe Ziel gerichtet. Etwa auf dieselbe Kundengruppe oder die dieselben Absatzmärkte. Aber auch Kunden konkurrieren untereinander. Beispielsweise um knappe Angebote.

Ein Nutzen wirtschaftlicher Konkurrenz liegt für den Verbraucher darin, dass er bessere Produkte zu niedrigeren Preisen erhält. Aber auch Innovation und Fortschritt sind wichtige Begleiterscheinungen des Wettbewerbs verschiedener Anbieter im selben Marktsegment. Allerdings kann Konkurrenz auch schädlich wirken. Indem Anbieter einen negativen Kreislauf nicht aufhalten können oder die Preise unter Konkurrenzdruck immer weiter senken müssen. Damit aber die Qualität ihrer Produkte gefährden [2, S.2].

Wettbewerbsvorteil muss zum Ziel werden. Konkurrenz ist vielgestaltig und zeigt sich in den unterschiedlichsten Formen. Einige davon sind vollständige Konkurrenz, Unternehmenskonkurrenz, Produktartenkonkurrenz, Vertriebswegekonkurrenz, Substitutions- und Ausschreibungskonkurrenz.

Ziel der Mitbewerber ist es, einen Wettbewerbsvorteil gegenüber anderen Anbietern zu erlangen. Nicht nur Preis und Qualität spielen hier eine Rolle. Auch durch Faktoren wie Freundlichkeit, Zuverlässigkeit, Termintreue und Verfügbarkeit der Waren lässt sich eine hohe Kundenbindung erzeugen. Wenn einige oder viele dieser Merkmale den Kunden binden und überzeugen, so kann von einer Marke gesprochen werden. Es gibt grundsätzlich 3 Arten von Wettbewerbsvorteilen: Kostenvorteile durch Prozessorientierung, Kundenorientierte Vorteile durch Einstellen auf Kundenwünsche, Technikorientierte Vorteile durch ausgereifte, technisch fortgeschrittene Produkte.

Die Konkurrenz der Teilnehmer auf einem Markt, vor allem der Wettkampf der Verkäufer von Erzeugnissen und Leistungen um die Gunst der Käufer. Der Wettbewerb ist das wichtigste Gestaltungselement der Marktwirtschaft. Er sorgt dafür, dass die volkswirtschaftlichen Produktionsfaktoren den bestmöglichen Verwendungen zugeführt werden und somit für die bestmögliche Güterversorgung in der Volkswirtschaft (Steuerungsfunktion).

Der Wettbewerb ist weiterhin Motor für technischen Fortschritt, für neue qualitativ hochwertige Produkte und für das Bestreben der Unternehmen nach möglichst kostengünstiger Produktion (Antriebsfunktion). Der Wettbewerb bewirkt auch eine leistungsgerechte Verteilung der Gewinne, indem er dafür sorgt, dass nur solche Unternehmen dauerhaft am Markt bestehen können, die wettbewerbsfähig produzieren [2, S.3].

Unter der internationalen Wettbewerbsfähigkeit wird häufig die gegenwärtige Stellung und die zukünftigen Aussichten eines Unternehmens, einer Branche oder einer Volkswirtschaft im Wettbewerb an nationalen und internationalen Märkten verstanden. In diesem weiten Sinn reicht der Begriff von der Wettbewerbsfähigkeit eines Arbeitslosen am Arbeitsmarkt über die Fähigkeit eines Unternehmens, sich in Konkurrenz mit anderen Anbietern am Markt zu behaupten, bis zur Leistungsfähigkeit und wirtschaftlichen Dynamik einer Volkswirtschaft in der Weltwirtschaft (internationale Wettbewerbsfähigkeit) [1, K. 6].

Wettbewerb ist in der Wirtschaft, Wirtschaftswissenschaft und insbesondere auf Märkten ein antagonistisches Marktverhalten, bei dem sich mindestens zwei Anbieter (mit dem Ziel der Gewinnmaximierung) oder Nachfrager (mit dem Ziel der Nutzenmaximierung) gegenüberstehen und ihr jeweiliges Ziel zu Lasten des anderen durchzusetzen versuchen.

Im Allgemeinen können folgende Arten des Wettbewerbs auf dem Gebiet der Strategie unterschieden werden: autonome Strategie – die Reaktion anderer Marktteilnehmer wird nicht berücksichtigt (Monopolpreise); Konjekturale Strategie – die vermutete Reaktion anderer Marktteilnehmer wird bei der Wahl der eigenen Aktion berücksichtigt; Überlegenheitsstrategie – die vorab bekannte Reaktion anderer Marktteilnehmer wird bei der Wahl der eigenen Aktion eingeplant [1, K. 6].

Bei dem Verdrängungswettbewerb werden Konkurrenten zum Marktaustritt gezwungen. Wirtschaftskartelle: schalten den Wettbewerb aus, Konzerne: steigern ihre Marktmacht, Boykotte, Streiks/Aussperrungen. Streiks und Aussperrungen werden als marktfeindliches Marktverhalten angesehen, obwohl dieses Verhalten nach erfolglosem Verlauf der Tarifverhandlungen mit der Marktwirtschaft als systemkonform angesehen werden muss.

Je nach dem Erfüllungsgrad der Prämissen eines Marktes wird unterschieden:

Vollkommener Wettbewerb liegt vor: wenn es keine Präferenzen zwischen Anbietern und Nachfragern gibt, bei vollkommener Markttransparenz, bei Homogenität der Handelsobjekte, bei unendlicher Anpassungsgeschwindigkeit aller Marktteilnehmer, Anbieter und Nachfrager verfolgen das Unternehmensziel der Gewinnmaximierung, Verbraucher das persönliche Ziel der Nutzenmaximierung [2, S.4].

Unvollkommener Wettbewerb liegt vor, wenn eine oder mehrere dieser Prämissen auf dem Markt nicht vorhanden sind. Es handelt sich um theoretische Modelle, die in den Wirtschaftswissenschaften zur Beurteilung von Marktstrukturen und Markttypologien herangezogen werden. Die meisten Märkte sind in der Praxis unvollkommen.

Im Hinblick auf die Handelsobjekte wird zwischen Preis-, Mengen-, Service- und Qualitätswettbewerb unterschieden. Beim Preiswettbewerb wird als Aktionsparameter der Preis eingesetzt, der Qualitätswettbewerb ist einerseits durch die qualitative Veränderung (Verbesserung oder Verschlechterung) bestehender Produkte (Produktdifferenzierung) und andererseits durch Produktentwicklung und Produktinnovation gekennzeichnet. Aktionsparameter ist hier die Produktqualität/Dienstleistungsqualität. Diese Arten können wie folgt gegenübergestellt werden.

Der Wettbewerb ist essentiell für das Funktionieren von Märkten in der Marktwirtschaft. Dabei soll das Wettbewerbsrecht dafür sorgen, dass der Wettbewerb durch die Marktteilnehmer oder Dritte nicht behindert (Wettbewerbsbeschränkung), verzerrt (Wettbewerbsverzerrung) oder durch Verstöße gegen die guten Sitten und Lauterkeit (unlauterer Wettbewerb) beeinträchtigt wird. Wird gegen Wettbewerbsregeln verstoßen, liegt Wettbewerbswidrigkeit vor. Über die Einhaltung der Wettbewerbsregeln wachen Wettbewerbsbehörden [1, K. 6].

Der Ansicht der Fachkräfte des Berliner Architekturbüros nach werden fünf Wettbewerbsarten unterschieden: offener und nicht offener Wettbewerb, sowie zweiphasiges und kooperatives Verfahren und der Ideenwettbewerb. Auch sieben gute Gründe werden von ihnen für den optimalen Wettbewerb genannt: Qualität optimieren; Fachkompetenz nutzen; Objektivität garantieren; Zeit sparen; Wirtschaftlichkeit sichern; Kontrolle behalten und Öffentlichkeit gewinnen [3, S. 3-5].

Somit ist schlusszufolgern, dass Nutzen wirtschaftlicher Konkurrenz für den Verbraucher darin liegt, bessere Produkte zu niedrigeren Preisen zu erhalten. Aber auch müssen Innovation und Fortschritt als wichtige Begleiterscheinungen des Wettbewerbs verschiedener Anbieter im selben Marktsegment hervorgehoben werden.

Liste der verwendeten quellen

1. Duden Wirtschaft von A bis Z: Grundlagenwissen für Schule und Studium, Beruf und Alltag. 6. Aufl. Mannheim: Bibliographisches Institut 2020. Lizenzausgabe Bonn: Bundeszentrale für politische Bildung. 2020. Kapitel 6. URL: https://www.bpb.de/kurz-knapp/lexika/lexikon-der-wirtschaft/ (дата звернення: 08.04.2023).
2. Wettbewerb – Definition und VOR- UND NACHTEILE. E-Plattform: salesjob. 2023. URL: https://www.salesjob.de/blog/salestipps/wettbewerb/ (дата звернення: 10.04.2023).
3. Wettbewerbe. 7 gute Gründe – Wettbewerbsarten – Beratung. Architektenkammer. Faltblätter. 2016. Berlin. URL: https://www.ak-berlin.de/fileadmin/user_upload/Faltblaetter/FB_Wettbewerbe_2015_final.pdf (дата звернення: 10.04.2023).

Melnyk Mariia,
Faculty of Trade and Marketing,
course II, group 23, specialty Entrepreneurship,
Trade and Exchange Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Fokina-Mezentseva Kateryna,***
Doctor of Economic Sciences,
Associate Professor of the Department of International Management,
SUTE

TRANSPORT INFRASTRUCTURE IN WARTIME CONDITIONS

The performance of the transportation infrastructure in cargo traffic, including international traffic, has significantly worsened due to the state of war. The consequence of the active military operations since February 24th, 2022, is not only the destruction of a significant part of the infrastructure but also the impossibility of transport enterprises to operate under pre-war conditions. Each mode of transport has its own characteristics, but they are all combined by the same factor, they are all strategic facilities, the active work of which depends not only on the economic situation in Ukraine but also on the preservation of sovereignty and unity of the entire territory of Ukraine.

The First Vice Prime Minister of Ukraine and Minister of Economy Yulia Svyrydenko emphasizes, "The enemy deliberately try to ruin the economy of our state by blocking domestic exports. The traditional way of exporting goods was through the Black Sea ports, which are currently blocked by Russia. Moreover, the occupiers attack metallurgical enterprises and agricultural infrastructure to prevent the restoration of our future capabilities." [5].

The most important means of transportation for Ukraine's international trade are sea and rail transport. The war has also affected this area. In January 2022, the volume of exports by sea transport was 80%, and in April, it was only 13%. Now, as we can see, rail transport occupies a leading position in exports [8]. The best conditions in 2022 were in the pre-war months of January and February – 26.2 million and 22.3 million tons, respectively. The worst was March – 8.3 million tons. From then until the end of the year, volumes increased by 23%. More than half of the cargo was transported domestically, 39.4% for export, 8.2% for import, and 1.8% for transit. By the beginning of 2022, imports were mainly carried out by railway transport. In January 2022, about 3 tons of cargo, or 50% of the total import, were delivered by railway transport. Currently, goods transported by Ukrzaliznytsia to Europe are still inert due to the inability to fully process the flow of goods from Ukraine. Therefore, the development of cooperation with European countries is important in this aspect [4].

According to the Prime Minister of Ukraine, D. Shmyhal: "Ukraine cannot export about 90 million tons of agricultural products produced... Sea ports are blocked, and 70% of this export went through them. In fact, most of the border is in the zone of hostilities or with unfriendly countries. We have a reliable "bottleneck" left for export, but with much lower throughput capacity compared to ports. We are talking about our western border with Europe." [2].

Despite the fact that Ukraine is currently practically blocked for international transportation, the need for these shipments is too relevant. This year, Poland has become the largest and main logistics center, especially in terms of railway connections. This situation has made it possible to sign a memorandum between Ukraine and Poland on the creation of a joint logistics enterprise. This memorandum makes it possible to increase the volume of Ukrainian exports by rail to world markets through Europe, and consequently to the EU itself. The two sides have promised support in resolving organizational and technical issues [3]. In June 2022, Ukraine and the EU signed an agreement on "transport visa-free". The agreement makes it possible to avoid interruptions in the export of Ukrainian goods through road border crossings. It also eases the need for carriers to obtain permits for transportation to the EU. Overall, it should be noted that despite all the problems that arose in Ukraine's logistics at the beginning of the year, the Ukrainian transport system is gradually stabilizing and becoming more flexible and ready for alternatives and new challenges [1].

Recovery of logistics in the post-war period will begin with the reorganization of the storage system and the improvement of route development. New alternative out-border connections need to be developed in order to be useful and necessary for Ukraine's accession to the EU.

Today the priority directions for the development of transport logistics should be [6]:

- defining alternative logistical routes for domestic transportation and export;
- implementation of long-term business planning and the creation of working groups to establish a coordinated work regime for producers and carriers;
- further development of inter modal transportation and the use of all types of transportation infrastructure to accelerate the transportation of goods;
- expansion of integrated cooperation among entities of various types of economic activity.

To sum up, I would like to state that in a strategic perspective for Ukraine, the experience of European countries should become valuable. This refers to the experience of building and reconstructing roads, including high-speed roads, modernizing railway tracks to increase transportation accessibility and traffic safety, building intelligent transportation systems, and constructing and modernizing maritime and river channels along with expanding the existing infrastructure of inland waterways. Due to the state of war, the development of transportation infrastructure is associated with improving transport logistics to establish new logistical routes and at the same time, ensuring operational safety priorities.

References

1. Україна домовилася з ЄС про «транспортний безвіз»: дозволи для вантажних автоперевізників більше не потрібні. URL: https://delo.ua/uk/transport/ukrayinadomovilasya-z-jes-pro-transportnii-bezviz-dozvoli-dlya-vantaznix-avtoperevizniki v-bilse-nepotribni-400468/ (дата звернення: 15.03.2023).

2. Україна не може вивезти близько 90 мільйонів тонн агропродукції через блокування портів – Шмигаль. *Укрінформ*. URL: https://www.ukrinform.ua/rubric-economy/3478626-ukraina-ne-moze-vivezti-blizko-90-miljoniv-tonn-agroprodukcii-cerez-blokuvanna-portiv-smigal.html (дата звернення: 09.05.2022).
3. Україна та Польща створять спільне логістичне підприємство, щоб наростити експорт : вебсайт. URL: https://www.epravda.com.ua/news/2022/04/23/686169/ (дата звернення: 23.04.2022).
4. «Укрзалізниця» оприлюднила обсяги вантажних перевезень за 2022 рік URL: https://cfts.org.ua/news/2023/01/26/ukrzaliznitsya_oprilyudnila_obsyagi_vantazhnikh_perevezen_za_2022_rik_73519 (дата звернення: 26.01.2023).
5. Через агресію росії український експорт знизився вдвічі, а імпорт – втричі. Офіційний сайт Міністерства економіки України. URL: https://www.me.gov.ua/News/Detail?lang=uk-UA&id=81cbbe03-405e-42f7-bb35-37249aee966d&title=CHerezAgresiiuRosiiUkrainskiiEksportZnizivsiaVdvichi-AImportVtrichi (дата звернення: 05.05.2022).
6. Шульц С. Л., Луцків О. М. Проблеми функціонування транспортної інфраструктури та логістики України в умовах воєнного часу. *Регіональна економіка*. 2022. № 2. С. 85-93. URL: https://re.gov.ua/re202202/re202202_085_ShultsSL,LutskivOM.pdf (дата звернення: 05.05.2022).

Movchan Diana,
Vinnytsia Trade and Economic Institute of the SUTE,
course I, group FBSS-11ds, specialty Finance, Banking and Insurance,
Vinnytsia, Ukraine
Scientific supervisor ***Hataullina Elmira****, Ph.D in Economics,*
Associate Professor of the Department of Finance, VTEI SUTE

PRIORITY VECTORS OF THE REFORM OF THE FINANCIAL SECTOR OF UKRAINE IN THE POST-WAR PERIOD

Strengthening the banking sector and developing a well-functioning capital market will be of utmost importance for Ukraine's successful recovery. In particular, planning a comprehensive assessment of the quality of assets and further recapitalization of the banking sector; development of privatization plans of some large state banks; developing effective processes to deal with the non-performing loans that will inevitably be a legacy of war. The financial sector is extremely important for the successful recovery of Ukraine's economy.

Therefore, the main vectors of reforming the financial sector are: strengthening of supervisory bodies; further commercialization of the banking sector; coordination of regulation with EU norms; development of money, bond and securities markets; small business financing and financial inclusion; mobilization of external financing to preserve the financial stability of the country.

The first vector of reform is the strengthening of supervisory bodies, that is, the regulatory and law enforcement powers of the National Securities and Stock Market Commission, as well as its financing mechanisms, need further strengthening. This will allow the NCCPFR to comply with the best international practices and allow Ukraine to join the Memorandum of the International Organization of Securities Commissions. The NBU's supervision of insurance activities also needs to be strengthened. After the adoption of the new law on insurance and the framework law on financial services and financial companies, it will be necessary to finalize the by-laws. The NBU should also prepare for a post-war and long-overdue cleanup of the insurance sector, similar to the "overhaul" of the banking sector in 2014. This would allow the stronger players in the sector to grow, and after the stabilization of the situation, to attract new reliable international investors to the nascent insurance sector of Ukraine.

The second direction of the post-war reform is the banking sector of Ukraine, which is for a long time suffered from the harmful consequences of politically motivated lending. Therefore, its post-war restart will give the Ukrainian government the opportunity to clean up not only the banks' balance sheets, but also their ownership and management structure, where necessary, with international support. For this, it will be necessary to introduce even stricter verification of bank owners and directors in order to eliminate lending to related parties, building on the positive experience after the crisis of 2014-2015. Deepening the reform of Ukraine's banking sector will require the privatization of most of the major state-owned banks, which are likely to account for an even larger share of all banking assets after the war. To increase market lending, plans should begin to privatize state-owned banks, possibly by selling them to high-quality foreign strategic investors with a long-term interest in the country.

The third direction of reform is the harmonization of regulation with EU norms, since Ukraine is a candidate country for EU accession and seeks to acquire EU membership as soon as possible. Regulatory and institutional alignment with EU law can provide important economic benefits even before accession. Gradually, this will help make the Ukrainian regulatory and supervisory system more reliable, and the banking sector more stable. Harmonization of the regulatory and legal framework can contribute to leveling the operating conditions of subsidiaries of international banking groups and support the long-term sustainability of cross-border activities in Ukraine. For example, bringing Ukrainian legislation on professional secrecy and confidentiality into compliance with EU standards will enable Ukraine to participate in joint supervisory boards and insolvency resolution boards.

The fourth direction of the reform should be the market of money, bonds and securities, because in order to ensure the return to macroeconomic stability after the war and the stable recovery of the financial sector, Ukraine will need to return to the regime of flexible exchange rate and inflation targeting. This will be crucial in the early years after the war, a flexible exchange rate will be useful in absorbing shocks and managing inflationary pressures. It is important to develop a road map for bringing the legislative and regulatory framework of Ukraine in the field of capital markets into compliance with EU legislation. In parallel with solving problems in the legislative and regulatory context, it will be necessary to continue to expand the base of domestic investors. Among the possible policy options are the introduction of a mandatory accumulative level of the pension system, subject to appropriate conditions, and the stimulation of voluntary individual pension savings. In order for the stock market to start developing, it is also necessary to continue to improve the legislation on the protection of shareholders' rights.

The fifth vector of the reform should be the financing of small businesses and financial inclusion, because the deepening of the financial sector of Ukraine should bring benefits to broad sections of the population, thereby contributing to the restoration of jobs and means of livelihood. Banks – and especially those that traditionally target large, public and/or related companies – will need to adjust their lending practices to become more inclusive and accessible lenders. The Government of Ukraine has introduced several SME support programs aimed at supporting business during the COVID-19 pandemic, which provide for partial compensation of interest on loans, as well as partial loan guarantees. Some of these programs can be used again after the war, for example to encourage banks to lend to underserved market segments such as women-owned SMEs and riskier segments such as start-ups and individual entrepreneurs who have started their own business. activity recently and do not have a long credit history.

The sixth vector of the reform should be the mobilization of external financing for the preservation of financial stability, because after the war, Ukraine will largely need external financing, which will require large-scale financial receipts for a long time. During this period, special attention should be paid to maintaining macroeconomic stability, in particular, avoiding an excessive inflow of foreign financing into low-yielding investments or consumption. Previous cases of rapid inflow of financial resources ended with economic crises, which undermined the population's support for the market financial and economic system.

Therefore, the financial sector can play a crucial role in supporting the recovery of Ukraine's economy after the war and, ultimately, its convergence with the economy of the European Union. Even while the war is still going on, the authorities must begin preparations to clean up and rehabilitate commercial banks. Since European integration is the main strategic goal of Ukraine, it is important to ensure that any adopted legislation meets European standards.

References

1. Богдан Т. План відновлення України: сильні та слабкі сторони. LB.ua. URL: https://lb.ua/blog/tetiana_bohdan/526637_plan_vidnovlennya_ukraini_silni.html (дата звернення: 10.04.2023).
2. Основні (стратегічні) напрями діяльності банків державного сектору на період дії воєнного стану та післявоєнного відновлення економіки. *Міністерство Фінансів України*. URL: https://mof.gov.ua/storage/files/ОсновніНапрям.pdf (дата звернення: 10.04.2023).
3. Функціонування фінансової системи, її реформування та розвиток. *Урядовий портал*. URL: https://www.kmu.gov.ua/storage/app/sites/1/recoveryrada/ua/functioning-of-the-financial-system.pdf (дата звернення: 10.04.2023).

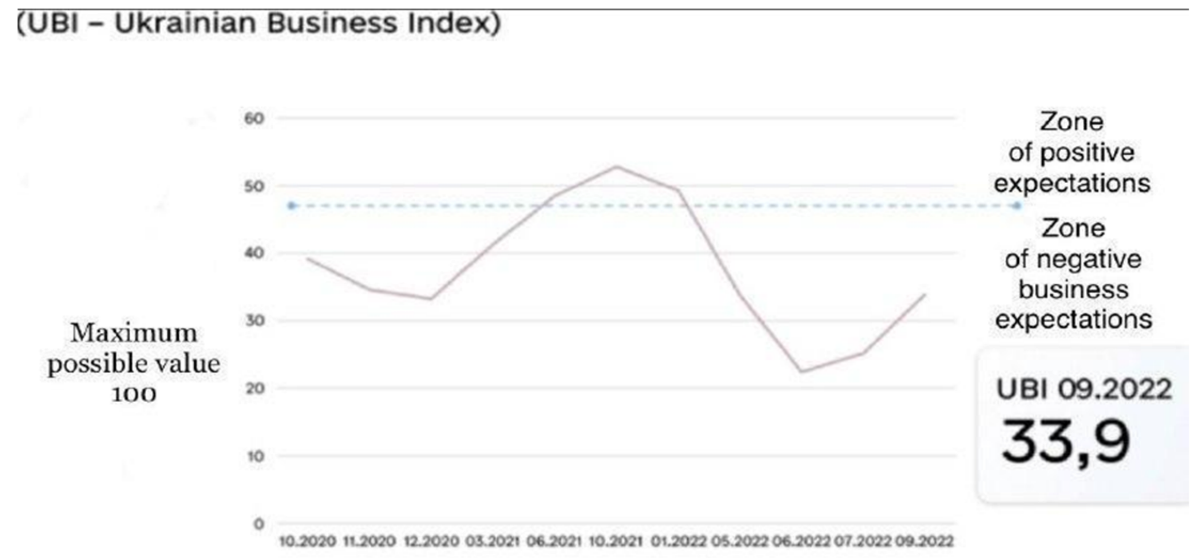
Mozharivska Karina,
Faculty of Economics, Management and Psychology,
course I, group 1-2.2, specialty Trades Economics,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Radchenko Yuliia****, Senior Lecturer of the Department of Modern European Languages, SUTE*

THE STATE AND NEEDS OF BUSINESS IN WARTIME CONDITIONS

In the conditions of a full-scale invasion of the russian army on the territory of Ukraine, the country's economy suffered, and enterprises are in difficult conditions. Domestic business suffered significant financial losses, some enterprises were forced to relocate abroad or to safer regions, but most of them were able to adapt to the situation and continue to function.

On February 24, 2022, some businesses suspended their work due to the inability to carry out their activities, significant destruction and losses. Another part of the business was engaged in the development of strategic plans for the further activities of business. On the part of the state, changes have also begun to take place in the direction of the creation and implementation of new state programs, the introduction of appropriate changes in legislation to support the economic sphere [4].

According to studies of the state and needs of Ukrainian business during martial law, the business activity index UBI (Ukrainian Business Index) is 33,9(out of 100 possible).



During 2020-2022, this index was in the zone of negative business expectations and only from June 2021 to February 2022 it entered the zone of positive expectations [2].

Total direct business losses for the period from March to August 2022 are estimated at 87 billion dollars. In the USA, in particular, medium-sized enterprises suffered the most losses (2,319,167 $), and micro-enterprises suffered the least (52,726$). As for the volume of products sold, the smallest share in the total volume is occupied by micro-enterprises (6%), and the largest by medium-sized enterprises (39%). In general, enterprises that have been working on the market for a long time were the most affected, and newly created enterprises were the least affected. Within 6 months after the full-scale invasion of Russia into Ukraine, relocation in Ukraine was carried out within 10%, up to 8% – abroad and only 6% plan to relocate later [3].

According to forecasts for 2022, 6.8% of newly created enterprises and 0.4% of enterprises that have been operating on the market for more than 10 years plan to significantly increase business income compared to 2021. Domestic enterprises have different plans for 2022-2023: to look for new customers (69.8%), to reduce their costs (46.7%), to change their own business model (39.5%), are in search of financing (35.9%), carry out anti-crisis management (30.8%), are looking for new partners in the foreign market (27.1%), put business on hold (18.10%), introduce technological innovations (13.8%), adjusted to meet the needs of the army (2.9%).

At the same time, there are certain obstacles that prevent enterprises from restoring and developing their business, namely: the lack of a sufficient number of solvent enterprises in the domestic market (62.2%), the unpredictability of the development of the situation in Ukraine and the domestic market (46.6%), lack of sufficient capital (39.4%), lack of necessary equipment (11.4%), and only 3.6% of enterprises noted that they have an outdated business model [5].

As of August 2022, 1796 applications have been accepted, 710 enterprises have been relocated and 500 have already started their work and continue to work successfully. The largest number was relocated to the Western part of Ukraine, namely: to Lviv region – 28% of applications, Zakarpattia region – 18%, and Chernivtsi region – 12%.

According to the study by Gradus Research, 45% of enterprises are working as before; 42% work part-time, while income has fallen by more than 58%; 12% suspend their activities; 1% started the business after the beginning of the full-scale russian invasion of Ukraine. The top 10 areas of business activity include: information and communication services (20%), retail trade (15%), wholesale trade (13%), production of goods (12%), construction (10%), IT sector (9%), financial and insurance activities (5%), real estate transactions (5%), service provision and agriculture/forestry/ fishery (4%) [3].

BUSINESS NEEDS IN FINANCING

The total financing needs of SMEs are $73 billion

41% of enterprises consider finding financing a priority.

	Average need for financing, UAH (May 2022)	Average need for financing, UAH (June 2022)
Micro enterprises	3 822 306	5 475 700
Small businesses	21 382 813	24 938 725
Medium enterprises	157 419 753	195 030 303

So now, Ukraine is in a difficult economic situation due to the russian full-scale war. Therefore, the state should interact with domestic business in the direction of creating programs to support small and medium-sized businesses, implementing tender offers, providing grants for business, filling the budget, assisting in the relocation of enterprises, forming the optimal model of the taxation system and solving problems with logistics to overcome crisis phenomena [1].

References

1. Economic truth. Business in the conditions of war: who suffered the greatest losses and how enterprises recover. URL: (https://www.epravda.com.ua/publications/2022/03/23/684549/ (дата звернення: 18.04.2023).

2. The state and needs of business in wartime conditions. URL: https://cid.center/state-and-needs-of-business-in-war-september-2022/ (дата звернення: 24.04.2023).

3. Economic truth. Business relocation: how many businesses have already resumed work. URL: https://www.epravda.com.ua/news/2022/08/17/690505 (дата звернення: 20.04.2023).

4. Economic truth. Business in wartime: how legislation has changed. URL: https://www.epravda.com.ua/columns/2022/03/28/684801/ (дата звернення: 21.04.2023).

5. Business support in wartime. Action. Business. Home page. URL: https://business.diia.gov.ua/wartime (дата звернення: 23.04.2023).

Nazarevich-Marchenko Solomiya,
Faculty of Economics, Management and Psychology,
course II, group 5, specialty Economics of Industry Markets,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Shyrmova Tetiana****, Senior Lecturer of the*
Department of Modern European Languages, SUTE

THE IMPACT OF TRADE LIBERALIZATION ON ECONOMIC GROWTH AND DEVELOPMENT

Trade liberalization refers to the reduction or removal of trade barriers such as tariffs, quotas, and other restrictions on imports and exports between countries. It is considered one of the most important policy changes that can be implemented to boost economic growth and development. Proponents argue that trade liberalization increases competition, encourages innovation, and allows for specialization, all of which lead to higher levels of productivity and economic growth. However, opponents state that trade liberalization can result in job losses, inequality, and environmental degradation.

Trade liberalization, the reduction or elimination of trade barriers between nations, has become an increasingly important issue in the global economy. The impact of trade liberalization on economic growth and development is a contentious and complex topic, with proponents and opponents on both sides of the debate. While proponents argue that trade liberalization leads to increased competition, innovation, and specialization, opponents warn of the negative effects of job losses, inequality, and environmental degradation. In this research, we will explore the impact of trade liberalization on economic growth and development and analyze the arguments for and against it [1].

One of the main positive effects of trade liberalization is the increase in competition, which leads to higher productivity and efficiency. By reducing tariffs, quotas, and other barriers to trade, countries can import and export goods more easily, and this increased competition can lead to innovation and improvements in quality. Additionally, trade liberalization can give countries access to larger markets and new technologies, which can help them to grow and develop more quickly.

Trade liberalization can also promote specialization and comparative advantage, which can further increase productivity and efficiency. By allowing countries to focus on the goods and services that they are best at producing, they can achieve economies of scale and become more competitive in global markets. For example, China and India have both benefited greatly from trade liberalization, with China becoming the world's largest exporter and India experiencing rapid economic growth.

However, opponents of trade liberalization declare that it can have negative effects on economic growth and development. One of the main concerns is job losses and wage inequality, as increased competition can lead to the outsourcing of jobs to countries with lower labor costs. This can have a negative impact on workers in developed countries, who may find themselves unemployed or facing lower wages. Additionally, trade liberalization can lead to dependence on foreign investment and technology, which can make countries vulnerable to economic instability and volatility [3].

Another concern is environmental degradation, as increased trade can lead to greater transportation and energy use, as well as more pollution and waste. The social costs of trade liberalization, such as the displacement of indigenous communities and the exploitation of workers in developing countries, are also a concern.

The impact of trade liberalization on economic growth and development depends on various factors, including the level of economic development and openness, institutional and regulatory frameworks, and social and political factors. For example, countries that are more open to trade and have better institutions and regulations are more likely to benefit from trade liberalization than those that are less open and have weaker institutions [2].

Countries like Singapore and Hong Kong have taken advantage of trade liberalization to become highly successful economies. On the other hand, countries like Venezuela and Cuba have not been able to capitalize on the opportunities that come with trade liberalization due to their lack of openness and weak regulations.

Singapore, in particular, has become a leader in global trade and investment due to its open and competitive economy, which is supported by a strong legal and regulatory framework. The country has consistently ranked as one of the easiest places in the world to do business, and has attracted a large number of multinational corporations and investors.

Similarly, Hong Kong has benefited from its location as a gateway to China and its status as a special administrative region with a highly open and competitive economy. The country has also been able to attract significant investment due to its low taxes and business-friendly environment.

Venezuela, in particular, has been plagued by political instability and economic mismanagement, which has led to a decline in its economy and a loss of investor confidence. The country's oil-dependent economy has also been hit hard by fluctuations in global oil prices, which has further hindered its ability to take advantage of trade liberalization.

Similarly, Cuba has struggled to attract foreign investment due to its restrictive economic policies and political environment. Despite recent moves towards economic reform, the country remains relatively closed and lacks the institutions and regulations needed to attract significant investment and trade.

Social and political factors can also impact the effects of trade liberalization on economic growth and development. For example, the distribution of benefits and costs of trade liberalization can be shaped by factors such as income inequality, labor market conditions, and political power dynamics.

The impact of trade liberalization on economic growth and development is complex and multifaceted, and depends on a range of factors. While trade liberalization can offer benefits such as increased economic growth and job creation, it can also have negative consequences if not managed effectively. As such, policymakers need to carefully consider the potential impacts of trade liberalization and implement policies and regulations to ensure that the benefits are shared widely and the negative consequences are minimized.

Based on the above, we can make a conclusion, that trade liberalization has both positive and negative effects on economic growth and development, and its impact depends on various factors. Policymakers must carefully consider the implications of trade liberalization and design appropriate policies to balance its benefits and costs. Alternative approaches to promoting economic growth and development, such as investing in education and infrastructure, may also be necessary to ensure that the benefits of trade liberalization are shared equitably.

References

1. Abbas S. Trade liberalization and its economic impact on developing and least developed countries / Abbas // Journal of International Trade Law and Policy. – 2014. URL: https://www.researchgate.net/publication/268447448_Trade_liberalization_and_its_economic_impact_on_developing_and_least_developed_countries (дата звернення: 23.04.23).

2. Gnangnon S. K. Multilateral Trade Liberalization and Economic Growth [Електронний ресурс] / Gnangnon // Journal of Economic Integration. – 2018. URL: https://www.e-jei.org/upload/JEI_33_2_1261_1301_2013600158.pdf (дата звернення: 23.04.23).

3. Thirlwall A.P. Trade, Trade Liberalisation and Economic Growth: Theory and Evidence [Електронний ресурс] // AFRICAN DEVELOPMENT BANK – ECONOMIC RESEARCH PAPERS NO 63. URL: https://www.afdb.org/fileadmin/uploads/afdb/Documents/Publications/00157660-FR-ERP-63.PDF (дата звернення: 23.04.23).

Nesteruk Nika,
Faculty of Accounting and Finance,
course I, group 11дс, specialty Finance, Banking and Insurance,
Vinnytsia Institute of Trade and Economics,
State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Hataullina Elmira****, PhD in Economics,*
Associate Professor of the Department of Finance, VITE SUTE

FOREIGN INVESTMENT ISSUES IN UKRAINE FROM THE PERSPECTIVE OF LONG-TERM AND SHORT-TERM BENEFITS

The relevance of the research is determined by the leading role of foreign investment in the development of the national economy. Ukraine has been actively pursuing a policy of attracting foreign capital in recent years, but there are a number of issues that prevent the full potential of such investment from being realized.

Many foreign scientists have studied investment issues from different perspectives and in different contexts. The most well-known among them include: Y. Fama, W. Sharpe, H. Markowitz, R. Merton, F. Modigliani, Merton Miller, D. Hofman, and others. These researchers developed theoretical approaches to investing, studied the factors that affect investment success, and explored various aspects of the financial activities of enterprises and investors. Among domestic scholars in the field of foreign investment, O. Holovenko, I. Smolia, M. Cherniavska, O. Yehorova, R. Horbachuk, O. Bondarchuk, and O. Matiichuk stand out. These scientists have written monographs and scientific articles on investment issues in Ukraine. Other researchers, economists, and experts have also analyzed this topic.

To analyze the problems of foreign investment in Ukraine, it is necessary to study the dynamics of foreign direct investment (FDI). Foreign direct investment is a long-term investment of material resources by non-resident companies into the economy of a country (for example, for the organization and construction of enterprises). It is calculated in millions of USA dollars [4]. The analysis of foreign direct investment in Ukraine is presented in the form of a graph (figure 1).

Fig. 1. Graph of Foreign Direct Investments (FDI) Inflow into the Economy of Ukraine for 2013-2022 (in millions of USA dollars) [4]

The graph shows that the highest level of FDI was in 2021 (6687 million USD), while the worst situation was recorded in 2015 and 2020 (-458 million USD and -868 million USD, respectively). There were also quite low indicators in 2014 (410 million USD) and 2022 (190 million USD). The reasons for the low investment inflows are the unstable political situation in the country since 2014, the COVID-19 pandemic, and the full-scale invasion of Russia into Ukraine.

Let's consider the problems of achieving short-term effects of foreign investment in Ukraine. In particular, one of the biggest problems is the low level of trust of foreign investors in Ukrainian state institutions and the business environment in general. Currently, there are many bureaucratic barriers in Ukraine that are difficult to overcome, so foreign investors often face significant difficulties in implementing their investment projects. In addition, there are mechanisms for guaranteeing the protection of the rights of foreign investors in Ukraine, but their effectiveness has not been achieved. The Law "On the Regime of Foreign Investment" was adopted on March 19, 1996, which established the procedure and conditions for foreign investment, the rights of foreign investors and guarantees of their protection. However, this law has no practical basis and is only declared on paper. Another barrier to investing in Ukraine is the too volatile tax legislation, which does not take into account the interests of investors who want stability and guarantees for their investments.

The next problem is the high level of corruption in Ukraine, which also creates obstacles for foreign investors and can reduce their interest in investing in the country. Ukraine scored 33 out of 100 possible points in the Corruption Perceptions Index (CPI) for 2022 [1]. Our score has increased by one point, and Ukraine now ranks 116th out of 180 countries in the CPI [1]. Therefore, these figures tarnish Ukraine's investment reputation.

Investment is an important factor for economic growth and development of the country. However, in order for foreign investments to become a source of stable economic development and achieve long-term effects, urgent issues need to be addressed.

The first problem is related to the instability of the political and economic situation in the country. Instability and unpredictability of legislation and investment climate regulation may require investors to avoid risk or stop investing in Ukraine. This could lead to project suspension and economic development stagnation. The overall indicator of Ukraine's Investment Attractiveness Index somewhat recovered in the second half of 2022 to 2.48 points, comparable to the values during the active phase of the Covid-19 pandemic in 2020 [2]. Despite the war, 99% of Association companies plan to continue operating in the Ukrainian market in 2023, and 63% intend to invest in Ukraine even during wartime. However, only 17% believe that new investors will find it profitable to enter Ukraine [2]. Therefore, currently, Ukraine is not very attractive to foreign investments, but there is hope that some investors will still want to improve the economic situation in the country and invest in new projects.

The next problem is the lack of quality projects and ready infrastructure facilities for investment. Investors may face higher risks and expenses in providing everything necessary to launch a project, which can decrease their desire to invest in Ukraine.

There are several ways to address the issues of foreign investment in Ukraine to achieve both short-term and long-term effects:

1. Creation of a stable and transparent legislative framework that should be predictable and favorable for investors.

2. Simplification of investment procedures and relations with state bodies and business structures, reduction of bureaucratic obstacles.

3. Fighting corruption and implementing an effective system of control and checks.

4. Improving the quality and availability of infrastructure and energy in the country.

5. Continuing reforms in the areas of finance, tax and customs policy.

6. Expanding the information space for foreign investors about the opportunities and advantages of investing in Ukraine.

7. Creating favorable conditions for the development of small and medium-sized enterprises, which can be potential objects of foreign investment.

Therefore, it can be concluded that Ukraine is a potentially attractive country for foreign investors, but problems with foreign investment in the country prevent achieving maximum benefit. First of all, it is necessary to reduce risks and improve investment conditions to attract foreign capital. To achieve both short-term and long-term effects, it is necessary to ensure the stability of the investment climate, reduce bureaucratic barriers, and promote infrastructure development. However, these problems can be addressed through cooperation between the government, business, and foreign partners.

References

1. Індекс сприйняття корупції у світі – 2022. Індекс сприйняття корупції у світі – 2022. URL: https://cpi.ti-ukraine.org (дата звернення: 17.03.2023).
2.球нов О. Індекс інвестиційної привабливості України відновлюється. Liga zakon. 2022. URL: Кознов О. Індекс інвестиційної привабливості України відновлюється. Liga zakon. 2022. URL: http://surl.li/fgcmh (дата звернення: 17.03.2023).
3. Петренко А. Проблеми захисту прав інвесторів в Україні. Юридична Газета. 2016. 5 квіт. URL: https://yur-gazeta.com/dumka-eksperta/problemi-zahistu-prav-investoriv-v-ukrayini.html (дата звернення: 17.03.2023).
4. Прямі іноземні інвестиції (2002-2022). Ставки, индексы, тарифы. URL: https://index.minfin.com.ua/ua/economy/fdi/ (дата звернення: 17.03.2023).

Opanasiuk Diana,
Faculty of Trade and Marketing,
course I, group 23, specialty Entrepreneurship, Trade and Stockbroking,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Fokina-Mezentseva Katerina,***
Doctor of Economic Sciences,
Associate Professor of department of international management, SUTE

FOREIGN ECONOMIC ACTIVITIES DURING THE WAR

At one time, the COVID-19 pandemic was an unprecedented test for foreign economic activity (FEA). However, when the Ukrainian market had barely recovered from the coronavirus crisis, something happened that is still hard to believe – the war. And with it came the complete destruction of established supply chains and logistics routes, an acute crisis in exports of agricultural and other products from Ukraine, and major problems with imports of consumer goods, fuel, etc. According to the official data of the Ministry of Economy of Ukraine, due to the Russian aggression, in March 2022 alone, exports of Ukrainian goods decreased by half and imports by more than three times compared to February 2022. In this article, I will review the key innovations in the legal regulation of foreign economic activity, which demonstrate how the state is trying to preserve the economy in the new reality.

Common transit

On 30 August 2022, Ukraine acceded to the Convention on a Common Transit Procedure [2], which entered into force on 1 October 2022. This allowed Ukrainian companies to transit goods through the territories of the European Union, the European Free Trade Association and other countries party to the Convention without the obligation to clear goods for transit in each of them. After receiving the transit simplifications provided for by the Convention, traders will be able to start or complete the transit of goods at their own facilities, as well as use a general financial guarantee.

These innovations are a consistent fulfilment by Ukraine of its obligations to the European Union under the Association Agreement.

Licensing of FEA during martial law

According to clause 25 of Article 7 of the Law of Ukraine "On Licensing of Economic Activities"[1], the list of economic activities subject to licensing includes licensing of foreign economic activity, which is carried out by the Ministry of Economy in accordance with Article 16 of the Law on Foreign Economic Activity. By Resolution No. 314 dated 18.03.2022 [3] "Some Issues of Ensuring the Conduct of Economic Activity under Martial Law", the CMU significantly simplified the procedure for business entities to obtain the right to conduct certain types of economic activity, allowing them not to obtain permits but to submit a declaration on the conduct of economic activity in the prescribed form to the authorised body. An exception is made for the types of economic activity defined in Annex 2 to the said resolution, and foreign economic activity is mentioned among such exceptions. In other words, foreign economic activity subject to licensing under martial law cannot be carried out solely on the basis of a declaration submitted to the Ministry of Economy – licences must be obtained whenever necessary.

Customs control and clearance

In fact, today there are different customs control procedures for different grounds for importing goods:

- for humanitarian aid (CMU Resolution No. 174 of 1 March 2022) [4], the import of goods is carried out on a declarative basis and/or on the basis of submission to the customs authorities of a letter of guarantee from the end user of the goods in the prescribed form using a simplified customs clearance procedure;
- for a number of goods imported into Ukraine during the period of martial law, in accordance with CMU Resolution No. 236 dated 9 March 2022 [5], which establishes the possibility of obtaining a deferral of customs payments for the period of martial law. Such goods include medicines, medical devices and medical supplies, food products in certain groups of goods, and military goods.

In conclusion, attention should be drawn to CMU Resolution No. 426 dated 9 April 2022 "On the application of the ban on the import of goods from the Russian Federation" [6], which, starting from 11 April 2022, prohibits the import of goods from the Russian Federation into the customs territory of Ukraine under the customs regime.

Currency control over the timing of payments in foreign trade

Article 13 of the Law of Ukraine "On Currency and Currency Transactions" provides for the right of the NBU to set deadlines for settlement of export and import transactions. On 24 February 2022, the Board of the National Bank of Ukraine (NBU) issued Resolution No. 18 "On the Operation of the Banking System during the Period of Martial Law."

These amendments of 4 April 2022 provided for a change in the deadlines for settlements for export and import of goods. Thus, starting from 5 April 2022, all export and import transactions will be subject to settlement deadlines of 90 calendar days. This is a significant reduction in the timeframe compared to the peacetime rules, when it was 365 calendar days, and is aimed at ensuring the stability of the system to prevent capital from being transferred abroad and to prevent macroeconomic imbalances.

References

1. Закон України про «Про ліцензування видів господарської діяльності» URL: https://ips.ligazakon.net/document/T150222 (дата звернення: 25.04.2023).

2. Спільний транзит URL: https://zakon.rada.gov.ua/laws/show/2555-20#Text (дата звернення: 25.04.2023).

3. Постанова від 18 березня 2022 року №314 URL: https://zakon.rada.gov.ua/laws/show/314-2022-%D0%BF#Text\ (дата звернення: 25.04.2023).
4. Постанова від 1 березня 2022 року №174 URL: https://zakononline.com.ua/documents/show/504107___728629 (дата звернення: 25.04.2023).
5. Постанова від 9 березня 2022 року №256 URL: https://ips.ligazakon.net/document/KP220236 (дата звернення: 25.04.2023).
6. Постанова від 9 квітня 2022 року №456 URL: https://zakon.rada.gov.ua/laws/show/426-2022-%D0%BF#Text (дата звернення: 25.04.2023)
7. Ходосевич О. Що означає здійснювати ЗЕД в умовах війни *Економічна правда*. URL: https://www.epravda.com.ua/columns/2022/11/1/693302/ (дата звернення: 25.04.2023).

Osipchuk Bohdan,
Faculty of Finance and Accounting,
course II, group 9, specialty Banking,
State University of Trade and Economics,
Kyiv, Ukraine
*Scientific supervisor **Stroganova Galyna**, PhD in Linguistics,*
Associate Professor of the Department of Modern European Languages,
SUTE

INTERACTION OF BANKS WITH FINTECH COMPANIES

The development of digital technologies is increasingly influencing the global economy and the financial sector. The impact of the COVID-19 pandemic and the armed aggression of Russia further accelerated the introduction and use of the latest financial technologies [2]. Fintech companies that use technology to deliver financial services have fundamentally changed commerce, investment, insurance and the traditional banking model [3].

The interaction of banks with fintech companies is one of the key trends in the financial industry. The main advantage of this interaction is the ability to provide clients with more efficient and innovative financial products and services. For example, banks can use the technologies of fintech companies to improve the processes of lending, payment, money transfer and other services, can attract new customers due to the use of innovative products of fintech companies. On the other hand, fintech companies can gain access to banks' customer base and their infrastructure, which will allow them to increase their audience and market presence.

One of the examples of successful cooperation between banks and fintech companies is the development of mobile payments and services. Such payments are becoming increasingly popular, as they allow users to conduct transactions using smartphones, which is a convenient and efficient way to pay. All you need is a mobile application from the bank [4]. Contactless payments and Bitcoin payments are also developing. Payments can even be made through the services of some social networks, which allow online stores to organize receiving payments from customers using various electronic payment systems, as well as through payment terminals and mobile services. At the same time, blockchain technologies are used in many developments to minimize costs and increase reliability.

Another example of the interaction of banks with fintech companies is the use of artificial intelligence and machine learning to identify risks, analyze customer data and make decisions. Artificial intelligence is constantly changing the rules of the financial industry today. Machine learning tools open up incredible opportunities for players to automate complex operations where mistakes can be very expensive. Artificial intelligence can not only answer calls 24/7, but also conduct asset valuations, solve cyber security problems, identify risky transactions and fraud attempts with high accuracy [1].

A further example of technological partnership between banks and fintech companies is the "open API". The abbreviation "API" stands for "Application Program Interface". With access to the bank's API, developers from fintech companies can create applications based on the bank's data. For the bank, this is beneficial from the point of view of obtaining new ideas, as well as minimizing the time and labor costs of employees for the implementation of innovations. Fintech companies receive financing for the implementation of their projects.

However, the interaction of banks with fintech companies also faces challenges, such as the instability and uncertainty of the regulatory sphere, as well as the possibility of conflict between two different approaches to the provision of financial services. Banks may feel threatened by fintech companies that may compete with them for customers. This can lead to a decrease in banks' profits and a decrease in their popularity among customers. Therefore, for the successful interaction of banks with fintech companies, it is necessary to ensure mutually beneficial cooperation, where both parties have clearly defined roles and mutual benefits. One of these solutions is the creation of innovative joint projects that combine the technological expertise of fintech companies and the client base and resources of banks. This will ensure high-quality and convenient customer service and work efficiency in the financial industry. In addition, it is necessary to take into account regulatory requirements and standards when banks interact with fintech companies to ensure security and protection of clients' interests. For example, regulatory authorities may impose restrictions on the use of certain technologies or risky financial products, which may limit the opportunities for cooperation between banks and fintech companies.

Thus, the interaction of banks with fintech companies is an important element of the development of the financial industry. It allows to create new and convenient financial products and services for customers, as well as use new technologies and trends to achieve these goals. It is important to ensure mutually beneficial cooperation and take into account regulatory requirements and standards for successful interaction between banks and fintech companies. At the same time, it is necessary to ensure the security and protection of customer information, as well as to develop innovative technologies and look for new ways to improve financial products and services.

References

1. Завальнюк І. Три ключові fintech-тренди 2023 року. URL: https://ua.news/ru/technologies/try-klyuchovi-fintech-trendy-2023-roku (дата звернення: 19.04.2023).

2. Худолій Ю., Свистун Л. Сучасні тенденції fintech та їх вплив на безпеку банківських установ. *Економіка і регіон.* Полтава: ПНТУ, 2021. Т. 3 (82). С.115-123. URL: http://journals.nupp.edu.ua/eir/article/view/2375/1844 (дата звернення: 18.04.2023).

3. Що таке фінтех і як він впливає на ваше життя вже сьогодні? *Економічна правда.* URL: https://www.epravda.com.ua/projects/fintech/2018/12/5/641431/ (дата звернення: 20.04.2023).

4. Як український фінтех розвивався в 2021 році: дослідження UAFIC. *Fintech Insider.* URL: https://fintechinsider.com.ua/yak-ukrayinskyj-finteh-rozvyvavsya-v-2021-roczi-doslidzhennya-uafic/ (дата звернення: 20.04.2023).

Pahalchuk Alina,
Fakultät für Finanzen und Buchhaltung,
das II, gruppe 5.1, fachrichtung Steuermanagement,
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftlicher Betreuer ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen, SUHW

ZWEI EBENE UND DREI-SÄULEN-STRUKTUR DES DEUTSCHEN BANKENSYSTEMS

Das deutsche Bankensystem ist von zwei Ebenen geprägt und durch eine Drei-Säulen-Struktur gekennzeichnet.

Die erste Ebene umfasst die kundenorientierten Kreditinstitute, die auf Gewinnerzielung ausgerichtet sind. Auf der zweiten Ebene befindet sich das Europäische System der Zentralbanken (ESZB) nach Art 107 EG-Vertrag (EG), zu dem die Deutsche Bundesbank und ihre Hauptverwaltungen gehören. Diese verfolgen wirtschaftspolitische und volkswirtschaftliche Ziele. Sie sollen den Geldumlauf regeln, die Kreditversorgung der Wirtschaft sichern und Preisstabilität gewährleisten. Die Rechtsnormen zur Deutschen Bundesbank finden sich in dem entsprechenden "Gesetz über die Deutsche Bundesbank" (Bank G), ihre Errichtung folgte dem Verfassungsauftrag aus Art. 88 Grundgesetz (GG) [1, S.7-9].

Man unterscheidet Universal- und Spezialbanken. In Deutschland gibt es typischerweise Universalbanken, d.h. jede Bank betreibt alle Bankgeschäfte und bietet sie ihrer Kundschaft an.

Daneben gibt es Spezialbanken, von denen vor allem die Realkreditinstitute eine größere Bedeutung haben. Daneben gibt es Verbraucherkreditinstitute, deren Bedeutung stark zurückgegangen ist, Direktbanken und Discountbroker, die mit der Entwicklung der neuen Medien einhergehen und die 16 sogenannten "Banken mit Sonderaufgaben", die bestimmte Finanzierungsaufgaben zu erfüllen haben oder denen die Bearbeitung staatlicher Kreditprogramme obliegt. Letztere arbeiten auf Basis der Wettbewerbsneutralität und nehmen Förder- und Strukturbankaufgaben im Rahmen der Dasein Vorsorge der öffentlichen Hand wahr.

Die Drei-Säulen-Struktur des deutschen Bankenmarktes ist folgendermaßen gegliedert:

● Private Geschäftsbanken. Diese sind privatrechtlich organisiert. Dazu zählen Großbanken, zum Beispiel die Deutsche Bank AG, Regionalbanken und Privatbankiers;

● Öffentlich-rechtliche Kreditinstitute. Alle Kreditinstitute dieser Säule sind nach dem öffentlichen Wirtschaftsrecht organisiert. Dazu zählen die Sparkassen und andere Banken in der Rechtsform des öffentlichen Rechts [1, S.23-27].

● Die Landesbanken üben die Zentralbankfunktion für die örtlichen Sparkassen aus. Die Sparkassen handeln nach drei Prinzipien: öffentlicher Auftrag, Geschäftsbeschränkungen und Regionalprinzip.

Die Genossenschaftsbanken sind überwiegend nach dem Genossenschaftsgesetz organisiert und haben die Rechtsidee des wirtschaftlichen Vereins, also der organisierten Selbsthilfe. Dazu zählen die Volksbanken und Raiffeisenbanken, die westdeutsche genossenschaftliche Zentralbank (WGZ-Bank) und die Deutsche Genossenschaftszentralbank (DZ-Bank).

Diese Säulen haben sich geschichtlich entwickelt. Zunächst gab es nur Privatbankiers. Um auch die Bedürfnisse nach Geldgeschäften in geringem Umfang für die weniger wohlhabende Bevölkerungsschicht zu befriedigen, wurden dann Sparkassen und Landesbanken durch die Obrigkeit geschaffen. Als im Zuge der Industrialisierung und des globalen Handelns die finanziellen Bedürfnisse immer größer wurden, wurden Aktienbanken geschaffen. Diese Drei-Säulen-Form ist typisch für Deutschland, es gibt aber auch viele Mischformen und nicht alles kann der dargestellten Organisation eindeutig zugeordnet werden [2, S.57].

Drei-Säulen-Struktur		
Bilanzsumme insgesamt: 5.748,8 Mrd. Euro (Dez. 2007)		
Private Geschäftsbanken Bsp.: Deutsche Bank AG, Commerzbank AG	Öffentlich-rechtliche Banken Bsp.: Sparkassen, Landesbanken	Genossenschaftsbanken Bsp.: DZ Bank, WGZ Bank, Volksbanken
Bilanzsumme:		
2.257,8 Mrd. Euro (39,3 %)	2.632,1 Mrd. Euro (45,5%)	894,9 Mrd. Euro (15,5 %)
Großbanken (5)	Landesbanken (12)	Genossenschaft-. Großbanken (2)
Bilanzsumme:		
1.403,9 Mrd. Euro	1.587,2 Mrd. Euro	263,1 Mrd. Euro
Regionalbanken und sonstige Kreditbanken (incl. ausländische Banken) Anzahl: 260	Sparkassen Anzahl: 458	Genossenschaften Volksbanken Anzahl: 1.236
Bilanzsumme:		
853,9 Mrd. Euro	1.044,9 Mrd. Euro	631,8 Mrd. Euro

Quelle: Deutsche Bundesbank

Bei der Mittelherkunft weisen die Großbanken, Landesbanken und genossenschaftliche Zentralbanken ein hohes Auslandsengagement auf. Dies gilt insbesondere für Großbanken, deren Mittel zu 34,3% aus dem Ausland kommen. Die Sparkassen und Genossenschaften sind eher verhalten, was ausländische Einlagen und aufgenommene Kredite angeht. Dies ist darauf zurückzuführen, dass sie eine starke Ausrichtung auf das Privatkundengeschäft haben; sie beziehen zwei Drittel ihrer Mittel aus inländischen Einlagen von Nichtbanken [2, S.117].

Die hervorragende Wettbewerbsfähigkeit der deutschen Industrie hat sich in einer durchweg guten Ertragslage und einer hohen Innenfinanzierungskraft vieler Unternehmen niedergeschlagen. Gleichwohl ist für die Investitions- und Innovationsdynamik einer Volkswirtschaft die Effizienz und Leistungsfähigkeit des Finanzplatzes von entscheidender Bedeutung. Zudem zeigt die nach wie vor anhaltende Instabilität und Unsicherheit auf den globalen Geld-, Banken- und Kapitalmärkten, dass auch die Stabilität eines Finanzsystems verstärkt im Blickpunkt der Wirtschaftspolitik stehen muss.

Als Ergebnis einer Schwächen-Stärken-Analyse ist festzuhalten, dass das deutsche Finanzsystem zum einen durchaus stabil ist und zum anderen seine Allokations- und Transformationsaufgaben in der Summe gut erfüllt. Es ist aber klar, dass im Bereich der Bankenaufsicht Reformen erforderlich sind, um mehr Stabilität und Transparenz in einem zunehmend marktbasierten Finanzsystem zu schaffen. Aufgrund von Defiziten in der Effizienz der Kapitalallokation besteht ein politischer Handlungsbedarf bei der öffentlich-rechtlichen Säule des deutschen Bankensystems. Die Landesbanken weisen auch häufig eine geringe Rentabilität und wenig tragfähige Geschäftsmodelle auf. Der Sachverständigenrat empfiehlt deshalb, diese Institute zu privatisieren. Bei den insgesamt rentablen Sparkassen sollte es darum gehen, den öffentlichen Auftrag vom operativen Bankgeschäft zu trennen. Es wurde vorgeschlagen, Sparkassen in Aktiengesellschaften umzuwandeln, die sich im Besitz kommunaler Stiftungen befinden [1, S.83-84].

Zusammenfassend lässt sich sagen, dass die Drei-Säulen-Struktur grundlegend für Deutschlands Bankensystem ist. Jedoch wird auch deutlich, dass dieses Modell im 21. Jahrhundert weiterentwickelt werden muss. Der Druck wird durch Digitalisierung und geopolitische Machtkämpfe geübt und erhöht.

Liste der verwendeten quellen

1. Bofinger P., Wolfgang F. u.a. Das Deutsche Finanzsystem. Effizienz steigern – Stabilität erhöhen. *Expertise im Auftrag der Bundesregierung – Sachverständigenrat zur Begutachtung.* BGBl. 2008, S. 87.

URL: https://www.sachverstaendigenrat-wirtschaft.de/fileadmin/dateiablage/Expertisen/Das_deutsche_Finanzsystem.pdf (дата звернення: 03.04.2023).
2. Gesetz über die Deutsche Bundesbank. in der Fassung vom 22.10.1992, Gesetzgebung BGBl. I 1992, S. 1782. URL: https://dejure.org/BGBl/1992/BGBl._I_S._1782 (дата звернення: 03.04.2023).

Parfionova Olena,
Faculty of Economics, Management and Psychology,
course I, group 5, specialty Economy,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Shyrmova Tetiana****, Senior Lecturer of the*
Department of Modern European Languages, SUTE

CHANGES IN THE ECONOMY OF UKRAINE DURING THE WAR

Russian-Ukrainian war caused serious damage to the domestic economy of Ukraine. In this work we will consider all the changes which occurred for the first year of the war.

Transformation of the economy

According to government estimates, the national economy has fallen by about a third following the most difficult year in the country's recent history, and irreversible losses in industry have already exceeded 30 percents. Some sectors of the economy suffered much more. For example, the mining and metallurgical complex, having lost as a result of the Russian occupation and destruction two large metallurgical plants in Mariupol and the closure of sea ports through which products were exported, ended 2022 with a70 percent drop in both production and exports.

According to estimates by the Kyiv School of Economics, by the end of 2022, at least 109 large and medium-sized enterprises suffered direct losses in the result of a full-scale invasion and shelling. In general, experts estimate the direct and indirect losses of Ukraine from the war at more than 600 billion dollars, of which about 138 billion is the destruction of infrastructure and production.

The war reduced the domestic labor market, because more than 8 million of our fellow citizens went abroad. These are mostly women, children and the elderly. Hundreds of thousands of Ukrainian men and women joined the army to repel the enemy's onslaught with weapons in hand.

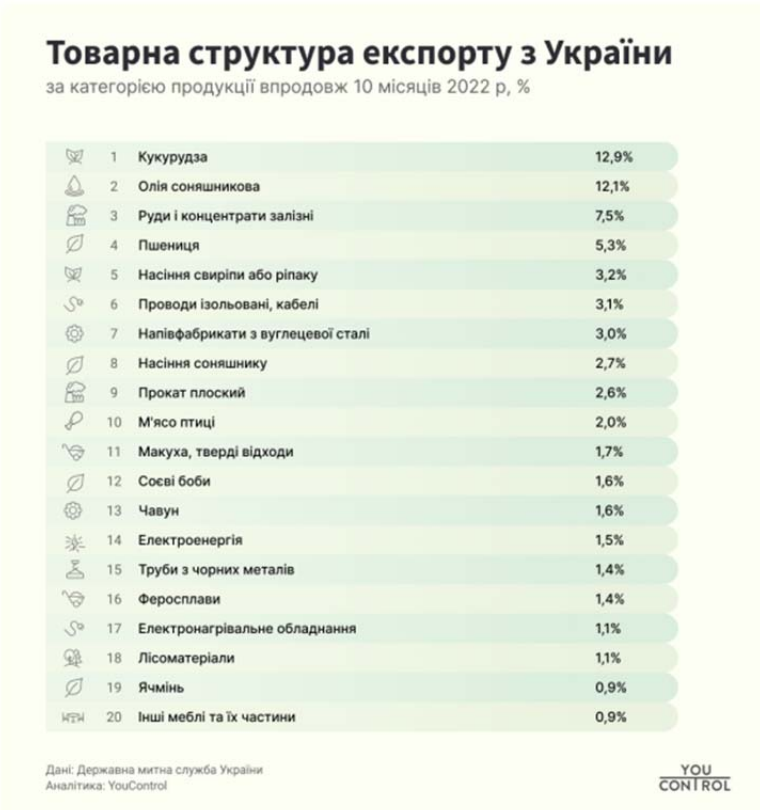
The domestic economy and business were able to minimize losses as much as possible and quickly adapted to the difficult life in wartime conditions [1].

Foreign financial assistance

In April Ukraine already received $2.7 billion in credit financing from the IMF. This is the first tranche of the 4.5 billion dollars planned for this year.

In 2022 Ukraine received $31.1 billion in foreign grants and loans, which averages $3.1 billion per month of war. However, disbursements were neither stable nor regular, with both exceptionally high and low funding volumes observed in individual months. Irregular payments have harmed the implementation of the budget. Both the USA and the EU states that one of their priorities is to provide financial assistance to Ukraine in 2023 with timely and stable payments.On March 21 the Verkhovna Rada increased budget expenditures by UAH 537 billion (USD 14.7 billion). 96.5% of the increase will be used to finance the military. Most of the amount will be financed by increasing the budget deficit by 11.5 billion US dollars [2].

Foreign trade of Ukraine


Товарна структура експорту з України

за категорією продукції впродовж 10 місяців 2022 р, %

1	Кукурудза	12,9%
2	Олія соняшникова	12,1%
3	Руди і концентрати залізні	7,5%
4	Пшениця	5,3%
5	Насіння свиріпи або ріпаку	3,2%
6	Проводи ізольовані, кабелі	3,1%
7	Напівфабрикати з вуглецевої сталі	3,0%
8	Насіння соняшнику	2,7%
9	Прокат плоский	2,6%
10	М'ясо птиці	2,0%
11	Макуха, тверді відходи	1,7%
12	Соєві боби	1,6%
13	Чавун	1,6%
14	Електроенергія	1,5%
15	Труби з чорних металів	1,4%
16	Феросплави	1,4%
17	Електронагрівальне обладнання	1,1%
18	Лісоматеріали	1,1%
19	Ячмінь	0,9%
20	Інші меблі та їх частини	0,9%

Дані: Державна митна служба України
Аналітика: YouControl

YOU CONTROL

The NBU decided to fix the exchange rate by administrative methods. However, the growing imbalance between the demand for currency from businesses and the population and the supply from exporters caused a significant difference between the official and shadow market rates. By the way, it was only partially compensated by "manually" raising the fixed value from UAH 29 to UAH 36.6/dollar.

In the second half of the year, the situation with the inflow of foreign currency began to level off gradually. This happened not only as a result of international financial aid, but also through the recovery of exports, in particular agricultural exports through the launch of the sea "grain corridor".

During the war, Ukrainians earned the most from the sale of agricultural products: corn and sunflower oil – those product groups that occupy the 1st and 2nd places in the export ranking with 12.9% (4.7 billion dollars) and 12.1% (4.4 billion dollars) in shares, respectively. In third place is iron ore and concentrates with 7.5% ($2.7 billion).

Agriculture products: wheat and rapeseed are next in terms of export volumes. #6 – cables and insulated wires, #7 – carbon steel semi-finished products.


Товарна структура імпорту в Україну

за категорією продукції впродовж 10 місяців 2022 р, %

1	Нафта та нафтопродукти	15,6%
2	Автомобілі легкові та інші моторні засоби	5,8%
3	Гази нафтові	4,1%
4	Інші товари	3,7%
5	Лікарські засоби	2,9%
6	Вугілля кам'яне, антрацит	2,6%
7	Телефони	1,8%
8	Інсектициди, гербіциди, дезінфекційні засоби	1,8%
9	Трактори	1,4%
10	Комп'ютерна техніка	1,0%
11	Проводи ізольовані, кабелі	0,9%
12	Добрива (калійні, фосфорні тощо)	0,9%
13	Нафта та нафтопродукти сирі	0,8%
14	Частини та пристрої транспортних засобів	0,7%
15	Шини та покришки	0,7%
16	Прокат плоский	0,7%
17	Моторні вантажні транспортні засоби	0,7%
18	Добрива мінеральні або хімічні, азотні	0,7%
19	Продукти для годівлі тварин	0,6%
20	Полімери етилену	0,6%

Дані: Державна митна служба України
Аналітика: YouControl

In general, as in the previous years, the main sources of export foreign exchange earnings remain the products of agriculture and significantly "faded" metallurgy. The above-mentioned electric cables, as well as, paradoxically, electricity, electric heating equipment, timber and furniture remain fragmentary inclusions from other sectors in the top 20 export positions.

In general, for the year 2022, the most goods were imported from the category of oil and oil products – their share is 15.6%, which is slightly more than 6.8 billion dollars.

The category of passenger cars and other motor vehicles took the second place – 5.8% ($2.5 billion), replacing the category of petroleum gases in 2021. Instead, the share in the category of petroleum gases is 4.1% (1.8 billion dollars).

The fourth place is occupied by the category of "other" goods, which rose from 107th place in 2021: 3.7% ($1.6 billion). This can be attributed to the direct impact of a full-scale invasion, as the other goods category includes: diplomatic cargo, international express shipments, consolidated cargo and humanitarian aid.

The category of medicinal products remained at a relatively unchanged level – 1.2 billion dollars with a share of 2.9%.

Overall, imports of tractors, insulated wires and cables, tires and tires, and animal feed products increased in the 10 months of 2022 compared to 2021. This can be explained by the increased needs in the respective areas of use of these goods after a full-scale invasion [3].

So, we can conclude that because of the Russian invasion Ukrainian economy reduced vastly and need great investments and much time for revival. We will need a strong plan for rebuilding the Ukrainian economy. Economists are already working on the plan, but there is no exact solution yet. we should also pay attention to how other countries rebuilt their economies after the war and take certain notes for ourselves on what to do better and what not to do.

References

1. Information agency "Escape from the darkness: how the economy of Ukraine survived and changed during the war year". Retrieved 23 April 2023 from https://www.unian.ua/economics/finance/virvatis-z-moroku-yak-vizhivala-ta-zminyuvalas-ekonomika-ukrajini-za-rik-viyni-12157020.html#id-1610403369

2. Samoiluk M. Tracker of Ukraine's economy during the war. Retrieved 23 April 2023 from https://ces.org.ua/tracker-economy-during-the-war/

3. Ukrainian National News News Agency "Ukraine's foreign trade: the impact of the war and how it was possible to make money". Retrieved 23 April 2023 from https://www.unn.com.ua/uk/news/2008344-zovnishnya-torgivlya-ukrayini-vpliv-viyni-ta-na-chomu-vdalosya-zarobiti

Pikhotska Yuliia, Maltseva Anastasiia,
Faculty of Economics,
course I, group 2, specialty International Economics,
Taras Shevchenko National University,
Kyiv, Ukraine
Scientific supervisor ***Diachkova Yana****, PhD in Education,*
Assistant Professor of the Foreign Languages Department, KNU

ECONOMIC GROWTH IN EMERGING MARKETS: OPPORTUNITIES AND PROBLEMS FOR INVESTORS

An emerging market economy is the economy of a developing country or nation that is becoming more engaged with global markets. Countries classified as emerging market economies are those with some, but not all, of the characteristics of a developed market. Emerging markets refer to economies of countries that are in the process of rapid industrialization and growth, with the potential to become developed economies in the future. They are typically characterized by a combination of factors, such as high economic growth rates, large and growing populations, low to middle income levels, and increasing integration with the global economy.

Economic growth is crucial for emerging markets as it reduces poverty, promotes development, attracts foreign investment, expands international trade, and contributes to global economic stability. Therefore, this article highlights the opportunities and challenges associated with investing in emerging markets is essential for investors seeking to contribute to their sustainable development and improve the well-being of their populations [4].

As for the opportunities, it is vital to note that opportunities in economics are various factors that give an individual the chance to thrive in an economic system. Investor is an individual, company or any entity that invests capital with the aim of making a profit [1]. According to this, investors do care about inflation, about the balance of payments, about the value of the currency, because in the case of investing in that company, a country where the indicators are evolving in a certain way, profits will be undoubtedly affected.

Emerging markets present numerous opportunities for investors, including large market size and growth potential, favorable demographics and consumer behavior, supportive policy and regulatory frameworks, resource abundance and low labor costs [2].

1. Market size and growth potential: Emerging markets often have large and growing populations, creating a vast potential market for goods and services. Furthermore, many emerging markets are experiencing rapid economic growth, offering opportunities for investors to tap into this growth potential.

2. Favorable demographics and consumer behavior: Many emerging markets have young and growing populations with increasing purchasing power, leading to a rise in demand for consumer goods and services. Additionally, emerging market consumers often have unique preferences and behaviors that can present opportunities for investors who are able to tailor their products and services accordingly.

3. Policy and regulatory frameworks: Governments in emerging markets are often actively working to attract foreign investment and create favorable policy and regulatory frameworks to support economic growth. This can include measures such as tax incentives, streamlined business registration processes, and more liberal foreign investment regulations.

4. Resource abundance and low labor costs: Emerging markets often have abundant natural resources, such as minerals, oil, and gas, which can present opportunities for investors in the extractive industries. Additionally, many emerging markets have low labor costs, making them attractive locations for labor-intensive manufacturing and production.

While these markets offer the potential for high returns and growth opportunities, they also come with unique risks that investors must navigate. Risks can be factors which can negatively impact investment. Manifestation of risks would be that you stop growing, that you stagnate or you shrink. Risks affect the revenues negatively and so, then profits would be less. So, anything that causes investment to get smaller is a risk. Also, instability is a risk. If an investor is not aware of all the details and features of the investment, that could be risky for investment because growth could be smaller or there could be some new source of costs because of new regulations or insurance or something.

One of the primary challenges of investing in emerging markets is the unpredictable political environments and regulatory frameworks that can create uncertainty and increase risk for investors. For example, changes in government policy, regulations, or legal frameworks can significantly impact the investment environment, creating uncertainty and risk for investors.

Emerging markets often have less stable currencies, which can be subject to sudden fluctuations that can erode investment returns. Currency risk can be particularly pronounced in countries with high inflation rates or that are heavily reliant on a single export commodity, as changes in commodity prices can lead to significant currency fluctuations [4].

Emerging markets may have inadequate infrastructure and logistics systems, which can increase costs and create operational challenges for investors. This can be particularly challenging for investors in industries such as manufacturing or logistics, where access to reliable transportation, electricity, and telecommunications infrastructure is critical.

Emerging markets may have lower levels of transparency and corporate governance standards, making it more difficult for investors to assess risks and opportunities. This can be particularly challenging for investors seeking to invest in smaller, less well-known companies or industries.

Emerging markets may have inadequate social and environmental standards, creating potential risks for investors who are not able to properly assess and manage these risks. This can be particularly challenging for investors seeking to invest in industries such as agriculture, mining, or energy, which may have significant environmental or social impacts.

In conclusion, economic growth in emerging markets presents significant opportunities and challenges for investors. On one hand, the large and growing consumer markets, favorable demographics, resource abundance, infrastructure development, technological innovation, and low-cost labor in emerging markets provide attractive investment opportunities for companies and investors. On the other hand, investing in emerging markets can be risky due to factors such as political instability, currency fluctuations, and weak institutional frameworks. Therefore, investors should carefully assess the risks and opportunities associated with investing in emerging markets before making any investment decisions. Overall, understanding the dynamics of emerging markets is essential for investors who seek to contribute to their sustainable development and improve the well-being of their populations.

References

1. Abor, J. and Bokpin, G.A. (2010), "Investment opportunities, corporate finance, and dividend payout policy: Evidence from emerging markets", *Studies in Economics and Finance*, Vol. 27 No. 3, pp. 180-194. URL: https://doi.org/10.1108/10867371011060018 (дата звернення: 23.04.23).
2. Entrepreneur: Business Opportunity. URL: https://www.entrepreneur.com/encyclopedia/business-opportunity (дата звернення: 23.04.23).
3. Harvey C.R. *The Review of Financial Studies*, Volume 8, Issue 3, July 1995, Pages 773–816. URL: https://doi.org/10.1093/rfs/8.3.773 (дата звернення: 23.04.23).
4. Ramamurti R., Doh J.P. Rethinking foreign infrastructure investment in developing countries. Journal of World Business. Volume 39, Issue 2, May 2004, Pages 151-167. URL: https://www.sciencedirect.com/science/article/abs/pii/S1090951603000440 (дата звернення: 23.04.23).

Pravnyk Alina,
Faculty of Finance and Accounting,
course II, group 8, specialty Finance, Banking and Insurance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Sushko Inna****, Lecturer of the Modern European*
Languages Department of SUTE

SUPPORT OF SMALL AND MEDIUM-SIZED BUSINESSES DURING THE WAR

Supporting the work of Ukrainian business is an important task for ensuring the economic capacity of our country to withstand the challenges of the war, because it is small and medium-sized businesses that are the foundation on which the economy of post-war Ukraine will be restored. Even in the current extremely difficult conditions, the state is taking affordable steps to support enterprises that are in difficult conditions.

According to the government portal, in Ukraine, small and medium-sized businesses play a key role in the economy, providing about 64% of added value, 81.5% of employees employed in business and 37% of tax revenues. In 2019, small and medium-sized enterprises accounted for 99.9% of Ukrainian enterprises and 55% of the country's gross domestic product [4, p. 6].

Currently, there are various ways of the state support for business. One of them is the state business relocation program. The program provides for the transfer of production capacities of enterprises from war zones to safer places (mainly western regions of Ukraine). According to the data of the Ministry of Economy as of April 5, 2022, 178 enterprises have completed the relocation of facilities, of which 67 have already resumed work at new locations, and more than 1,400 applications have been submitted in total.

JSC "Ukrzaliznytsia" offers its production facilities in central and western Ukraine for the relocation of production from the east of the country.

Oschadbank also promotes business development during the war. The bank lends to the entrepreneurs who are forced to move their business without changing the type of activity from the regions where hostilities are active to another area in Ukraine. Oschadbank introduced preferential service for the commercial enterprises during the period of martial law. In addition, the bank offers entrepreneurs to use the OschadPAY application, which is a smartphone terminal and is convenient for small traders.

During the war, the government reduced the number of restrictions under the "5-7-9" program. An entrepreneur who needs support can get an interest-free loan of up to UAH 60 million for a period of up to 5 years. Interest on the loan during the war will be paid by the state. Entrepreneurs also have an access to financing at 0% per annum with an 80% state guarantee. The term of lending under the "5-7-9" program will depend on the purpose of the funds. For the implementation of the investment project and for debt refinancing, the loan is granted for a maximum of 5 years. For working capital financing – for 3 years [3, p. 1-3].

Ukrainian business is gradually recovering and adapting to the difficult conditions of the present time. The Office for Entrepreneurship and Export Development has launched an operational platform with up-to-date information for Ukrainian exporters who are ready to supply their products abroad in wartime conditions. This will significantly contribute to the increase in the export of the Ukrainian goods [1, p. 1].

Also, the government introduced a program to encourage the entrepreneurs to hire internally displaced persons in April 2022. For each employed internally displaced person, the state pays the employer a compensation in the amount of the minimum wage for 2 months.

In my opinion, the main support for business is reflected in tax liberalization. During the martial law, tax payers of the groups 1 and 2 were given the right to voluntarily pay a single tax, for tax payers of the group 3 a turnover tax of 2% was introduced. Individuals – entrepreneurs are given the right not to calculate, not to calculate and not to pay EUV for themselves. Sanctions for violation of the law on registrar of settlement transactions will not be applied until the end of martial law. Until the end of the year, payers in the territories where hostilities are taking place are exempted from paying for land. VAT will not be paid on goods destroyed during the war, as well as transferred to defense needs [2, p. 1].

For even greater business support, the government launched the eRobota project. On the Diia portal, you can apply for a grant from the state for business development. This money will enable anyone with the desire, skills and plan to start their own business or expand their business. It will be possible to purchase equipment, buy raw materials or pay for the rent of the premises. Ukrainian entrepreneurs have already begun to spend the received financial assistance on preserving and creating new jobs, purchasing or replacing equipment, purchasing raw materials and materials, rent for premises, leasing equipment and other expenses aimed at restoring economic activity [4, p. 5].

As already mentioned, the government has introduced a number of programs to support businesses to help restore the losses caused by the war and to stay in Ukraine and work to win.

So, we see that the state is trying to stimulate business through support programs. All this reduces the burden on enterprises and ensures their stable operation in the conditions of martial law. Creating favorable conditions for their development and scaling today are the goals with which we will restore the economy.

References

1. Експорт в умовах війни: веб-сайт. URL: https://export.gov.ua/business_during_war (дата звернення: 02.04.2023).
2. Павлиш О. Уряд продовжив на рік виплати компенсацій бізнесу за працевлаштування переселенців. Економічна правда: веб-сайт. URL: https://www.epravda.com.ua (дата звернення: 02.04.2023).
3. Програми підтримки бізнесу під час війни: веб-сайт. URL: https://buduysvoe.com/publications/programy-pidtrymky-biznesu-pid-chas-viyny (дата звернення: 02.04.2023).
4. Роль підтримки МСП у відновленні післявоєнної економіки країн світу. Економічна правда: веб-сайт. URL: https://www.epravda.com.ua (дата звернення: 02.04.2023).

Prylenska Karyna,
Faculty of Finance and Accounting,
course I, group 4.1, specialty Finance, Banking and Insurance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Rudeshko Yevheniia****, Senior Lecturer of the Department of Modern European Languages, SUTE*

BANK LENDING IN MODERN CONDITIONS OF ECONOMIC DEVELOPMENT OF UKRAINE

Bank lending in Ukraine is a very topical issue in the current conditions of economic development, as the banking sector is a key player in the country's financial system and has a significant impact on the economy as a whole. Well-established lending to the real sector of the economy has a positive effect on GDP volumes. As a result, the implementation of goods and services increases, the number of jobs grows, and the well-being of the population increases. Bank lending plays a significant role in the development of the country's economy and depends on the level of economic relations. Only in a market economy do all manifestations of the role of bank lending come to the fore [1].

As a source of financial resources, bank lending contributes to the creation of new economic entities, provides for social and economic development, and economic growth. Under such circumstances, the development of bank lending should not only perform the main role in the process of capital redistribution but also be a key element of economic growth and development of the national economy.

In modern conditions, Ukrainian banks offer various types of loans, including corporate, mortgage, auto loans, credit cards, and others. However, bank lending in Ukraine has its peculiarities and problems. For example, the low level of financial literacy of the population, high interest rates on loans, the complexity of the loan application process, high risks for banks, difficulties in debt recovery, and others.

One of the problems is also the lack of long-term loans that would help to develop production and support the activities of enterprises for many years. Banks often offer only short-term loans, which do not allow companies to plan their activities in the long term and rely on stable development.

Also, the unstable situation in the country due to military aggression has caused serious problems for the banking sector of Ukraine. Significant losses of economic and infrastructure potential have led to a sharp devaluation of the national currency, which has increased inflation and reduced the solvency of borrowers. To overcome these problems, it is necessary to create a stable economic and political environment in the country, as well as to improve the regulation of the banking sector and increase the level of financial literacy of the population [3].

As a result, the repayment of foreign currency loans became more complicated and problem debt increased. These conditions affected negatively the quality of loan portfolios, which led to the need for a so-called "cleansing" of the banking system, with significant consequences for both banks and the economy of Ukraine [1].

Due to the banking crisis of 2014-2017, the number of banking institutions in Ukraine decreased significantly (see Figure 1). Compared to 2014, the number of active banks decreased by 45.6% in 2018 (of which 68% were small banks, 14% were medium-sized, 15% were large, and 3% were the largest banks). Meanwhile, the number of banks with 100% foreign capital changed insignificantly during the period under study [3].

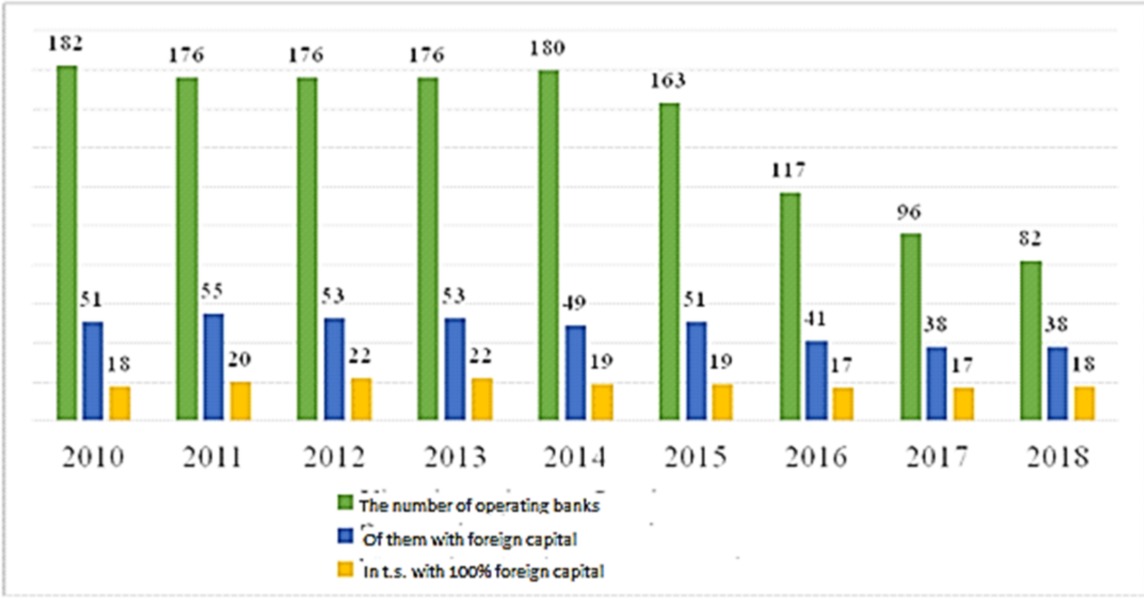


Fig. 1. Dynamics of changes in the number of banks [3]

The liquidation of banking institutions has led to significant financial losses for depositors and creditors of banks, which amounted to UAH 300 billion at the end of May 2016, including UAH 270 billion for legal entities and UAH 32 billion for individuals in deposits not guaranteed by the state [1].

Let's consider the dynamics of GDP and the volume of loans granted for the period of 2012-2017 (Figure 2).

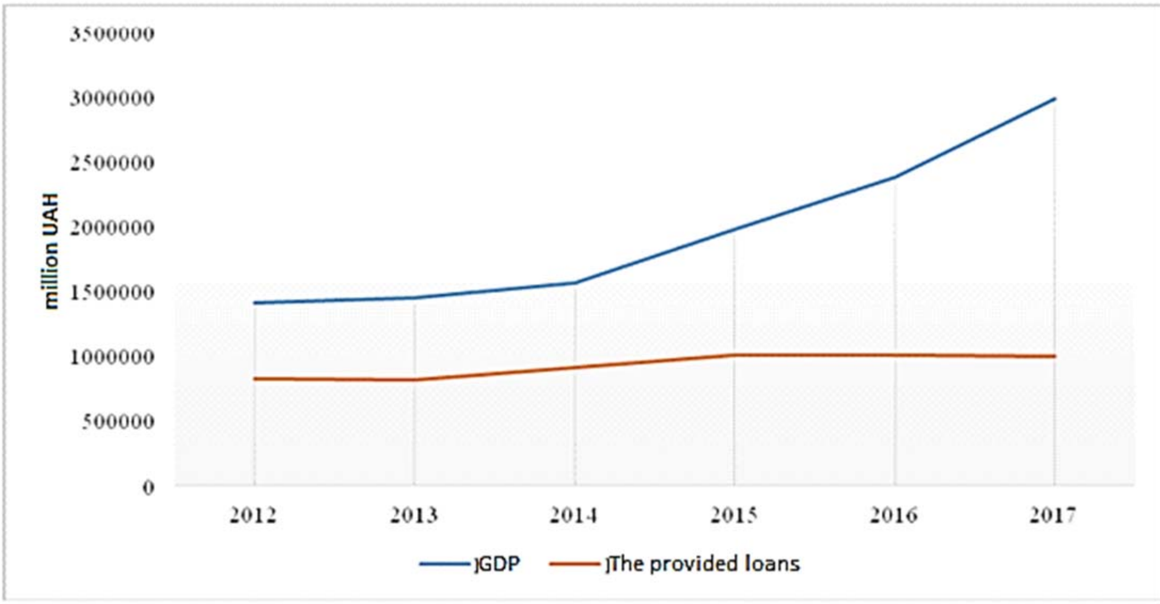


Fig. 2. The dynamics of GDP and the volume of loans granted [2,3]

The development of the banking sector is crucial for the stable economic growth of any country. In Ukraine the banking sector has been facing some challenges due to the systemic banking crisis and the lack of consumers' trust in banking institutions. It has led to the reduction of lending volumes provided to the real sector of the economy and resulted in heavy losses of working capital entities.

Banks can use different credit methodologies, including scoring models and risk analysis, to mitigate the risks and improve the situation. It is essential to promote financial literacy among the population to help clients understand better the process of obtaining and using credit and to reduce the risk of non-payment [3].

Furthermore, the development of alternative forms of financing, such as crowdfunding, is necessary because of the increasing number of innovative enterprises and startups. Crowdfunding allows financing to a larger audience and it reduces dependence on banks. However, the risks associated with crowdfunding, such as the lack of preparation and control by organizers, should be considered [3].

In my opinion, the development of long-term lending is also crucial, as it will help businesses to plan stable growth and long-term investments. To support the development of banking in Ukraine, it is important to ensure economic and financial stability, improve the investment climate and reduce bureaucracy and corruption in the economy.

Digital technologies and electronic payments are also very important for the development of the banking sector. They can simplify the process of obtaining and repaying loans, as well as reduce banks' costs for loan servicing operations.

The National Bank of Ukraine sets capital and liquidity standards of banks, conducts regular monitoring of their activities, and ensures compliance with established requirements, in order to guarantee the stability of the banking system [3].

In conclusion, it must be emphasized that the development of the banking sector in Ukraine is of decisive importance for the country's economic growth. A variety of measures such as promoting financial literacy, developing alternative forms of financing, improving the investment climate and others must be implemented to address the challenges that the banking sector faces.

References

1. Іршак О.С., Леіцук І.Я. Сучасний стан кредитної діяльності банків та її вплив на розвиток реального сектору. *Причорноморські економічні студії.* 2018. Вил. 34. С. MS149. URL: http://nbuv.gov.ua/UJRN/bses_2018_34_32 (дата звернення: 21.03.2023).

2. Державний сайт статистики України. URL: http://www.ukrstat.gov.ua/ (дата звернення: 21.03.2023).
3. Офіційний сайт Національного банку України. URL: www.bank.gov.ua (дата звернення: 21.03.2023).

Pushkar Kateryna, Shevchenko Iryna,
Faculty of Finance and Accounting
course II, group 5.2, specialty Finance, Banking and Insurance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Shyrmova Tetiana****, Senior Lecturer of the Department of Modern European Languages, SUTE*

DIGITAL INNOVATION IN THE FINANCIAL SECTOR: NEW OPPORTUNITIES

Digital innovation in the financial sector has become key for banks, insurance companies and other institutions. In recent years, more and more innovative technologies have been created and there is a demand for them. Such growth is due to the processes of dissemination of information and communication technologies and the Internet, globalization. Investment flows also have a significant impact. These flows have arisen because the financial sector accumulates the world's human and financial resources.

At the current stage, digitalization of the financial market has created conditions for:

- computerization of the internal structure of the financial market and creation of a modern financial telecommunications environment;
- focusing financial activities on the introduction of advanced digital technologies;
- formation of basic standards that regulate the form of presentation, methods of processing and forwarding information data (exchange protocols, interfaces) taking into account international standards of a similar purpose;
- creatiing the main components of informatization of the financial market infrastructure;
- achieving clear interaction with the national information system;
- access to the global computer network to use accumulated databases on financial market participants;

- implementation of large-scale application of integrated information processing systems;
- tracking the growing possibilities of using digital technologies [1, c. 6-7].

The market of financial technologies is developing in an inextricable connection with digitalization processes and requires the constant involvement of relevant innovative technologies to ensure a high level of loyalty of the target audience. Modern consumers use digital services more and more every year, giving advantages to such products that are considered relevant in specific spatio-temporal conditions. That is, there is an evolution of financial products with the constant replacement of outdated offers with innovative solutions characterized by high demand among potential customers. Among the main innovative technologies, it should be noted:

1. Financial technologies (Fintech) are used by companies to optimize the management of relevant business processes through the use of specialized software, applications, processes, etc. This approach has undergone a transformation from the use of credit cards and ATMs in the 1950s to the spread of digital banking technologies in the 21st century. Among modern examples, it is necessary to single out digital banks, electronic wallets, blockchain technology, etc. Fintech is transforming the landscape of financial services thanks to the use of budgeting tools in the global network, operational monitoring of costs, active use of automated chats in the process of customer service, etc. [3, c. 49].

2. Digital banking ("digital banking") has rapidly invaded both the financial and commercial sphere and people's everyday life. For the majority of people (businessmen, financiers, investors, buyers, manufacturers, traders, etc.), it is more convenient to conduct commercial transactions, make purchases or transfer funds without leaving the office or home. "Digital banking" allows you to move away from the usual offline for customers to online service and business communications; digital banking technologies provide the bank's clients with a wide range of financial, currency, investment, etc. opportunities, and not just access to their accounts and operations on them [4, c. 1].

3. Artificial intelligence (AI) is the ability of machines to simulate the mind and imitate human cognitive abilities. That is, to collect and adapt external data, and on their basis learn to make decisions and draw conclusions, as a person could [2].

4. Blockchain (Blockchain or Block Chain) is a continuous, sequential chain of blocks containing information, built according to certain rules. Most often, copies of block chains are stored on many

different computers independently of each other. The term first appeared as the name of a fully replicated distributed database implemented in the "Bitcoin" system, which is why blockchain is often attributed to transactions in various crypto currencies, but block chain technology can be extended to any interconnected information blocks [5].

5. Innovations affected not only technologies. Thus, during the development of the financial sector, there is a need for new skills of workers. According to LinkedIn's research, the top financial workers employed in the UK are:

- investment bank analyst;
- software engineer;
- paraglider [3, c. 52].

Therefore, digital innovations in the financial sphere help to significantly improve the quality and efficiency of financial services. Digital technologies make it possible to speed up transaction processing, reduce operational costs, improve the quality and convenience of customer service, and expand the range of services provided. Digital innovation can also help ensure more accurate and faster identification of customers and improve the security and protection of information. For example, the use of biometric technologies such as fingerprint scanners or facial recognition can provide more secure and efficient access to financial resources. In general, the implementation of digital innovations in the financial sector can improve the quality of financial services, reduce costs and increase the level of customer satisfaction.

References

1. Бондаренко О.С. Тенденції функціонування фінансового ринку в економіці України. URL: http://www.investplan.com.ua/pdf/15_2018/3.pdf (дата звернення: 23.04.23).
2. Даниленко Ю. Від Ш до І: що таке штучний інтелект та як він трансформує світ Юлія Даниленко // СпекаМедіа. – 2022. URL: https://speka.media/ai/vid-s-do-i-shho-take-stucnii-intelekt-ta-yak-vin-transformuje-svit-xv7039 (дата звернення: 23.04.23).
3. Пономаренко І. Діджиталізація фінансового сектору / Ігор Пономаренко, Людмила Рудюк // Маркетинг в Україні, 2020. т.№ 3
4. Сабадаш В. В. Діджитал-Банкінг, як Проривна Технологія Взаємодії З Клієнтами. URL: http://eprints.kname.edu.ua/57823/1/B3_2021-137-141.pdf (дата звернення: 23.04.23).

Pylypenko Katerina,
Faculty of Finance and Accounting,
course I, group 4.1, specialty Finance, Banking and Insurance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Rudeshko Yevheniia****, Senior Lecturer of the Modern European Languages Department, SUTE*

THE STATE AND DEVELOPMENT OF THE PRECIOUS METALS MARKET IN UKRAINE

The precious metals market in Ukraine has been an important segment of the country's economy in recent years. It is a consequential source of foreign exchange earnings for the government, and it also provides employment opportunities for many people. The market suffered significant changes last years, with the development of new mining technologies and increased investment in the sector. So, I will examine the actual state of the precious metals market in Ukraine, as well as its development over the years.

Firstly, I would like to start with current state of the precious metals market in Ukraine. Ukraine is rich in a diversity of precious metals such as gold, silver, platinum, and palladium, according to the information given by the State Service of Geology and Mineral Resources of Ukraine [2]. Gold mining is particularly momentous in Ukraine. Most of the gold deposits are located in the central and eastern parts of the country. Other precious metals such as silver, platinum, and palladium are mined in our country, although in a smaller volume. The precious metals market in Ukraine had sophisticated exponential growth before the war, thanks to the country's rich mineral deposits. The factual production of precious metals in Ukraine is rather small compared to other countries. For instance, in 2020 Ukraine manufactured approximately 2.8 tonnes of gold and 35.6 tonnes of silver, which is a relatively small amount in comparison with the production volume of other countries [2].

The precious metals mined in Ukraine are concentrated in a few specific areas of the country. Gold is one of the most valuable metals and has been mined in Ukraine for a long time. Most of the gold in Ukraine is extracted in the Carpathian Mountains, which are located in the western part of the country. Silver is another valuable metal that is mined in Ukraine. The largest deposits of gold and silver are located in the Transcarpathian region. And smaller deposits of silver are located in the Donetsk and Dnipropetrovsk regions. Platinum is a rare and valuable metal that is also mined in Ukraine. Most of the platinum in Ukraine is extracted in the Kirovohrad region, which is located in the central part of the country. The largest deposits of palladium and platinum are located in the Kirovohrad region [2].

The international reserves of Ukraine consist of various highly liquid assets held by the National Bank of Ukraine, including cash, foreign currency and gold reservs.[1] According to the data of the National Bank of Ukraine, as of February 2023, the total international reserves were about $30.7 billion. This amount represents a significant increase compared to the previous year, when the international reserves were around $25.6 billion. Of the $30.7 billion of the international reserves, about 25% ($7.6 billion) is held in gold reserves. Ukraine has been steadily increasing its gold reserves in recent years. The central bank is regularly purchasing gold as a way to diversify its foreign currency reserves and hedge against currency risks. The National Bank of Ukraine holds its gold reserves in its vaults, which are located in Kyiv, the capital of Ukraine. As of February 2023, the central bank's gold reserves were reported to be about 45.6 tons [1].

The demand for precious metals in the industrial market has been steadily increasing in recent years. In particular, precious metals are widely used in the production of electronics, medical equipment, and automobile component parts. Gold, for example, is a popular choice for the production of electronic devices due to its excellent conductivity and resistance to corrosion. It is also widely used in the jewelry industry due to its beauty and rarity [4]. Silver is another precious metal used in industry, particularly in the production of silverware, coins, and mirrors. It is also used in photography, as silver salts are used to capture images on film. Platinum is known for its resistance to heat and chemical reactions, making it a valuable material for the production of catalytic converters in automobiles. Palladium is also used in catalytic converters and in electronics manufacturing due to its excellent catalytic properties. In addition, other precious metals such as rhodium, iridium, and ruthenium are used in various industrial applications, including in the production of alloys and as catalysts in chemical reactions [3].

In conclusion, it is necessary to mention that the precious metals market in Ukraine is an important segment of the country's economy, with significant reserves of gold, silver, platinum, and palladium. Although the production of precious metals in Ukraine is relatively small compared to other countries, the country's international reserves are bolstered by its significant gold reserves. The demand for precious metals in the industrial market is also increasing, particularly in the electronics industry. While Ukraine's gold reserves are not particularly large, the country has been increasing its gold holdings in recent years in an effort to diversify its foreign reserves. The use of precious metals in the industrial market is also significant, particularly in the electronics industry, where precious metals are used in the production of microchips and other components. As Ukraine continues to develop and grow its economy, the precious metals market is likely to remain an important source of income and employment for many people.

References

1. Дорогоцінні метали. *Національний банк України*. URL: https://bank.gov.ua/ua/markets/precious-metals (дата звернення: 20.04.2023).

2. Державна служба геології та надр України. *Державна служба геології та надр України*. URL: https://www.geo.gov.ua (дата звернення: 20.04.2023).

3. Золотовалютні резерви України (2009-2023). *Індекси, тарифи*. URL: https://index.minfin.com.ua/ua/finance/assets (дата звернення: 20.04.2023). Gold Research Library. *World Gold Council*. URL: https://www.gold.org/goldhub/research (date of access: 20.04.2023).

Ruta Kateryna,
Faculty of of Trade and Marketing,
course I, group 17, specialty Entrepreneurship
Trade and Stock Market Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Borshchovetska Valentyna****, PhD in Pedagogics,*
Associate Professor of the Department of Modern European Languages,
SUTE

PROBLEM THREAT OR CRISIS AS AN OPPORTUNITY: BUSINESS UNDER WAR CONDITIONS

In terms of this publication we are going to tackle the problem of Ukrainian business under the war conditions, to discover and analyse its difficulties; give the analysis of the survey conducted by the Ministry of Digital Transformation addressed to the problem and outline the prospects of operating business *ad hoc.*

Under the conditions of war, business stands in defense of the economic front of our country. The beginning of a full-scale Russian invasion became a real challenge for Ukrainian business. While some companies faced only supply chain disruptions, fuel shortages or reduced demand, others suffered property damage or were forced to begin the lengthy process of relocating production facilities.

According to Advanter.Group research, 48% of small and medium-sized enterprises cannot move production, 31% did not have time to do so, about 20% have partially relocated their business or are in the process of moving (Fig. 1) [1].

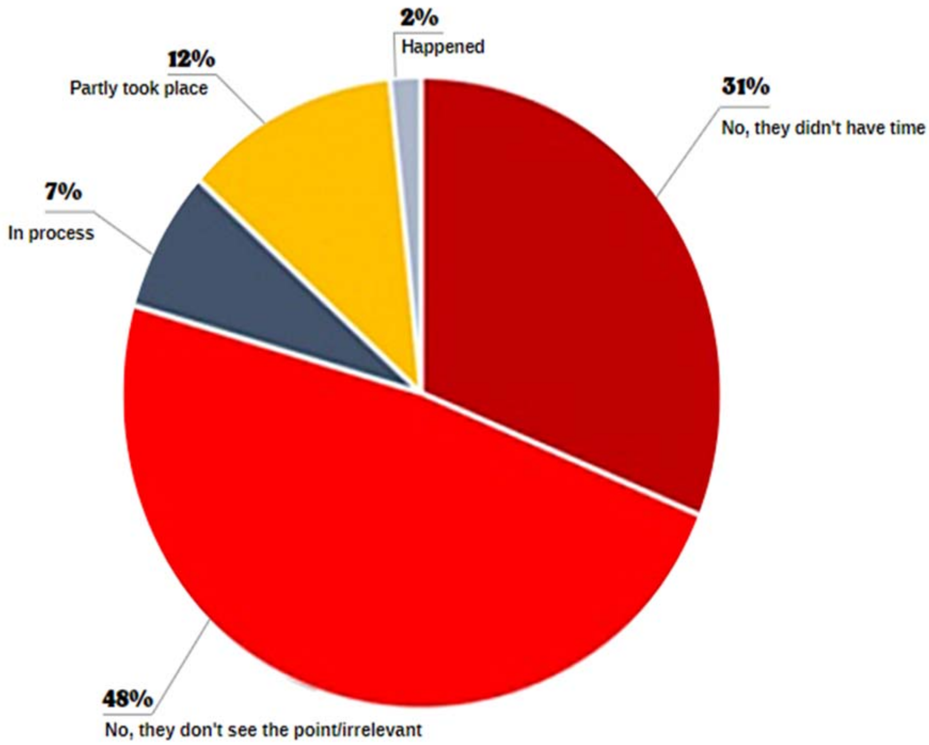


Fig. 1. Indicators of relocation of enterprises as a result of military operations

Source: Advanter.Group research data

According to the survey conducted by the Ministry of Digital Transformation, since the beginning of the war, 47% of enterprises have been stopped or almost stopped, and the total direct losses of small and medium-sized businesses since February 24 amounted to 85 billion dollars (Fig. 2) [3].

Fig. 2. Indicators of business losses due to hostilities

Source: Diia.Business

In order to understand the difficulties from one hand, and think of the prospects of doing business under the conditions of war at the global level on the other hand, it is worth identifying the problems that were most prominent in the networks, brands, and brands that the average Ukrainian turned to every day. For this, a study of the situation in the business sphere today was conducted, we spoke with representatives of certain companies, analyzed statistical data and made certain conclusions, which we will tell you about later.

Let's take the well-known ATB chain of stores as an example. It seemed that she specializes in the sale of goods that are essential for life and, accordingly, the demand for such products will be stable. But today it is not a problem to sell a product, the problem is to get this product to the store shelves. Referring to the data reported in the press service of the ATB network, the question "Where to get the goods?" was more relevant than ever. The path of some of them to the shelves of supermarkets has become difficult or has disappeared altogether. For example, the popular "Rolton" was produced in Bila Tserkva, and after the closure of the enterprise due to hostilities, the path of these pasta products was extended as follows: they come to us from Romania through the intermediary of Moldovan importers. So, the first obstacle is logistics [2].

Another problem was the impossibility of producing products in full due to the decrease in the number of workers, some of whom were forced or voluntarily left their workplaces. In order to find real examples of the above, we went to the small town of Pryluka, in Chernihiv region, where at least 2 enterprises encountered difficulties with personnel. "Prylutskyi Hlibzavod" LLC, which is a strategically important facility, simply did not have time to manufacture the product. In addition, people themselves created artificial excitement, which made the work even more difficult. BAT (otherwise known as the Prylutsk Tobacco Factory) stopped its work altogether for a certain time.

But the sewing factory "Aliton" (Pryluky) not only did not stop the work process, but also retrained it. Now the company manufactures uniforms for defenders of Ukraine. At first it was exclusively volunteer activity, and later it was shop production.

The Nova Poshta company, a leader in the express delivery market in Ukraine, has opened a humanitarian direction of deliveries. "Everyone has their own place at the front. Since the beginning of the war, "Nova Poshta" has transported the most necessary things for every Ukrainian and for the country as a whole. We could not afford not to work. Every day there is a potential danger in our country: you never know where a rocket or projectile will hit, where the shelling will come from. But our employees are real fighters. Our drivers still often risk their lives transporting humanitarian goods to hot spots. We were all very united during the war. Everyone helps each other and understands that they have a great social responsibility," shares the business director of the company, head of the humanitarian department of Novaya Poshta, Andrii Hrygorov [4].

So, given the analysis presented above, we have found out that the business not only recovered from the shock, but also began to work in new directions, turning the threat of fakapu into an opportunity for development. Fortunately, many Ukrainian entrepreneurs adapted and were able to build a strategy and business plans under the conditions of new realities. They find resources and continue to support the state and help our heroic Armed Forces.

References

1. Бізнес в умовах війни: хто зазнав найбільших втрат та як відновлюються підприємства. URL: https://www.epravda.com.ua/publications/2022/03/23/684549/ (дата звернення: 19. 03.2023).
2. Головна задача – вистояти. Що турбує бізнес в Україні під час війни. [Електронний ресурс] // РБК-Україна. URL: https://www.rbc.ua/ukr/news/glavnaya-zadacha-vystoyat-bespokoit-biznes-1655831867.html (дата звернення: 19. 03.2023).

3. Статистика від Європейської Бізнес Асоціації. URL: https://business.diia.gov.ua/cases/novini/100-dniv-vijni-dla-biznesu-statistika-vid-evropejskoi-biznes-asociacii (дата звернення: 19. 03.2023).
4. Як розвивати бізнес під час війни і не збожеволіти. URL: https://www.the-village.com.ua/village/business/business-coment/329381-ne-na-chasi-speakers-slava-balbek-anna-zavertaylo-comfy-nova-poshta-uklon-2022 (дата звернення: 19. 03.2023).

Saberezhna Walerija,
Fakultät für Wirtschaft, Management und Psychologie,
das II, gruppe 19, Fachrichtung Öffentliche Verwaltung,
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftlicher Betreuer ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen, SUHW

DIE AUSWIRKUNGEN DES KRIEGES IN DER UKRAINE AUF DEUTSCHE WIRTSCHAFT

Der Angriffskrieg von Wladimir Putin gegen die Demokratie in der Ukraine ist ein beispielloser Angriff auf die europäische Friedensordnung. Auf diesen eklatanten Völkerrechtsbruch gibt es nur eine unmissverständliche Antwort: umfassende Sanktionen. Die deutsche Wirtschaft steht auf der Seite der Ukraine.

Die jüngsten Prognosen der Wirtschaftsforschungsinstitute gehen inzwischen für Deutschland und Europa von einer Rezession im Jahr 2023 aus. Das Ausmaß des Rückgangs ist aufgrund der großen Unsicherheiten weiterhin offen. Die große Bandbreite der Prognosen spiegeln diese Unsicherheiten wider. Während der Sachverständigenrat nur von einem Minus von 0,2 Prozent ausgeht, erwartet beispielsweise das Institut der deutschen Wirtschaft einen Rückgang von 1,75 Prozent [1, S. 5]. Die Deutsche Industrie- und Handelskammer (DIHK) kommt nach einer aktuellen Unternehmensbefragung sogar zu einem Minus von 3 Prozent [5, S. 43].

Die EU-Botschafter haben sich Anfang Oktober 2022 auf das 8. EU-Sanktionspaket geeinigt. Der wichtigste Teil des Pakets ist eine Preisobergrenze für russische Ölverkäufe. Insgesamt führen die Veränderungen der Versorgung mit Rohöl und Ölprodukten bereits jetzt zu einer angespannten Weltmarktlage – die Schiffstransportkapazitäten sind begrenzt und die

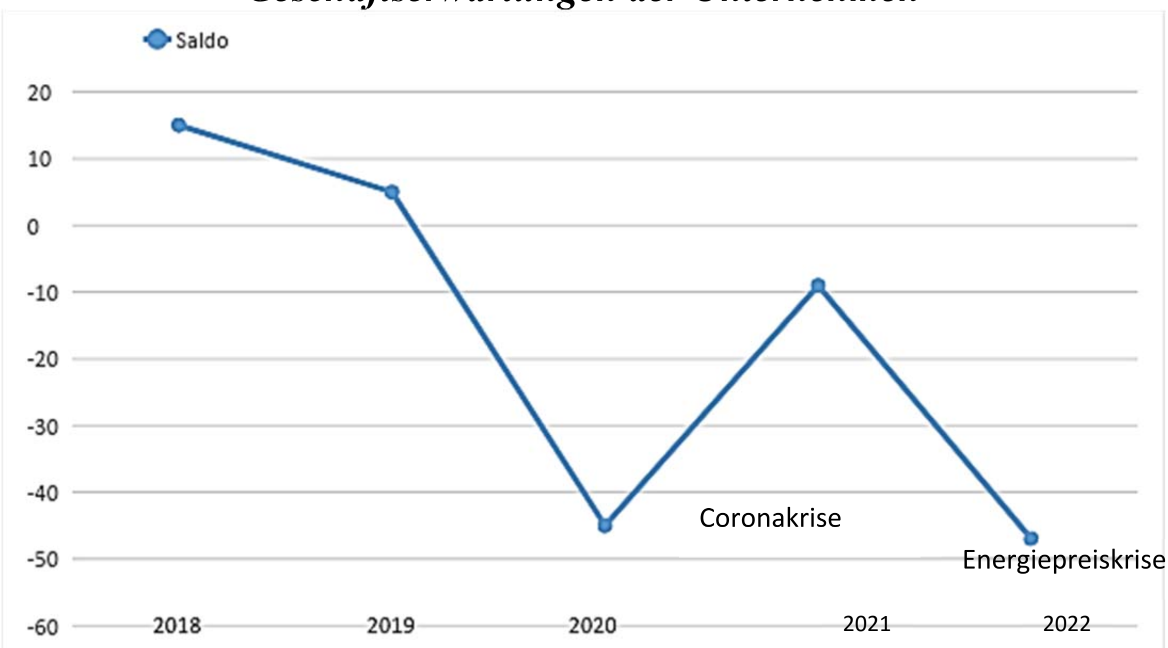
Ölpreise haben seit Kriegsbeginn neue Rekorde erreicht und schwanken seither auf hohem Niveau.

Trotz des russischen Lieferstopps füllen sich Deutschlands Gasspeicher, dennoch ist die Lage weiterhin angespannt, auch wenn die Gasversorgung in Deutschland im Moment stabil ist. Daten der Bundesnetzagentur zeigen, dass die Industrie deutlich weniger Gas verbraucht als im Vorjahreszeitraum [6, S. 6].

Russland weitet seine Angriffe auf die zivile Bevölkerung und Infrastruktur aus. Für einen besseren Schutz der Zivilbevölkerung sind gerade jetzt moderne Flugabwehrsysteme nötig. Die Auslieferung der von der Bundesregierung mehrfach angekündigten IRIS-T SLM Flugabwehrsysteme ist im Gange. Deutschland unterstützt die Ukraine mit weiteren Ausrüstungs- und Waffenlieferungen aus Beständen der Bundeswehr und der Industrie – darunter schwere Artilleriegeschütze, Flugabwehrpanzer, Mehrfachraketenwerfer und Bergepanzer. Der Gesamtwert der im Zeitraum vom 1. Januar 2022 bis zum 3. Oktober 2022 von der Bundesregierung erteilten Einzelgenehmigungen für die Ausfuhr von Rüstungsgütern beträgt laut dem Bundesministerium für Verteidigung 774.740.971 Euro [2, S.37].

Viele deutsche Unternehmen müssen schnell entscheiden, wie sie auf die neue Situation reagieren. Neben konkreter Krisenbewältigung und Hilfe für Mitarbeitende vor Ort geht es um die Frage, ob sie mit Russland noch Geschäfte machen können – und wollen. Den Umfrageergebnissen zufolge gehen mehr als die Hälfte der Unternehmen (52 Prozent) davon aus, dass sich ihre eigenen Geschäfte in den nächsten zwölf Monaten verschlechtern werden. Nur noch 8 Prozent rechnen mit einer Besserung [4, S.12].

Geschäftserwartungen der Unternehmen



Die Folgen des Krieges in der Ukraine verschärfen die deutsche Wirtschaft noch mehr als die Coronakrise. Die politischen und ökonomischen Rahmenbedingungen für deutsche Unternehmen wurden nochmals in kurzer Zeit durch den Einmarsch Russlands in die Ukraine drastisch verändert. Die bestehenden Probleme in den globalen Zuliefernetzwerken werden verschärft und Produktionseinbußen gegenüber einer ungestörten Wirtschaftswelt erhöhen sich, behaupten die Wirtschaftsforscher. Zusätzliche Belastungen entstehen etwa durch höhere Kosten für Vorleistungen, Rohstoffe und Energie. Fast vier von fünf Betrieben rechnen kurzfristig mit starken und mittleren negativen Auswirkungen auf ihre Geschäftstätigkeit allein aufgrund höherer Energiekosten, hat eine IW-Befragung unter 1.660 Unternehmen ergeben. Mittelfristig steigt dieses Risiko weiter an [3, S.102].

Der Angriff auf die Ukraine leitet eine Zeitenwende ein, deren Folgen auf lange Zeit die Kräfte der Politik und der Wirtschaft binden werden. Russland hat die Geschäftsordnung des globalen Miteinanders aufgekündigt. Politik und Wirtschaft müssen sich darauf einstellen, dass Russland auf lange Sicht als Partner nicht mehr seine Rolle und Bedeutung der vergangenen Jahrzehnte zurückgewinnen wird. In den kommenden Jahren wird es in Europa Sicherheit nur gegen Russland geben.

Trotz aller negativen Folgen hat Deutschland in diesem Krieg die richtige Seite gewählt. Die Ukraine verteidigt ihre Unabhängigkeit und alle europäischen Werte. Alle Länder der Welt müssen die terroristischen Aktionen Russlands verurteilen.

Liste der verwendeten quellen

1. Як війна в Україні впливає на економіку Німеччини. *Про логістику*. 2022. URL: https://logist.fm/news/yak-viyna-v-ukrayini-vplivaie-na-ekonomiku-nimechchini (дата звернення: 27.02.2023).

2. Aktuelle Lage der Gasversorgung in Deutschland. *Bundesnetzagentur – Startseite*. Retrieved 27 January 2023 from https://www.bundesnetzagentur.de/DE/Home/home_node.html

3. Einbruch bei den Geschäftserwartungen der Betriebe. *DIHK – Deutsche Industrie- und Handelskammer*.2022. Retrieved 27 January 2023 from URL: https://www.dihk.de/de/themen-und-positionen/wirtschaftspolitik/konjunktur-und-wachstum/konjunkturumfrage-herbst-2022/weiterer-einbruch-bei-den-geschaeftserwartungen-der-betriebe-84930

4. Große Unterstützung für die Ukraine | Bundesregierung. *Die Bundesregierung informiert | Startseite*. Retrieved 27 March 2023 from

URL: https://www.bundesregierung.de/breg-de/themen/krieg-in-der-ukraine/deutschland-hilft-der-ukraine-2160274
5. Konjuktureibruch in Deutschland. *Kooperationschluster Makroökonomie und Konjunktur.* 27. September 2022. Retrieved 27 March 2023 from https://www.iwkoeln.de/studien/michael-groemling-konjunktureinbruch-in-deutschland.html
6. Weiterer Einbruch bei den Geschäftserwartungen der Betriebe. *Deutsche Industrie- und Handelskammer*. Retrieved 27 March 2023 from https://www.dihk.de/de/themen-und-positionen/wirtschaftspolitik/konjunktur-und-wachstum/konjunkturumfrage-herbst-2022/weiterer-einbruch-bei-den-geschaeftserwartungen-der-betriebe-84930

Scheremeta Tetjana,
das III, gruppe 2, Fakultät für Finanzen und Buchhaltung,
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Mamchenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen, SUTE

AUF DEM WEG ZU NEUEN DIGITALEN GELDORDNUNGEN

Angesichts der verbreitet verfügbaren digitalen Infrastrukturen, die sich in den Finanzmärkten bereits stark durchgesetzt haben, steigt die Bedeutung neuer Zahlungsmittel und Zahlungssysteme. Nicht nur Libra (Diem) sowie Bitcoin und Ether stehen dabei zur Diskussion, sondern auch Projekte mit digitalem Zentralbankgeld sind unterwegs. Viele Rechtsfragen, die sich bei der Entwicklung solcher Geldordnungen stellen (z.B. Ausgestaltung von Zahlungsmitteln und Zahlungssystemen, Bewilligungsregimes, Systemschutz, Insolvenzschutz, usw.).

Bitcoin (BTC) wurde 2009 von Satoshi Nakamoto entwickelt – wer sich hinter dem Pseudonym verbirgt, bleibt bis heute unbekannt. Die allererste Kryptowährung der Welt war als ein elektronisches P2P-Zahlungssystem (Peer-to-Peer) gedacht, das man online einsetzen konnte, um damit direkt von Person zu Person Geld zu überweisen. Es ist dabei weder eine Bank noch Umrechnung in andere Währungen erforderlich. Ursprünglich wurde die Kryptowährung nicht häufig von Unternehmen genutzt, aber inzwischen hat sie sich durchgesetzt. Das liegt zum großen Teil daran, dass Bitcoin sich zu einer attraktiven Investition entwickelte. BTC wird heute sowohl von globalen Unternehmen als auch von vielen kleinen Firmen auf der ganzen Welt akzeptiert. In El Salvador wurde Bitcoin sogar zum gesetzlichen Zahlungsmittel erklärt, sodass die meisten Unternehmen ihn für Zahlungen verwenden [1, S. 1-4].

Man kann sich die Frage aufwerfen, was unter der Kryptobasierten Vermögenswerte zu verstehen ist? Diese Frage lässt sich wie folgt beantworten, dass es sich bei kryptobasierten Vermögenswerten um digitale Vermögenswerte handelt, die meist auf einer Blockchain abgebildet werden. Sie unterscheiden sich von anderen Vermögenswerten, da nur mithilfe eines kryptobasierten Zugangsverfahrens über sie verfügt werden kann.

Um die Kontrolle über die Token zu erhalten, wird der PIK (Private Key), eine geheime digitale Signatur, welche nur dem Berechtigten bekannt ist, benötigt.

Der Begriff der kryptobasierten Vermögenswerte erfasst alle Vermögenswerte, "bei denen die Verfügungsmacht ausschliesslich über ein kryptobasiertes Zugangsverfahren vermittelt wird" hernach kurz synonym als Kryptowerte bezeichnet. Unter diesen Sammelbegriff fallen auch kryptobasierte Zahlungsmittel, kurz Kryptozahlungsmittel, d.h. Vermögenswerte, die "tatsächlich oder nach der Absicht des Organisators oder Herausgebers in einem erheblichen Umfang als Zahlungsmittel für den Erwerb von Waren oder Dienstleistungen oder der Geld- oder Wertübertragung dienen".

Kryptozahlungsmittel sind je nach Inhalt entweder sog. Zahlungs-Token, Registerwertrechte oder andere Wertrechte. Zahlungs-Token (gleichbedeutend mit sog. reinen Kryptowährungen wie etwa Bitcoin) vermitteln keine Ansprüche gegenüber einem Emittenten oder werden gar nicht von einem Emittenten herausgegeben. Es lässt sich anhand der Ergebnisse der neusten Untersuchungen zweifelsfrei belegen, dass sie als rein immaterielle Vermögensgegenstände des Anlagevermögens in Handels- und Steuerbilanz durch die herrschende Lehre qualifiziert werden [2, S. 3-4].

Unternehmen auf der ganzen Welt entdecken, dass es sich auszahlt, eine Bitcoin-Strategie zu entwickeln und umzusetzen – fragen Sie einfach Overstock und TigerDirect.

Erstens ist Bitcoin einfach zu nutzen. Neben anderen Vorteilen, unterstützt es schnelle Transaktionen mit weniger Gebühren als Kreditkarten. Die simple Ankündigung "Wir akzeptieren Bitcoins" birgt Presseaufmerksamkeit. Bitcoin-Nutzer werden außerdem noch einen Schritt weiter gehen, um ein Bitcoinunternehmen zu unterstützen.

Aber wie kann ein Familienrestaurant oder ein kleiner Onlineversandhandel anfangen, Bitcoin-Bezahlungen abzuwickeln und erfolgreich auf den Zug aufzuspringen? Im Internet können einfache Tutorials zur Einrichtung von

Bitcoin-Wallet gefunden werden. Es lohnt sich, Wallet mit weiteren Schritten abzusichern:

● *Schritt 1a:* Erstellung der Bitcoin-Adresse

Zuerst braucht man eine Bitcoin-Wallet. Das ist eine Adresse, an die das Geld von den Kunden geschickt wird. Dieser Prozess funktioniert sehr ähnlich wie eine E-Mail: man gibt die Adresse ein (beziehungsweise wird der QR-Code mit ihrem Smartphone abgescannt), gibt den gewünschten Betrag an und drückt "senden".

Genauso wie mit einer gewöhnlichen Kasse wird gewünscht, am Ende eines Arbeitstags das Geld zu nehmen und es sicher zu verstauen. Im Allgemeinen ist es eine bewährte Methode, nur kleine Mengen an Bitcoins auf Ihrem Computer, Smartphone oder Server für den täglichen Gebrauch zu lassen. Am besten wird der Großteil des Geldes in einem sichereren Umfeld aufbewahrt.

● *Schritt 1b:* Benutzung von einem Payment Processor (Zahlungsabwickler)

Sind Verkaufsprozesse zu kompliziert für die direkte Bitcoinzahlung zum Wallet oder werden viele Transaktionen innerhalb der Öffnungszeiten abgewickelt, wäre es sinnvoll, einen Payment Processor zu benutzen. BitPay und Coinbase sind zwei der populärsten Beispiele.

Payment Processors berechnen zwar entweder Prozente oder eine Monatsgebühr für den Service, sind aber immer noch viel günstiger als Kreditkartenunternehmen oder PayPal.

Hinzukommend bieten Payment Processors weitere Anwendungen ihrer Technologie: die Rechnungen können per E-Mail geschickt werden, ein POS kann (nützlich, falls ein Restaurant oder Cafe geführt wird) eingerichtet werden oder ein Einkaufswagen Plugin zu Ihrem Online-Shop wird hinzugefügt. Diese Processors können die Bitcoins sofort in Euro umtauschen.

● *Schritt 2:* Bewerbung von der Bitcoin-Akzeptanz

Es ist hilfreich, den Kunden deutlich zu zeigen, dass hier Bitcoins akzeptiert werden. Verfügt man über eine Website,dann benutzt man "Bitcoin Accepted Here" Button und platziert ihn auffällig auf der Seite. Am besten direkt dorthin, wo man PayPal, MasterCard, Visa und was auch immer für Button liegen hat.

Wenn Sie ein normales Geschäft besitzen, finden Sie dort auch ähnliche Aufkleber für Ihre Tür oder Ihre Kasse.

● *Schritt 3:* Buchhaltung und Steuern

Man muss Kontakt zum Steuerberater aufnehmen und ab klären, wie die Bitcoin-, Litecoin-, Darkcoin- oder andere Altcoin-Transaktionen verbucht werden können. Manche Steuerberater fangen an, sich auf Bitcoin und anderen Kryptowährungen zu spezialisieren. Bitcountant ist solch ein Beispiel [3, S. 3-4].

Durch die dargestellten Ergebnisse wird die Aussage rechtfertigt, dass die neuen digitalen Geldordnungen sowie Vorteile, auch Nachteile haben. Zu den Vorteilen der kryptobasierten Vermögenswerte gehören: begrenzte Anzahl, Anonymität, hohe Transparenz, dezentrale Struktur der Währung; dadurch Unabhängigkeit von Banken und von Finanzmarktkrisen.

Nachteilhaft bleiben folgende Aspekte: sehr risikobehaftetes Spekulationsobjekt, keine echte Währung, kein gesetzliches Zahlungsmittel, geringe Akzeptanz, private Erzeugung der digitalen Münze, Software muss verbessert werden, schwieriges Vertrauensverhältnis, starke Volatilität, nicht durch Finanzaufsicht reguliert, Gefahr durch Hacker-Attacken.

Zusammenfassend lässt sich sagen, dass neue digitale Geldordnungen aus oben genannten Gründen eine lohnenswerte Aufgabe für zukünftige Untersuchungen i

Liste der verwendeten quellen

1. Nagir J. Wo und wie kann man mit Bitcoin bezahlen? Cryptomonday. 2023. S. 1-4. Retrieved 25 March 2022 from https://cryptomonday.de/krypto/ressourcen/bei-diesen-firmen-kann-man-im-jahr-2022-mit-bitcoin-bezahlen/
2. Miller M. ZDF Krypto-Experte. Beste Einstiegschancen für weitsichtige Anleger: Diese drei Kryptowährungen explodieren. Investor verlag. 2023. S. 3-4. Retrieved 27 March 2022 from https://www.boersenwissen-aktuell.de/diese-3-kryptowaehrungen-explodieren/?af=SEM_I_MKR_GAW_ADC_Krypto-X_X-Suche&gad=1&gclid=CjwKCAjw8-OhBhB5EiwADyoY1bVwZitVIcPu6sUSxSurIf-Qq33zPYrNk47jEnfMXsHxnCnMvsH2whoCqFUQAvD_BwE (дата звернення: 27.03.2022 р.)
3. Prof. Dr. Sascha Dawo Immaterielle Vermögensgegenstände des Anlagevermögens in Handels- und Steuerbilanz: Ansatz, Abschreibung, Ausweis. Buchungssatz aus Haufe Finance Office Premium. 2023. S. 3-4. Retrieved 22 March 2022 from https://www.haufe.de/finance/haufe-finance-office-premium/immaterielle-vermoegensgegenstaende-des-anlagevermoegens-in-handels-und-steuerbilanz-ansatz-abschreibung-ausweis_idesk_PI20354_HI2879967.html

Serdiuk Kristina,
Faculty of Finance and Accounting,
course I, group 4.1, specialty Finance, Banking and Insurance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Rudeshko Yevheniia,***
Senior Lecturer of the Modern European Languages Department, SUTE

THE SHADOW MARKET

The shadow market exists in any country, regardless of the level of development of the national economy [1]. It is a market where goods and services are traded outside the law and the official economy. Trade in the shadow market is usually conducted in cash, which makes it more difficult for the government to track. This can include the sale and purchase of goods and services, real estate transactions, financial transactions, currency exchange, taxation, and other activities. "Shadow" companies do not redistribute their revenues to budgets and state trust funds, they do not pay taxes, increasing their own profits. In view of the above, the shadow market is one of the significant threats to the security of the state in the economic sphere [3].

One of the most important advantages of the shadow market is in times of economic crisis, entrepreneurs start a business and for various reasons do not register it. Others go to work for them, because there are fewer and fewer jobs in the official sector, and there are plenty of vacancies in the gray sector, even though there are no social guarantees. But for the shadow sector, many people would be unemployed or go to the labor exchange. In other words, they would not bring income to the budget and would not receive social benefits from the budget. And during a crisis, the budget does not need such an additional burden [3].

The shadow economy is ambiguous. Although it loses a part of GDP, it helps to survive economic problems with minimal losses. It is only important to keep it within reasonable limits, at least, at the European level of 18% [3, 2].

The shadow market arises for various reasons, including:

- moral reasons: The desire to avoid paying taxes is a natural human reaction to any fiscal measures of the state. This is due to the fact that the direct payment of taxes does not bring a specific commodity or service to the taxpayer, especially if there is no equivalence between the taxes paid and the public services consumed. Another factor that influences taxpayer behavior is corruption, as public funds are often used for the needs of individual government entities rather than for their intended purposes. Consequently, entrepreneurs do not feel any moral responsibility for non-payment of taxes.

• political reasons: They appear when the state lobbies the interests of individual taxpayers without economic reasons from the public authorities. In this case, business entities, whose interests are placed lower in the implementation of state policy, are looking for a way to protect themselves from injustice, and quite often this manifests itself in concealing their own income to reduce tax losses. It can also be a lack of trust in official institutions, such as law enforcement or financial institutions, or due to restrictions and strict regulation of certain markets by the state.

• economic reasons: An entity's move to the shadow sector is usually driven by its desire to increase its own profits, and may be driven by income inequality, social injustice, ongoing crises in the country's economy, or higher taxes.

• technical reasons: The most important reason for economic entities to stay in the shadow is imperfect, unstable and contradictory legislation. If the legislation is ambiguous or unclear, it may lead to the situation when entrepreneurs will try to use it to their advantage in the shadow market [4, 1].

The study of the shadow economy shows that its functioning is ensured by links with the official, so-called "light" economy. It ensures the movement of the entire shadow economic space [1].

The mechanism of the shadow market can be described as follows:

• Creating demand for illegal goods and services. In the shadow market, there is a demand for goods and services that cannot be legally purchased or provided through an official channel.

• The shadow market is made up of entrepreneurs who are ready to meet the demand for illegal goods and services.

• Payment for illegal goods and services may be made in official or illegal currency. Payment in official currency can be made through illegal payment channels, such as wire transfers, or through the use of legal payment channels that are not reported in the income tax return.

• Shadow businesses usually do not pay taxes, which leads to a decrease in state budget revenues and a deterioration in living conditions.

The mechanism of the shadow market may vary depending on specific conditions and context, but the general logic remains similar.

The dominant segments of the modern shadow economy and the main mechanisms for generating shadow income are illegal export of capital, corruption, criminal activity (extortion, drug trafficking, theft and robbery), financial fraud, theft at state, joint-stock and collective enterprises, illegal currency and foreign economic transactions, as well as the production and sale of unaccounted products and provision of unaccounted services, illegal privatization of state property, and the generation of shadow income through the hidden withdrawal from circulation of the difference between official and real prices for goods and services [1].

The shadow economy also has a negative impact on the state of economic security of the country, reducing the economic activity of society and weakening social protection of the population. The shadow market can have various socio-economic consequences, which can be both positive and negative [4].

Positive consequences:

- Providing access to goods and services that would be unavailable on the formal market, in particular, for people with low incomes.
- Reduced prices for goods and services, which save consumers money.
- Creating jobs and reducing unemployment, as the shadow market provides employment for local residents.
- Increased economic activity, which can help develop entrepreneurship.

Negative effects:

- Decrease in government revenues: The shadow market causes a decrease in government revenues, as illegal businesses do not pay taxes and fees. This can lead to reduced funding for social programs and services such as healthcare, education, and infrastructure.
- Promoting the development of organized crime, as the shadow market can be used by illegal entrepreneurs who use illegal methods of production and sale of goods and services.
- Danger to consumers: illegal goods and services sold in the shadow market can be dangerous for consumers. Such goods may be of poor quality, may be harmful to health, or may even be counterfeit.

References

1. Кучеренко А., Повстин О.В. Тіньова Економіка: Сутність, Причини Виникнення та Шляхи Подолання. URL:://(дата звернення: 01.04.2023).

2. Скорук О.В. Тіньова економіка: сутність, причини виникнення та шляхи подолання. Економіка і суспільство. Вип.11. 2017. С.127-131. URL: https://economyandsociety.in.ua/journals/11_ukr/20.pdf (дата звернення: 04.04.2023).

3. Тіньова економіка: чому вона виникає і як допомагає економічному зростанню. *Finance.UA*. URL:://(дата звернення: 01.04.2023).

4. Черниш О. Тіньова Економіка: Особливості та Шляхи Легалізації. *Ефективна економіка.* 2009. № 3. URL: ://(дата звернення: 03.04.2023).

Sezonenko Mykyta,
Faculty of Finance and Accounting,
course II, group 2, specialty Accounting and Taxation,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Harbuza Tetiana****, PhD in Pedagogics, Associate Professor and Head of the Department of Modern European Languages, SUTE*

THE RELEVANCE OF HYMAN MINSKY'S IDEAS IN MODERN ECONOMY

Hyman Philip Minsky is an American economist, a professor of economics at Washington University in St. Louis and a distinguished scholar at the Levy Institute of Economics at Bard College [2]. In his research, Minsky sought to understand and explain the characteristics of financial crises, which he attributed to fluctuations in a potentially fragile financial system. Minsky became known worldwide for his research on the nature of the origin of economic crises. Thus, the mortgage crisis of 2008 is called the "Minsky crisis". After this crisis, Minsky was considered the most prominent economist who understood the nature of economic instability.

The Minsky Moment refers to the beginning of a market crash caused by reckless speculative activity that defines an unsustainable bull run. It is based on the idea that periods of bullish speculation, if they last long enough, will eventually lead to a crisis, and the longer the speculation lasts, the more serious the crisis will be. Minsky Moment crises typically occur because investors, by engaging in overly aggressive speculation, take on additional credit risk during prosperity, or bull markets. The longer a bull market lasts, the more investors borrow to try to capitalize on market movements. The Minsky Moment defines a tipping point when speculative activity reaches an extreme level that is unsustainable, leading to rapid price deflation and an unpredictable market crash. This is followed by a prolonged period of instability. The most famous, or at least the most recent, crisis that brought the Minsky Moment to the forefront, if for no other reason than as an example of the dangers of profligacy, was the financial crisis of 2008, also known as the Great Recession. In the midst of this crisis, many markets reached historic lows, triggering a wave of margin calls, massive asset sales to cover debts, and rising default rates [1].

The financial instability hypothesis states that downturns in the economy are exacerbated by price declines, as these declines make real debt a heavier burden, leading to insolvency and bankruptcy for many firms. Economic trends are largely determined by how firms finance their investments in fixed assets. At the beginning of the growing phase of the business cycle, hedge financing prevails, when current cash flows are sufficient to repay debt, including interest. This type of financing is largely dependent on the firm's greater reliance on internal financial sources than on external ones. Over time, many firms find that their cash flows are only sufficient to pay interest, but not enough to repay the corresponding principal amount of debt. In order to avoid bankruptcy, these firms are forced to take out new loans to repay the old ones. Minsky called this speculative financing. Rising interest rates or falling cash flows inevitably turn speculative financing into a pyramid scheme, when these revenues are not enough even to pay regular interest payments.

While speculative financing is typical of the boom phase, a pyramid scheme leads to a recession. This is because sooner or later, firms using this type of financing become unable to obtain new loans either because of increased lender risk (reflecting the pessimism of financial institutions) or because of a general lack of financial resources (money and its substitutes) in the economy. If firms start selling their productive assets to obtain these resources, this will lead to a decrease in the price of demand, the level of investment, and, naturally, to an economic crisis.

Thus, the most important cause of periodic debt crises is the systematic inability of firms to repay their debts in the financial sector. Another conclusion is that during the business cycle, the financial system becomes increasingly vulnerable, i.e., the liquidity of the balance sheet of an economic entity decreases. In other words, the business cycle can be perceived as a phenomenon associated with changes in the fragility of the economy [5, p. 153].

Minsky summarized the main provisions of the hypothesis as follows. "The first theorem of the financial instability hypothesis is that an economy has financing regimes under which it is stable and financing regimes under which it is unstable. The second theorem of the financial instability hypothesis is that during periods of sustained prosperity, an economy shifts from financial relations that form a stable system to financial relations that form an unstable system" [3, p. 7-8]. Thus, the financial instability hypothesis demonstrates that "stability – or tranquility – in a world with a cyclical past and capitalist financial institutions is a destabilizing factor" [3].

According to Minsky, a capitalist economy can be saved from instability by the institutional policies of the government. This policy should consist primarily in stimulating changes in the structure of aggregate demand and production technology: the share of consumption in aggregate demand should increase, and technology should become more labor-intensive. He suggested that "an economy that is oriented toward the production of consumer goods using less capital-intensive technologies... will be less vulnerable to financial instability and inflation" [3]. This type of policy should require a simpler financial system, which is achieved mainly by restricting short-term lending to long-term investment projects, i.e. by limiting speculative financing and pyramid schemes. As Minsky noted, "the financing of capital asset ownership and investment is a critical destabilizing phenomenon" [4].

According to Minsky, the state restrains excessive economic growth through a surplus budget, and during a recession it stimulates the economy through a deficit budget, directing public spending to achieve social goals: full employment, overcoming economic inequality, and raising living standards. Minsky believed that income inequality discourages the richest part of the population from consuming in favor of saving, which leads to a reduction in production. To overcome unemployment during the crisis, he advised implementing infrastructure development programs and environmental projects. Such government programs are not at risk of inflation because they are productive. For example, since 2020, Ukraine has been implementing a large-scale infrastructure project called Big Construction. Amid the general economic downturn caused by the COVID-19 pandemic, this step was intended to revive economic activity through public spending. As of 2021, $10 billion has been spent on the program.

Minsky insisted that creating jobs during the crisis was the duty of the state. The role of the state in such a model is that of an employer of last resort. The state should lend to social projects, in particular, to support national producers. Lending can only be stimulated by fiscal policy, i.e. by regulating government revenues and expenditures. As of 2022, Ukraine's budget envisages the implementation of state programs to overcome unemployment and increase economic activity. This step is in line with the state's economic objectives, as outlined by Minsky.

According to Minsky, commercial banks cannot have long-term resources, so they run significant risks if they direct their short-term resources to long-term investment projects. Minsky saw a way out of this situation in the separation of ordinary commercial activities of banks from investment ones. In 2014-2016 the National Bank of Ukraine took a number of measures to improve the banking system, including liquidating a number of commercial banks that operated as "vacuum cleaners". A total of 103 banks were liquidated. There were some banks that collected depositors' money and used it to finance other business projects of the bank owner or interested parties.

Minsky's work is an example of a deep understanding of modern economic processes and the consequences of financial innovations. He warned about the danger of financial crises and proposed constructive measures to solve the problems. It is clear that Minsky's ideas cannot be directly applied in the Ukrainian context, but I think it is worth studying his views and ideas, rethinking and adapting them to the Ukrainian conditions.

References

1. Hyman Minsky. *Wikipedia*. Retrieved 12 March 2023 from https://uk.wikipedia.org/wiki/Haiman_Minski
2. Ganti A. (2022, 27 July). What Is a Minsky Moment? Definition, Causes, History, and Examples. *Investopedia*. 2022. 12 March 2023 from https://www.investopedia.com/terms/m/minskymoment.asp
3. Wray L. R. Why Minsky Matters: An Introduction to the Work of a Maverick Economist. *Princeton University Press*. 2017.
4. Minsky H. Money, financial markets and the coherence of a market economy. *Journal of Post Keynesian Economics*. 1980. №3 (1). P. 21–31.
5. Valchyshen O. STABLE INSTABILITY. HYMAN MINSKY IS 100 YEARS OLD. *Zerkalo Nedeli*. 2019. 12 March 2023 from https://zn.ua/finances/stabilnaya-nestabilnost-haymanu-minski-100-let-330490_html

Shyrchenko Bohdana,
Faculty of Finance and Accounting,
course II, group 6, specialty Finance, Banking and Insurance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Sushko Inna****, Lecturer of the Modern European Languages Department, SUTE*

INVESTING IN THE TIMES OF WAR

Since the first days of the war, millions of Ukrainians have been living in difficult conditions. Many have lost their homes, some have lost their jobs or suffered salary cuts, while others have experienced price hikes at supermarkets, petrol stations, pharmacies, etc. In any case, costs have risen significantly. And while some people are saving money, others are looking for ways to invest profitably that will not only provide protection during the crisis but also build up significant capital in the long run.

Since the beginning of 2022, some investment options that were in demand before the war have lost their appeal, in particular:

Business: investing in business requires a large initial investment, and profit prospects depend on many factors and the business niche. Given the situation in the country and the volatility of consumer demand, there is a fairly high risk of failure.

Real estate: investing in residential real estate has always been popular among Ukrainians. Square meters can always be resold or leased at a profit and is a source of passive income. But in times of war, the real estate market is for brave people. Real estate prices have fallen, but the risks are extremely high. First, there is a possibility of losing your home as a result of another terrorist attack from Russia. And secondly, if you invest in an apartment under construction, the risk of the building becoming a long-term construction project is higher now than in peacetime.

At the same time, there are many investment options that have become more relevant to Ukrainians:

Domestic government bonds: this type of security is guaranteed by the country's property, so it is considered risk-free and, at the same time, makes a small profit. Since the beginning of March 2022, the Ministry of Finance of Ukraine has started issuing military bonds, a kind of government loan in wartime. One bond costs 1000 hryvnias and all funds are spent to meet the needs of the Armed Forces of Ukraine. The main advantage of such investments is a guarantee of repayment and minimal requirements for investors. The only exception to the rule is in the event of the country defaults, this is when payments are not legally possible. In this case, the interest rate is promised at the level of 9.5%-11% per annum for the national currency and 3.7% for the dollar. Such payments are not taxed and you can get your money with interest in 2-15 months, depending on the maturity you choose. It is also possible to set up interim payments, where the state will accrue interest at a certain time [1, p. 1].

Deposits: despite the fact that deposit rates in Ukraine today are below the inflation rate, it is still possible to ensure a profit. After deducting all taxes, you will have about 8% of the initial deposit in the black. This method is unlikely to meet all the needs of the depositor, but it may well be considered by him in the long term or for capital preservation [2, p. 1].

Shares of foreign companies: currently, the National Bank of Ukraine prohibits the withdrawal of funds from the country. However, if you have capital in foreign financial institutions, you should consider purchasing securities of large global companies. Such investments are suitable for long-term earnings, although you can try to open short positions with some large companies. Keeping a certain percentage of your savings in American stock indices is always a good idea. The USA market will grow, no matter what the situation is.

Foreign currencies: experts say that investments in dollars are the most popular among Ukrainians during the war. First, the US dollar has risen by more than 40% since February 24, 2022, which has increased the capital of citizens who already hold this asset. Second, until recently, foreign currency could be withdrawn in cash abroad at a rate about 10% higher than the official rate set by the National Bank of Ukraine. At the same time, it was traded at a much higher rate within the country. This is how the so-called "card tourists" appeared: people who withdrew euros/dollars abroad and sold them in Ukraine at a favorable rate [2, p. 1].

Precious metals: since August 20, 2022, the National Bank of Ukraine allowed banks to sell precious metal bullion to distribute demand for protective assets and reduce pressure on the dollar. This means that you can buy gold, silver, platinum, or palladium at the rate set by the financial institution. Today, gold is showing a significant decline in price with the prospect of growth, making it more attractive for investment [2, p. 1].

Land: the land market opened up to Ukrainians recently and now has much greater prospects. According to experts, the value of agricultural land will decline in the near future, but not critically, as there is a law that regulates it within the framework of the normative monetary value. These days, those who had never even thought about it before are selling their shares. Such investments are beneficial primarily because the asset will not go anywhere and will not lose its functionality in any case. Today, considering the ongoing hostilities in our country, agricultural lands are being sold at the lowest possible price. According to analysts, their value will increase in the first years after the end of the war, when Ukraine's economy enters the recovery phase [2, p. 1].

Cryptocurrency: while some people are skeptical about the digital asset market, thousands of progressive Ukrainians are increasing their profits by buying promising cryptocurrencies. In 2021, everyone watched the incredible rise of bitcoin when it surpassed $69 000. Perhaps not today, but the coin will definitely try to break through, pulling the rest of the sector along with it. Some experts are already predicting its growth to be $100 000 per unit. To minimize your risks when investing in cryptocurrencies, carefully study the dynamics of each of them and diversify your investment portfolio as much as possible. Do not underestimate one of the most profitable segments of the financial market [2, p. 1].

Charity: by investing in the military and helping internally displaced people and animals abandoned during this period, you are contributing to your peaceful future. Obviously, such financial injections will not bring profit, but they should become our daily habit as long as the danger to the country exists. The main thing in this case is to choose a trusted charity that has the necessary documentation for its activities as well as regularly reports on its expenses [2, p. 1].

In summary, it is worth pointing out that there are many options for investing your money. Each one has its own level of risk and reward, and as always one should remember that the higher the profit is, the higher the risks are. Moreover, when choosing the best option for you, remember that even the most reliable companies can face a collapse or a period of stagnation, so to invest effectively, you must take it seriously, keeping in mind the importance of asset diversification.

References

1. Про випуск облігацій внутрішньої державної позики «Військові облігації». Офіційний вебпортал парламенту України. URL: https://zakon.rada.gov.ua/laws/show/156-2022-п#Text (дата звернення: 17.03.2023).

2. Інвестиції в воєнних умовах. У що вкладатись українцям? Портал Мінфін. URL: https://sp.minfin.com.ua/lblv/investicii-v-umovah-viynu (дата звернення: 03.04.2023).

Smirnov Rostyslav, Melnyk Karyna,
Faculty of Economics,
course I, group 2, specialty International Economics,
Taras Shevchenko National University,
Kyiv, Ukraine,
Scientific supervisor ***Diachkova Yana****, PhD in Education,*
Assistant Professor of the Foreign Languages Department, KNU

ECONOMIC ADVANTAGES OF UKRAINE'S MEMBERSHIP IN THE EUROPEAN UNION

For Ukraine European integration is the way of modernization of the economy, overcoming technological backwardness, attracting direct foreign investments and modern technologies, job creation, raising the competitiveness of domestic manufacturer, access to world markets, especially the EU's one. As an integral part of Europe, Ukraine is focused on the model of socio-economic development that operates in the leading European countries [1].

Ukraine has made significant democratic progress as a member of the Eastern Partnership and after signing the Association Agreement with the EU in 2014. The country has embarked on a series of systemic economic reforms and state-building. Now it is time to move to the next stage of the European Union-Ukraine partnership. The status of an EU member state and the accession process itself will be a strong catalyst and provide the framework and technical assistance needed to fulfill the EU's Copenhagen criteria and realize Ukraine's full political association and economic integration with the European Union. Therefore. **The aim** of the given paper is to highlight potential economic advantages of Ukraine's membership in the EU, taking into consideration the contribution that can be made by the country into the EU.

The EU needs to understand the potential, talents and positive impact that Ukraine could bring like a candidate country and potential member of the union. Ukraine has highly educated population, a developed IT-sectors, rich agricultural resources and production, dynamical manufacturing interest, deep social awareness, unwavering respect for human rights, competitive democracy and huge cultural heritage. These all can enrich the EU. The membership of our country will accelerate the process of approximation to European standards and help motivate, mobilize and empower Ukrainian reformers in government and civil society.

Ukraine in the EU will significantly strengthen Brussels' role as a global actor, limit Russia's influence in the region, provide a new competitive impetus for EU goods and labor markets, significantly improve European security and defense, and strengthen the rule-based democratic world order.

Since the first days of the Russia-Ukraine war, support for joining the EU among Ukrainians has increased from 68 to 91% [2]. Fundamental changes have taken place in the geographical structure of Ukraine's foreign trade since the signing of the Association Agreement in 2014. Before this event, about a quarter of our domestic goods was exported to the EU countries, about a third – to the markets of the CIS countries, the rest – to other countries of the world. During 2014–2023, this distribution changed towards a significant decrease in the share of the CIS countries and a gradual increase in the share of the EU. Today the EU is the largest trade partner with percentage of trade in goods of almost 40% of the total volume of foreign trade of Ukraine. In 2021, the volume of exports of goods to the EU amounted to almost 23 billion US dollars [2]. The basis of Ukrainian commodity exports to the EU is food, metals and mineral products. The accession of Ukraine to the EU will be a significant incentive for the growth of trade, the continuation of state reform and the entry into a qualitatively different level of development of our state. The experience of other countries proves us that our access to the EU brings a number of advantages for both citizens and businesses:

General advantages:

- stability, democracy;
- reforming the dysfunctional national judiciary;
- participation in the European collective security;
- anti-corruption policy;
- stimulation of GDP growth, increase in jobs, higher wages and pensions;
- reducing prices for goods and improving the quality of these goods;
- growth of the domestic market and domestic demand;
- free movement of labor, goods, services and capital;
- expanding opportunities for education;
- Improved social protection;
- effective protection of human rights in the EU institutions;
- access to a market of 450 million consumers.

Macroeconomic advantages:

- the growth of the inflows of direct foreign investments due to increasing of business-trust;
- decreasing of risks, a more mobile workforce;
- access to the markets of the the third countries;
- increasing the efficiency of transport logistics;

- energy security;
- increasing access to technologies, increasing the level of innovativeness due to the strengthening of the level of competition;
- EU state aid, access to financial institutions and funds within the EU;
- growth of export sales, growth of industrial production, diversification.

Advantages for companies:

- the expansion of access to EU's funds and support programs for small and medium business;
- the enlargement of access to lending programs;
- assistance to farming;
- the transparency of the rules of taxing and accounting;
- absence of customs or quantitative restrictions within the EU;
- simplified administrative procedures for trade with other EU member states;
- access to the market with 450 million consumers.

Decreasing of non-tariff trade barriers:

- mutual the certification of goods;
- a single standard certification process;
- strict following to competition policy and intellectual property rights [3].

The accession of Ukraine to the EU will be a significant incentive for the growth of trade, the continuation of state reform and the entry into a qualitatively new level of development of our state because the main advantage of the accession to the EU is the possibility of Ukraine entering the same level as the leading european countries and accepting our country to the union of free, economically developed countries.

References

1. Позитивні наслідки вступу України до ЄС. *Блоги БДМУ. БДМУ*. 2018. URL: https://www.bsmu.edu.ua/blog/6860-pozitivni-naslidki-vstupu-ukraini-do-es/ (дата звернення: 21.03.2023).
2. Радіо Свобода. Опитування: серед українців зростає підтримка вступу до ЄС, до НАТО – зменшується. *Радіо Свобода.* 2022. URL: https://www.radiosvoboda.org/a/news-eu-nato-opytuvannia/31787252.html (дата звернення: 01.04.2023).
3. Терещук А. Вступ України до ЄС: переваги для громадян та бізнесу. *«Ілляшев та Партнери». Юридична фірма Ілляшев та Партнери.* 2022. URL: https://attorneys.ua/publication/vstup-ukrayiny-do-yes-perevagy-dlya-gromadyan-ta-biznesu/ (дата звернення: 01.04.2023).

Sukholytko Veronika,
Faculty of Finance and Accounting,
course 1, group 1, specialty Accounting and Taxation,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Radchenko Yuliia,***
Senior Lecturer of the Department of Modern European Languages, SUTE

RECONSTRUCTION OF THE ECONOMY AFTER THE WAR IN UKRAINE

Ukraine's economy and infrastructure have been in shambles for the past year following a full-scale Russian invasion. The state cannot function and develop normally. This conflict has resulted in significant damage to infrastructure, disruption of trade, displacement of people and loss of human capital.

Roads, railways, ports, bridges are subject to systematic Russian missile and air strikes. These strikes caused massive damage that would need to be repaired and rebuilt after the war [1].

The economic recovery of countries in the post-war period was different. Priorities were determined by the needs and characteristics of specific territories, taking into account resource provision and opportunities. After 1st year of war, experts have published different ideas and opinions on how to restore the destroyed infrastructure and economy of Ukraine. To form a plan for the reconstruction of Ukraine, it is important to take into consideration the economic, geopolitical, social, cultural features of the state and the requirements of modern urban planning.

The government and its allies are planning the biggest reconstruction since World War II. With the support of allies, Ukraine has a bright future, but the country cannot rely solely on international aid. To restore the economy, Ukraine need to focus on the following key areas [4].

1. Infrastructure. The conflict damaged roads, bridges, power lines and other critical infrastructure. Reconstruction of these assets will require significant investment and careful planning.

2. Agriculture. Agriculture is an important sector of Ukraine's economy and its revival will be critical to the country's recovery. To foster growth in this sector Ukraine will need to invest in modernizing its agricultural infrastructure and improving access to credit for small farmers.

3. Investments. Ukraine need to create a stable political and economic environment to attract foreign investment. It will give the confidence in the country's future. This will require measures to fight

corruption, strengthen the rule of law and ensure a level playing field for business.

4. Energy. Ukraine is heavily dependent on energy imports and the conflict has disrupted the country's energy supply. To reduce this vulnerability Ukraine will need to invest in developing its own energy resources including renewable sources such as wind and solar energy [3].

5. Education. Restructuring the education system will be critical to rebuilding the country's human capital and ensuring that future generations have the skills and knowledge to drive economic growth [2].

Reconstruction efforts can also focus on promoting entrepreneurship, innovation and private sector development to create jobs and stimulate economic activity.

In general, rebuilding Ukraine's economy after the war will be a long and complex process that will require significant investment and careful planning. However, by focusing on key areas such as infrastructure, agriculture, investment, education, energy and trade relations, Ukraine can build a stronger and more sustainable economy in the future [3].

References

1. A year into the war, Ukraine and the West prepare for the biggest reconstruction since World War II. CNBC, February 23, 2023. Retrieved 12 April 2023 from https://www.cnbc.com/amp/2023/02/24/ukraine-prepares-for-the-biggest-reconstruction-since-world-war-ii.html
2. Education: Impact of the War in Ukraine. Relief, June 21,2022. Retrieved 12 April 2023 from https://reliefweb.int/report/ukraine/education-impact-war-ukr
3. Importance of private investment for post-war rebuilding of Ukraine. UkraineInvest, 2023. Retrieved 12 April 2023 from https://ukraineinvest.gov.ua/news/07-11-22/
4. The economics of post-war recoveries and reconstructions. CERP, November 22, 2022. Retrieved 12 April 2023 from https://cepr.org/voxeu/columns/economics-post-war-recoveries-and-reconstructions

Tarassjuk Wiktorija,
Fakultät für Finanzen und Buchhaltung,
das III, gruppe 7, hauptfach Bankwesen,
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen, SUHW

FINANZIERUNGSLEASINGVERTRAG UND SEINE AUSWIRKUNGEN

Finanzierungsleasing ist eine wichtige Finanzierungsmöglichkeit für Unternehmen, die ihre Geschäftsaktivitäten ausweiten möchten. Es ist ein Vertrag zwischen einem Leasinggeber und einem Leasingnehmer, bei dem der Leasinggeber ein bestimmtes Vermögenswert, wie beispielsweise eine Maschine, ein Fahrzeug oder eine Immobilie, an den Leasingnehmer vermietet. Der Leasingnehmer zahlt dann regelmäßige Raten, um den Vermögenswert zu nutzen, während der Leasinggeber Eigentümer des Vermögenswertes bleibt. Einer der wichtigsten Vorteile des Finanzierungsleasings besteht darin, dass es dem Leasingnehmer ermöglicht, eine große Anschaffung zu tätigen, ohne die volle Kaufsumme auf einmal zahlen zu müssen.

Finanzierungsleasingvertrag hat sich zu einer immer beliebteren Methode zur Finanzierung von Anlagen und anderen Vermögenswerten für Unternehmen entwickelt, wobei seine Hauptvorteile in niedrigeren Anschaffungskosten und einem verbesserten Cashflow-Management liegen [1, S. 27]. Die Auswirkungen eines Finanzierungsleasingvertrags können je nach den spezifischen Vertragsbedingungen, einschließlich Laufzeit, Zinssätzen und Restwert, sowie den Wirtschafts- und Marktbedingungen zum Zeitpunkt des Vertragsabschlusses variieren.

Die Auswirkungen eines Finanzierungsleasingvertrags können sowohl für den Leasingnehmer als auch für den Leasinggeber signifikant sein. Für den Leasingnehmer kann es eine Möglichkeit sein, ein teures Asset zu erwerben, ohne die gesamte Summe im Voraus zahlen zu müssen. Stattdessen zahlt der Leasingnehmer regelmäßige Raten für die Nutzung des Assets. Der Leasingnehmer muss jedoch im Allgemeinen während der gesamten Laufzeit des Vertrags für die Wartung, Reparatur und Versicherung des Assets verantwortlich sein.

Für den Leasinggeber bietet das Finanzierungsleasing die Möglichkeit, sein Kapital für die Finanzierung von Assets zu nutzen und gleichzeitig eine regelmäßige Einnahmequelle zu generieren. Im Falle eines Leasingvertrags muss der Leasinggeber jedoch das Asset besitzen und ist somit für dessen Wartung und Reparatur verantwortlich, was zusätzliche Kosten und Risiken für ihn bedeuten kann.

Finanzierungsleasingvertrag kann auch steuerliche Vorteile für Unternehmen haben, z. B. die Möglichkeit, Leasingzahlungen als Betriebsausgaben abzuziehen, und möglicherweise geringere Steuerschulden im Vergleich zum vollständigen Kauf des Vermögenswerts. Der Finanzierungsleasingvertrag kann Unternehmen dabei helfen, das Risiko technologischer Veralterung zu vermeiden, da der Leasinggeber während der Vertragslaufzeit die Aufrüstung oder den Ersatz des Leasinggegenstands übernimmt. Darüber hinaus kann das Finanzierungsleasing eine effektive Möglichkeit sein, die Bilanz eines Unternehmens zu optimieren, da der Vermögenswert nicht als Vermögenswert in der Bilanz des Leasingnehmers erscheint, sondern lediglich als Verbindlichkeit.

Trotz seiner Vorteile kann ein Finanzierungsleasingvertrag auch gewisse Risiken enthalten, wie z. B. die Möglichkeit unerwarteter Kosten im Zusammenhang mit Wartung oder Reparatur sowie die Möglichkeit von Streitigkeiten mit dem Leasinggeber über die Vertragsbedingungen. Beim Finanzierungsleasing können versteckte Kosten entstehen, die in den monatlichen Mietzahlungen nicht ausgewiesen sind. Diese Kosten können beispielsweise Wartungsgebühren, Versicherungsprämien und Gebühren für den Abschluss des Leasingvertrags umfassen. Es ist wichtig, dass Mieter über diese Kosten im Voraus wissen, um eine richtige Entscheidung treffen zu können.

Das Finanzierungsleasing ist in der Regel mit strengen Rückgabebedingungen verbunden. Wenn der Mieter das Asset am Ende des Leasingvertrags nicht in dem Zustand zurückgibt, in dem es sich befand, als er es erhalten hat, kann dies zu zusätzlichen Kosten führen. Ein Finanzierungsleasingvertrag ist in der Regel für einen längeren Zeitraum bindend. Wenn der Mieter den Vertrag vorzeitig kündigen möchte, können Strafen und hohe Gebühren anfallen.

Ein weiteres Risiko des Finanzierungsleasings besteht darin, dass der Mieter möglicherweise am Ende des Leasingvertrags einen höheren Restwert für das Asset bezahlen muss als erwartet. Wenn der Restwert des Assets niedriger ist als erwartet, kann dies zu einer höheren Mietzahlung führen. Mieter sind bei einem Finanzierungsleasingvertrag von ihrem Vermieter abhängig. Wenn der Vermieter Konkurs anmeldet oder seine Geschäfte einstellt, kann dies zu Problemen führen, da der Mieter möglicherweise das Asset nicht mehr nutzen kann. Finanzierungsleasing kann Auswirkungen auf die Bilanzierung des Mieters haben, da es in der Regel als Verbindlichkeit ausgewiesen wird. Dies kann die Kreditwürdigkeit des Mieters beeinflussen und die Fähigkeit des Mieters, in Zukunft Kredite aufzunehmen, einschränken.

Insgesamt ist das Finanzierungsleasing eine Finanzierungsmethode mit Risiken. Mieter sollten sorgfältig abwägen, ob diese Finanzierungsmethode für sie geeignet ist, und alle Risiken und Kosten im Voraus verstehen, um fundierte Entscheidungen zu treffen [2, S.1].

In den letzten Jahren hat es eine Verschiebung zu flexibleren Mietoptionen gegeben, wie zum Beispiel zu den kurzfristigen und bedarfsgesteuerten Mietverträgen, die es Unternehmen ermöglichen, ihre Vermögensbedürfnisse schneller und effizienter anzupassen.

Das Wachstum digitaler Plattformen und technologiegestützter Leasinglösungen transformiert den Finanzierungsleasingvertragsmarkt und bietet neue Möglichkeiten für Effizienz, Transparenz und Flexibilität.

Es ist schlusszufolgern, dass ein Finanzierungsleasingvertrag für beide Parteien vorteilhaft sein könnte, weil dadurch ihnen ermöglicht wird, die finanziellen Ressourcen effizienter zu nutzen. Es ist jedoch auch wichtig, dass die Bedingungen des Vertrags von beiden Parteien sorgfältig geprüft und ganz verstanden werden müssen, um mögliche Risiken und Kosten zu minimieren. Zusammenfassend kann gesagt werden, dass Finanzierungsleasing für Unternehmen eine wichtige Finanzierungsoption ist, die ihnen eine größere Flexibilität und Liquidität bietet. Es ist wichtig, die Vor- und Nachteile des Finanzierungsleasings sorgfältig abzuwägen, um zu entscheiden, ob es für ein bestimmtes Unternehmen die beste Finanzierungsoption ist.

Liste der verwendeten quellen

1. Daniel Effer-Uhe, Anabel Wenzel. Finanzierungsleasing. *JURA – Juristische Ausbildung*. 2019. Retrieved 5 February 2022 from URL: https://www.degruyter.com/document/ doi/10.1515/jura-2019-2103/html#MLA (дата звернення: 22.04.2023).

2. Joachim Haedke. Der Unterschied zwischen Finanzierungsleasing und operativem Leasing. *FOCUS-online*. 2019. Retrieved 5 February 2022 from URL: https://www.focus.de/finanzen/experten/joachim_haedke/ finanzierungsleasing-und-operatives-leasing-der-unterschied_id_9647174.html (дата звернення: 25.04.2023).

Todchuk Tetiana,
Accounting and Finance Faculty,
course I, group 11дс, specialty Finance, Banking and Insurance,
Vinnytsia Institute of Trade and Economics
of State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Hataullina Elmira****, PhD in Economics,*
Associate Professor of the Department of Finance, VITE SUTE

FINANCIAL MARKET OF UKRAINE IN EUROPEAN INTEGRATION PROCESSES

Financial market in modern economic system has key value. He shows interaction everyone economic subjects and structural changes in economy countries, mobilizes monetary costs and directs their on pleasure need economic subjects in financial resources. Role financial the market as a regulator economic development state constantly is growing with review on short crisis and the need software macro-financial stability in Ukraine. One with relevant tasks for Ukraine in context European integration is harmonization national legislation with European standards and regulatory requirements.

Developed financial market is integral component architecture financial and economic relations, which in significant measures reflect level development national economy [1].

Financial market of Ukraine has considerable potential, but needs structural reforms and increase efficiency work. Nowadays, the main problems are mobilization resources, imperfection financial systems. Ukraine actively is integrated in European financial space. By the last years was accepted many legislative Acts, what answer EU standards. It will allow raise trust to Ukrainian financial market and attract foreign investment.

Activity National bank of Ukraine and in sphere European integration directed on implementation Agreements on association between Ukraine and the EU.It provides implementation position, which will contribute approaching national norms regulation to European standards in sphere market financial services [2].

For, in order to integrate Ukrainian financial market to European, National bank of Ukraine working over increase equal cooperation EU with bodies supervision state-members. Except moreover, the NBU concentrates on elevated levels regulation and supervision by banks and non-bank financial institutions, also on strengthening interaction with

European banking supervision (EBA), European insurance and pension software (EIOPA) and European central bank (ECB).

With done by the NBU certain steps in directly European integration, namely developed and adopted basic laws of Ukraine regarding financial services and implement key directives and regulations of the EU in this area, which are based on the norms of the law of the European Union, with separate :

- the Law of Ukraine "On Amendments to Certain Legislative Acts of Ukraine Regarding the Improvement of Issues of Organization of Corporate Governance in Banks and Other Issues of the Functioning of the Banking System" was adopted (Law No. 1587-IX). Law was designed with using experts International currency fund and has on goals approximation banking legislation of Ukraine to legislation EU.

- in June in 2021 approved Law of Ukraine "About payment services" (Law No. 1591-IX). Introduction this the law will allow modernize pay market of Ukraine, to create basis for him development and to form legal basis for integration payment systems of Ukraine with payment system European of the Union

- in in November 2021 by the Verkhovna Rada of Ukraine approved Law of Ukraine "About insurance" (Law No. 1909-IX). Law implements new model regulation, which has on goals creation solvent, stable and competitive market insurance in Ukraine with proper protection rights consumers insurance services [3].

In process of European integration, the financial market of Ukraine underwent significant changes and improvements, which contribute to its development and opening to foreign investors. The Ukrainian financial market is becoming increasingly attractive to foreign investors thanks to the development of financial instruments, improvement of the regulatory framework, as well as the implementation of reforms in the sphere of banking and insurance activities. However, it should be noted that today the financial market of Ukraine still needs improvement, in particular in the field of combating corruption and insufficient development of the capital market. However, the initiated reforms and planned measures will contribute to the further development of the financial market of Ukraine in the European integration processes and to ensure the sustainable economic growth of the country.

References

1. Influence European integration processes on infrastructure financial market Ukrainians. *Mukachevo State University repository:*

Home. Retrieved 10 April 2023 fromhttp://dspace-s.msu.edu.ua:8080/bitstream/123456789/5284/1/Influence_European_integration_processes_on_financial_market_infrastructure_Ukraine.pdf

2. European integration. *National bank of Ukraine*. Retrieved 12 April 2023 from https://bank.gov.ua/ua/about/international/euro-integration#section-1

3. About activity National bank in sphere European integration. *Financial Abuse Prevention Software Solutions*. Retrieved 12 April 2023 from https://finap.com.ua/pro-diyalnist-natsionalnogo-banku-u-sferi-yevropejskoyi-integratsiyi/ (date appeal: 10.04.2023)

Vasyliuk Viktoria,
Faculty of Accounting and Finance,
course III, group 1,specialty Finance, Banking and Insurance.
Vinnytsia Institute of Trade and Economics
of State University of Trade and Economics.
Vinnytsia, Ukraine
Scientific supervisor ***Hataullina Elmira****, PhD in Economics,*
Associate Professor of the Department of Finance, VITE SUTE

PROSPECTS FOR THE DEVELOPMENT OF FOREIGN INVESTMENT IN UKRAINE

Foreign investment in Ukraine is an important factor for the country's economic development. Ukraine has great potential for attracting foreign investment because it has significant natural resources and powerful production capacity, as well as a large consumer market. Of course, after the full-scale invasion of Russia into Ukraine, many large enterprises suffered significant losses and were destroyed, but it is thanks to foreign investments that they can be rebuilt and made even more powerful.

NBU data for the past 5 years, before the start of a full-scale war, testified to the dynamic development of foreign direct investment in Ukraine. According to the National Bank of Ukraine, the largest volumes of FDI from 2017 to 2021 came to Ukraine from the countries of the European Union, in particular from the Netherlands, Cyprus and Luxembourg [3].

Let's analyze the dynamics of foreign direct investment inflows to Ukraine for 2018-2022 in Fig.1.

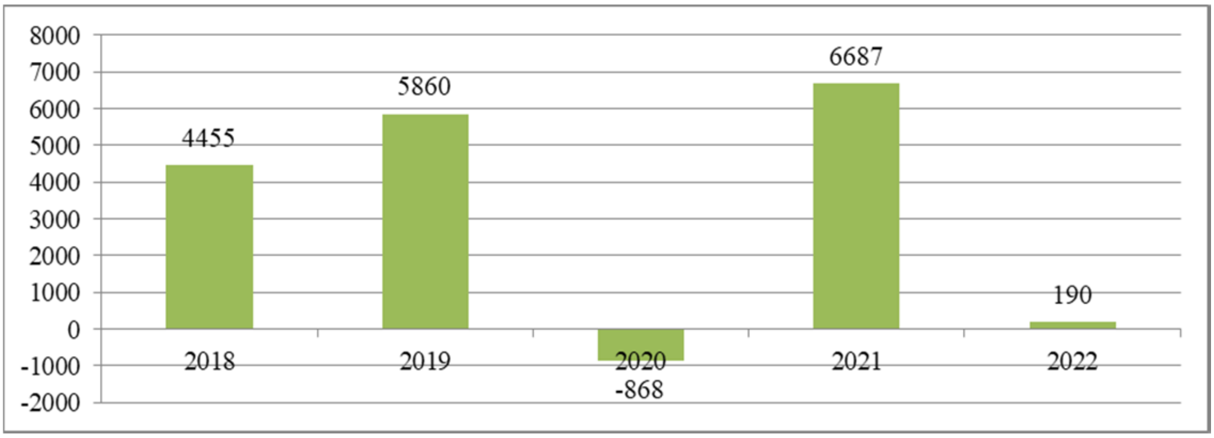


Fig. 1. Dynamics of foreign direct investment inflows to Ukraine for 2018–2022 (million USD) [2]

Analyzing the data in Fig. 1, we see that in 2018 Ukraine received 4,455 million dollars. USA, which is a relatively low indicator compared to other years. Analyzing 2020, we see that it was the only year with negative dynamics of foreign investments in Ukraine. Ukraine has become one of the few countries in the world that has experienced a decrease in FDI due to the crisis caused by COVID-19 and difficulties in the global economy. However, with the improvement of the situation with COVID-19 and the reduction of economic risks in the next year 2021, we see the best indicator for the analyzed 5 years, when Ukraine received 6,687 million dollars. of the United States by 2,232 million dollars. USA more than in 2018. However, in 2022, revenues amounted to only 190 million dollars. USA, which compared to the previous year 2021 is a very low indicator. Such dynamics indicate that there are problems in Ukraine that do not allow attracting foreign investments. The reason for such negative dynamics is the instability of the political situation in Ukraine and the war.

Let's consider the prospects for the development of foreign investment in Ukraine:

• Improving the investment climate: Ukraine is carrying out reforms aimed at improving the investment climate and creating favorable conditions for foreign investors.

• Infrastructure development: Ukraine needs significant investment in infrastructure development, which can attract foreign investment. The development of transport infrastructure, energy and internet infrastructure can become a key factor in attracting foreign capital.

• Development of high-tech sectors: The development of the IT industry and other high-tech sectors can become attractive for foreign investors. Ukraine has highly qualified specialists and talented startups that may be interested in investment.

• Potential for the development of green energy: Ukraine has significant potential for the development of green energy, which can be attractive to foreign investors interested in renewable energy investments.

• Development of the agro-industrial sector: Ukraine has the potential to develop the agro-industrial sector, which can be attractive to foreign investors. Ukrainian food products have great potential for export, and investments in this sector can contribute to the improvement of product quality and competitiveness

• Development of tourism: Ukraine has a rich history and cultural heritage, which can become attractive for tourists from other countries. Investments in the hotel and restaurant business, the construction of new museums and cultural centers can ensure the development of the tourism industry and increase its competitiveness. Foreign investors may be interested in investing in the development of hotel and transport infrastructure, the creation of new tourist routes and attractions, which will contribute to increasing the number of tourists and increasing revenues from tourism [5,6].

Despite the significant potential for the development of foreign investment in Ukraine, the country has some problems and challenges that limit its development.

The main ones are:

- The instability of the political situation and the high level of corruption – these factors create uncertainty for foreign investors and affect their investment decisions.
- Insufficient infrastructure and development of the business ecosystem – these factors can complicate the work of foreign companies and increase their costs for building the necessary infrastructure.
- Low level of competitiveness of Ukrainian companies – this may limit the interest of foreign investors in cooperation with Ukrainian enterprises.
- Low level of ensuring the rights of investors – this can reduce the confidence of foreign investors in the Ukrainian economy and increase the risks of their investment.

Despite these challenges, Ukraine has significant potential for attracting foreign investment, particularly through the development of the agro-industrial sector, information technology, energy and tourism [1,6].

To attract foreign investors, it is important to continue reforms in the economy and politics, ensure the stability of the legal system and improve the business climate in the country and the end of hostilities.

In general, Ukraine has good prospects for the development of foreign investment, but for their implementation it is necessary to solve the problems facing the country and create favorable conditions for business.

Such measures as raising the level of corporate culture, maintaining the legal environment, solving the political situation in the country and developing infrastructure can become key for attracting foreign investments and developing the economy of Ukraine as a whole.

References

1. Данилишин Б. «Щодо стану інвестиційних процесів в економіці України та шляхів їх активізації». URL: https://lb.ua/blog/bogdan_danylysyn/503439_shchodo_stanu_investitsiynih_protsesiv.html (дата звернення: 25.03.2023).

2. Мінфін: Прямі іноземні інвестиції (ПІІ) в Україну. URL: https://index.minfin.com.ua/ua/economy/fdi/ (дата звернення: 28.03.2023).

3. НБУ: Статистика зовнішнього сектору. URL: https://bank.gov.ua/ua/statistic/sector- external (дата звернення: 25.03.2023).

4. Патика Н. Міжнародні валютно-кредитні відносини. URL: https://pidru4niki.com/1139042247682/finansi/pryami_inozemni_investitsiyi (дата звернення: 25.03.2023).

5. Писарєв О. Чи варто інвестувати у «зелену» енергетику просто зараз. URL: https://minfin.com.ua/ua/credits/articles/chi-varto-investuvati-u-zelenu-energetiku -pryamo zaraz/ (дата звернення: 25.03.2023).

6. Свириденко Ю. Країна можливостей: чому інвестор прийде в Україну. Економічна правда. URL: https://www.epravda.com.ua/columns/2022/09/29/691997/ (дата звернення: 25.03.2023).

7. Сімпсон М. Чому варто інвестувати в Україну. Економічна правда. URL: https://www.epravda.com.ua/columns/2022/11/3/693386/ (дата звернення: 28.03.2023).

Zaikin Pavlo, Kozlovskyi Denys,
Faculty of Economics, Management and Law,
course I, group IST-11ds, specialty Information Systems and Technologies,
Vinnytsia Institute of Trade and Economics of SUTE,
Vinnytsia, Ukraine
Scientific supervisor ***Radzikhovska Larysa****, candidate of Pedagogical Sciences, Associate Professor in Vinnytsia Institute of Trade and Economics of SUTE*

USE OF EXPERT OPINIONS IN DECISION-MAKING

Sometimes there is not enough information about future events, and the probability of a certain outcome is almost impossible to estimate using statistical methods, so expert methods or methods of expert assessments must be used. In this case, experts assess the situation and express their point of view (in writing or orally). The information received is analyzed and used to make certain decisions and forecasts. Thus, analytical, and prognostic support of management decisions is central to enterprise management, and forecasting is gaining popularity [1].

When experts are involved, a distinction is made between individual expert opinions, which are based on the opinion of a single expert, and group expert opinions, which are based on the opinion of a team of experts. Group assessments are more reliable since the provision of similar answers by several associations of specialists confirms the objectivity of the assessment, rather than the contradictory positions of two individual experts. In most cases, companies use more formal forms of surveying specialists, with positions recorded in documents. This allows the organization to have evidence of the assessment of the circumstances that led to a particular decision and, if necessary, can be provided to employees and/or other persons upon request (for example, to justify a decision).

To use expert opinions, it is necessary to organize the procedure: formulate the goal, develop the procedure, questions, or questionnaires with questions, prepare an evaluation scale (if necessary), identify, and invite experts, conduct a survey, and process the information received. Depending on the requirements, experts can be either company employees or invited experts. It should be noted that the recommendation is to form mixed groups: involve scientists and representatives of different sectors of the economy to make the assessment more objective. Groups of experts can work in different forms: commission, brainstorming, projected graph, etc. In the form of a commission, a group of experts forms a common opinion on a problem (issue) during a discussion. When using this form, it is worth remembering that commissions are dominated by conservative views – the assessment of the future may not be realized.

In the form of brainstorming a group of experts is encouraged to generate ideas during the discussion. This form is divided into 2 conventional stages: formation and filtering. At the first stage, no criticism of the proposals is allowed, as no idea is considered ridiculous – all ideas are recorded without exception: banal, realistic, incredible... In the second stage, experts use a rating scale for each proposed idea. Most of the proposals are rejected at the filtering stage of the brainstorming session. Those ideas that pass both stages are implemented.

Adaptation to rapid changes requires prompt decision-making and constant monitoring of what is being done and how it is being done. In today's environment, only showing a reaction to problems that arise in one way or another means constant delay, and therefore a significant slowdown in solving the tasks [2]. To go through such stages and make them your allies, you need to predict them rather than react to these changes, with the help of expert methods. Expert evaluation methods are also used in risk management. Currently, a very good solution for companies is to allocate their experts to forecast economic risk. The selected experts will determine the probability of economic risk.

Even though expert methods use a person as a measuring device and are based on his or her knowledge, experience, and intuition, an important stage is the mathematical and statistical processing of the results. Specifically, appropriate formulas (rank correlation method) and classical statistical criteria (Pearson, Student) have been developed to assess the consistency of expert opinions and the significance of the results.

Thus, the advantage of the expert assessment method over other methods is that it allows managers to assess the economic situation at the lowest cost, but to obtain objective expert assessments, several groups of specialists should be invited, and the assessments should be recorded in detail and used to make specific decisions.

References

1. Олексієнко Р., Донець, А. Місце експертної оцінки у прийнятті управлінських рішень. Економіка та суспільство, 2021. Вип. 26. URL: https://cutt.ly/xLyI7Gf (дата звернення: 06.03.2023).

2. Мартинова О.В., Шевченко О.К. Застосування методу експертних оцінок в економічних дослідженнях. Молодий вчений, 2021. С. 259-266.

SECTION 2

INFORMATION TECHNOLOGIES

Andreychenko Andriy,
Faculty of Information Technologies,
course II, group 9(junior bachelor), specialty Computer Science,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Borshchovetska Valentyna****, PhD in Pedagogy,*
Associate Professor at the Department of Modern European Languages,
SUTE

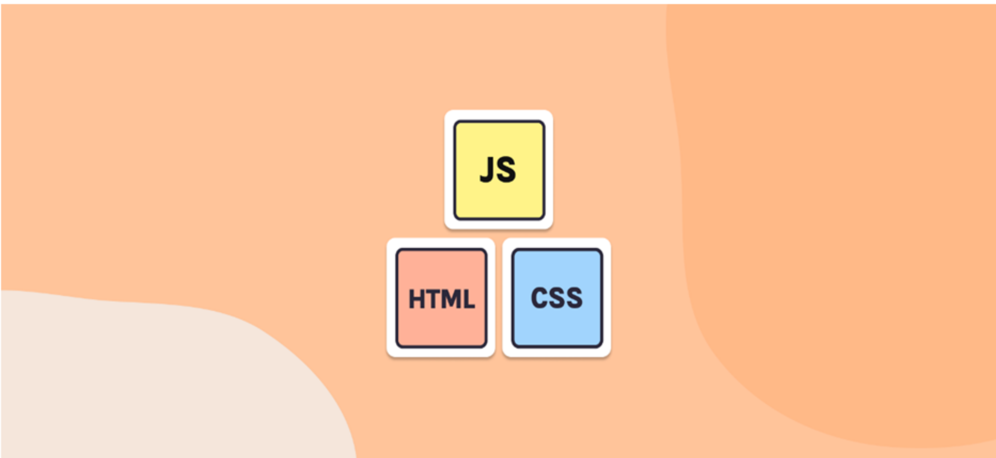
WEB DEVELOPMENT

Web development, also known as website development, refers to the tasks associated with creating, building, and maintaining websites and web applications that run online on a browser. It may, however, also include web design, web programming, and database management. Think of all the web pages you have used over the years – Web Developers built those sites, making sure they functioned properly and performed in ways that allowed for a great user experience. Web Developers do this by writing lines of code, using a variety of programming languages, which vary depending on the tasks they are performing and the platforms they are working on.

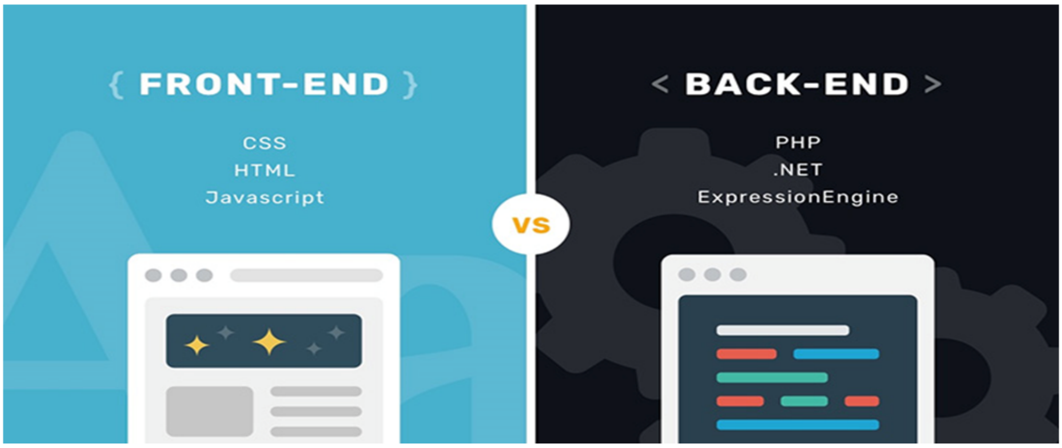
The most common programming languages involved in web development are:

- HTML (Hypertext Markup Language)
- CSS (Cascading Style Sheets)
- JavaScript

HTML stands for HyperText Markup Language. It is a standard markup language for web page creation. It allows the creation and structure of sections, paragraphs, and links using HTML elements (the building blocks of a web page) such as tags and attributes. Cascading Style Sheets, fondly referred to as CSS, is a simple design language intended to simplify the process of making web pages presentable. CSS handles the look and feel part of a web page. Using CSS, you can control the color of the text, the style of fonts, the spacing between paragraphs, how columns are sized and laid out, what background images or colors are used, layout designs,variations in display for different devices and screen sizes as well as a variety of other effects. JavaScript is a scripting or programming language that allows you to implement complex features on web pages – every time a web page does more than just sit there and display static information for you to look at – displaying timely content updates, interactive maps, animated 2D/3D graphics, scrolling video jukeboxes, etc. – you can bet that JavaScript is probably involved. It is the third layer of the layer cake of standard web technologies. There are three main types of web development: front-end development, back-end development, and full-stack development.



Front-end development involves the "client-facing" side of web development. That is to say usually, front-end web development refers to the portion of the site, app, or digital product that users will see and interact with. A Front-End Developer, therefore, is responsible for the way a digital product looks and "feels," which is why they are often also referred to as Web Designers. Front-End Web Developers focus on translating website design and visual ideas into code. A front-end Software Developer takes the design ideas created by others on web development teams and programs them into reality, acting as a bridge between design and technology. If Front-End Developers are responsible for how a digital product looks, Back-End Developers are focused on how it works. A Back-End Developer creates the basic framework of a website before maintaining it and ensuring it performs the way it should, including database interactions, user authentication, server, network and hosting configuration, and business logic. Working behind the scenes – or server-side – Back End Developers are concerned with the systems and structures that allow computer applications to perform as desired. Typically, Back-End Developers use server-side programming languages, including PHP, Ruby, and Python, as well as tools including MySQL, Oracle, and Git.



A Full-Stack Developer is someone familiar with both front- and back-end development. Full Stack Developers usually understand a wide variety of programming languages and because of their versatility, they might be given more of a leadership role on projects than developers who specialize. They are generalists, adept at wearing both hats, and familiar with every layer of development. Obviously, employers want to hire Full-Stack Developers – according to an Indeed study, they are the fourth-most in-demand job in tech.

References

1. "What is web development?" from "BrainStation". Retrieved 28 March 2023 from https://brainstation.io/career-guides/what-is-web-development#what-are-the-most-common-programming-languages

2. "What is HTML? Hypertext Markup language basics explained" from "Hostinger Tutorials" by Astari S. Retrieved 28 March 2023 from https://www.hostinger.com/tutorials/what-is-html
3. "What is CSS?" from "tutorialspoint". Retrieved 28 March 2023 from https://www.tutorialspoint.com/css/what_is_css.htm
4. "What is JavaScript?" from "mdn web docs" by MDN contributors. Retrieved 28 March 2023 from https://developer.mozilla.org/en-US/docs/Learn/JavaScript/First_steps/What_is_JavaScript

Antoniuk Andrii,
Faculty of Trade and Marketing,
course 1, group 8, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Debych Mariia****, Doctor of Sciences in Pedagogy*
Associate Professor, Senior Researcher,
Associate Professor at the Department of Modern European Languages,
SUTE

STRENGTHS AND WEAKNESSES OF DISTANCE LEARNING IN UKRAINE

Distance learning is a mode of education in which students and teachers are physically separated and interact through various technologies, such as correspondence, audio, video, computer, and the internet. The history of distance learning can be traced back to 1892, when the University of Chicago created the first college-level distance learning program. Since then, the field has rapidly evolved and grown with the advent of the online technical revolution in the late 1990s [2]. In recent times, distance learning has become even more significant due to the outbreak of the COVID-19 pandemic. The pandemic forced educational institutions worldwide to shift to remote learning to ensure continuity in education. The rise in demand for online learning alternatives has been pushed up by the war in Ukraine. The usage of internet for education became a demand due to these events and a huge challenge for all participants of education activities. As a practicing teacher, M. Debych agrees that it has advantages and disadvantages. On the one hand, it has vivid advantages for students and educators saving time by eliminating a daily commute. For students it increases access to high-quality education in developing countries. It is more cost-effective than in-person courses of comparable scope. Prerecorded lectures can offer more flexibility on a daily and weekly basis [1].

A survey was recently conducted among 154 marketing students at State University of Trade and Economics using Google Forms. The survey had a single question: Which application is the most convenient to use for distance learning? Additionally, the students were asked to rank the advantages and disadvantages of distance learning from the most to the least significant. The purpose of the survey was to gather information about the most convenient application for distance learning and to understand the students' perspective on the advantages and disadvantages of this learning method.

According to a survey, distance learning has been widely accepted as an effective alternative to traditional classroom instruction. The majority of respondents (50%) cited the flexibility of being able to study anywhere and at any time as the greatest advantage of this mode of learning. A quarter of the students considered the effectiveness of distance learning as a notable benefit too. Many (18%) also mentioned that they find it convenient to have access to different platforms for learning, which enhances their overall learning experience. Additionally, students appreciate the fact that they can save time and resources by not having to travel to the university, and can study from the comfort of their homes. It is evident that distance learning has become an increasingly popular option for students in Ukraine. Moreover, another advantage that Ukrainian students have noted is the ability to study at their own pace. With distance learning, students can take their time to understand complex concepts, and they can review the material as many times as they need to ensure they fully comprehend it. This approach to learning enables students to take control of their learning process, allowing them to develop their critical thinking and problem-solving skills at their own pace.

Microsoft Teams was the preferred choice for online learning among Ukrainian students, with 44% of the participants selecting this platform. The primary reason cited for this preference was the convenience and ease of use of the application. The students found the interface of Microsoft Teams to be user-friendly and intuitive, which made it easier for them to navigate the platform and participate in online classes. Additionally, the study also found that Microsoft Teams had a range of features that were particularly useful for online learning, such as the ability to record and save online classes, the integration of various educational tools, and the seamless integration with other Microsoft products such as Office 365.

While distance learning has many advantages, it also has its drawbacks. According to a survey, a large proportion of Ukrainian students (27%) consider long hours spent in front of a screen, which can lead to eye strain and fatigue, to be a significant disadvantage of distance learning. Moreover, many students (16%) reported feeling isolated and disconnected from their peers and instructors, which can lead to a sense of disengagement and demotivation. However, since the beginning of the war in Ukraine, the most common problems faced by students have become more practical and technological in nature. Most of the students (46%) have experienced disruptions to their studies due to issues such as a lack of electricity or communication, which can make it impossible to participate in online classes and complete coursework. The lack of access to technology and internet connectivity has also emerged as a significant challenge for numerous students in Ukraine. This has made it difficult for them to access online resources and participate in virtual classrooms, which can impact their academic performance and limit their educational opportunities. Despite its drawbacks, distance learning is likely to continue to grow and evolve in Ukraine and all over the world, providing students with greater access to education and improving academic outcomes for learners of all ages and backgrounds. As technology continues to advance, distance learning will become even more prevalent, offering even more opportunities for students to pursue their interests and career goals.

To conclude, although distance learning has gained popularity as a form of education in Ukraine, it may not be suitable for every individual. While it offers numerous benefits, such as flexibility, cost-effectiveness, and improved access to education, it also has its drawbacks, such as potential feelings of isolation and disconnection from peers and instructors, and a lack of access to technology and internet connectivity. Ultimately, the decision to pursue distance learning versus traditional classroom-based learning should be based on individual learning styles, preferences, and circumstances. While some students thrive in online learning environments, others may struggle without the structure and social interaction provided by traditional classrooms. Therefore, it is essential to carefully consider the costs and benefits of distance learning before making a decision.

References

1. Debych M. Online Learning: Advantages and Disadvantages. *Інформаційні технології та менеджмент у вищій освіті та науці* : зб. тез міжнар. наук. конф., м. Фергана, 28 листоп. 2022 р. м. Фергана, Республіка Узбекистан, 2022. Ч. 1. Рига, Латвія : Baltija Publishing, С. 280–283.

2. Marshall C. J. Distance Learning Has Been Around Since 1892, You Big MOOC. Retrieved 13 April 2023 from https://www.forbes.com/sites/jamesmarshallcrotty/2012/11/14/distance-learning-has-been-around-since-1892-you-big-mooc/?sh=cf68a9623187

Bojko Roman, Gryga Daniel,
Wydział Ekonomii Zarządzania i Prawa,
kurs 1, grupa IST-11dc, specjalność Systemy informacyjne i technologie w biznesie,
Instytut Handlu i Ekonomii w Winnicy
Vinnytsia, Ukraina,
Doradca naukowy ***Yaremko Svitlana****, Kandydat nauk technicznych,*
Profesor nadzwyczajny,
DTEK'S VTEI

NOWOCZESNE NARZĘDZIA BUSINESS INTELLIGENCE DO ANALIZY DZIAŁALNOŚCI PRZEDSIĘBIORSTWA

Business intelligence dla firmy to proces zbierania, przetwarzania i analizowania danych o działalności firmy w celu identyfikacji możliwości poprawy efektywności i zwiększenia zysków.

Business intelligence jest wykorzystywane przez firmy do gromadzenia i analizowania danych dotyczących wyników finansowych, procesów produkcyjnych, sprzedaży, kampanii marketingowych i interakcji z klientami. Business intelligence pomaga menedżerom zrozumieć, które procesy działają dobrze, a które wymagają usprawnienia.

Narzędzia business intelligence, takie jak systemy BI, systemy CRM i systemy ERP, pozwalają na gromadzenie i analizowanie danych dotyczących działalności firmy. Wykorzystanie technik analizy danych, takich jak analiza statystyczna, analiza regresji czy analiza skupień, pomaga w identyfikacji zależności i związków pomiędzy różnymi czynnikami. Poniżej przedstawiamy niektóre z tych narzędzi.

1. Microsoft Power BI

Jednym z najbardziej popularnych narzędzi BI jest Power BI od wiodącego giganta oprogramowania Microsoft. To narzędzie jest do pobrania, więc możesz uruchomić swoją analizę w chmurze lub na serwerze raportowania [4]. Synchronizuj się ze źródłami, takimi jak Facebook, Oracle i więcej, i twórz raporty i pulpity nawigacyjne w ciągu kilku minut za pomocą tego interaktywnego narzędzia. Ma wbudowane możliwości AI, integrację z Excelem i konektory danych, a także oferuje szyfrowanie danych end-to-end i monitorowanie dostępu w czasie rzeczywistym. Naucz się Power BI na Coursera: W ciągu zaledwie dwóch godzin nauczysz się podstaw Power BI na swoim pulpicie dzięki temu projektowi prowadzonemu przez instruktora. Ładują i przekształcają dane, aby tworzyć interaktywne raporty i pulpity nawigacyjne" [1].

Tableau.

Tableau jest znany z łatwych w użyciu możliwości wizualizacji danych, ale może zrobić więcej niż tworzenie ładnych wykresów. Ich oferta obejmuje analitykę wizualną w czasie rzeczywistym, interfejs, który pozwala użytkownikom przeciągać i upuszczać, aby szybko zidentyfikować trendy w danych. Narzędzie obsługuje źródła danych, takie jak Microsoft Excel, Box, PDF, Google Analytics itp. Jego wszechstronność rozciąga się na możliwość połączenia z większością baz danych.

3. QlikSense

QlikSense to narzędzie analityki biznesowej, które podkreśla podejście samoobsługowe, co oznacza, że obsługuje szeroki zakres przypadków użycia analityki, od hostowanych aplikacji i pulpitów nawigacyjnych po niestandardowe i wbudowane analityki. Oferuje łatwy w użyciu, zoptymalizowany pod kątem ekranów dotykowych interfejs, zaawansowaną sztuczną inteligencję i potężną platformę chmurową. Wyszukiwanie i analiza korelacji oparta na dialogu pozwala użytkownikom zadawać pytania i wyciągać praktyczne wnioski, co pomaga zwiększyć znajomość danych u osób, które nie są zaznajomione z narzędziami BI.

4. Dundas Business Intelligence

Dundas BI to oparte na przeglądarce narzędzie do analizy biznesowej, które istnieje od 25 lat. Podobnie jak Tableau, Dundas BI posiada funkcję drag-and-drop, która pozwala użytkownikom na samodzielną analizę danych bez udziału zespołu IT. Narzędzie znane jest z łatwości i elastyczności analizy poprzez interaktywne pulpity, raporty i wizualizacje. Od momentu powstania jako narzędzie do wizualizacji danych w 1992 roku, rozwinęło się w kompleksową platformę analityczną, która rywalizuje z nowymi narzędziami BI dostępnymi dzisiaj" [4].

5 zmysłów

Sisense to łatwe w użyciu narzędzie BI zaprojektowane w celu uproszczenia i optymalizacji pracy. Pozwala na eksport danych z takich źródeł jak Google Analytics, Salesforce itp. Zintegrowana technologia pozwala na przetwarzanie danych szybciej niż inne narzędzia. Wśród kluczowych funkcji jest możliwość osadzenia analityki white label, co oznacza, że firmy mogą w pełni dostosować usługę do swoich potrzeb. Podobnie jak inne, posiada funkcję drag-and-drop. Dzięki Sisense można udostępniać raporty i dashboardy zarówno członkom zespołu, jak i użytkownikom zewnętrznym.

Do innych popularnych narzędzi BI należą: Zoho Analytics, Oracle BI, SAS Visual Analytics, Domo, Datapine, Yellowfin BI, Looker, SAP Business Objects, Clear Analytics, Board, MicroStrategy, IBM Cognos Analytics, Tibco Spotfire, BIRT, Intercom, Google Data Studio i HubSpot. Wyniki analizy danych mogą pomóc firmom w podejmowaniu decyzji dotyczących usprawnienia procesów produkcyjnych, redukcji kosztów, poprawy jakości produktów, zwiększenia skuteczności kampanii marketingowych oraz pozyskania nowych klientów. Business intelligence pozwala również firmom przewidywać przyszłe wydarzenia i zagrożenia, co pomaga im przygotować się na przyszłe wyzwania i podejmować decyzje w odpowiednim czasie" [5].

Wykorzystanie narzędzi business intelligence pozwala firmom na gromadzenie i analizowanie danych dotyczących operacji, klientów, konkurencji, rynków i innych czynników wpływających na działalność. Dzięki temu firmy mogą opracowywać strategie wzrostu i ulepszać swoje procesy. Firmy mogą wykorzystywać różne narzędzia do analizy biznesowej, takie jak raporty analityczne, analizy statystyczne, dashboardy, uczenie maszynowe itp. Wybór narzędzia zależy od potrzeb firmy i istniejącej infrastruktury" [2].

Tak więc, analiza biznesowa pomaga firmie odnieść sukces na rynku i konkurować z innymi graczami. Pozwala firmom zachować konkurencyjność i rozwijać się, zapewniając jednocześnie optymalną równowagę między ryzykiem a nagrodą. Business intelligence jest ważnym narzędziem, które pomaga firmom działać bardziej efektywnie i podejmować lepsze decyzje na podstawie danych.

Referencje

1. Nowoczesne technologie business intelligence jako narzędzie usprawniające komunikację biznesową przedsiębiorstwa. URL: http://ibo.wunu.edu.ua/index.php/ibo/article/view/543 (dostęp 07.03.2023)

2. Nowoczesne narzędzia business intelligence w zarządzaniu przedsiębiorstwem. URL: https://aab-economics.kmf.uz.ua/aabe/article/view/47 (dostęp 07.03.2023)

3. 39 najlepszych narzędzi analizy biznesowej używanych przez czołowych analityków biznesowych. URL: https://uk.myservername.com/39-best-business-analysis-tools-used-top-business-analysts (Дата звернення 07.03.2023)

4. Narzędzia zawodu: z czym pracuje analityk biznesowy w IT. URL:https://happymonday.ua/z-chym-pratsyuye-biznes-analityk-v-it (dostęp 07.03.2023)

5. Narzędzia Business Intelligence do monitorowania działań biznesowych. URL:https://rep.btsau.edu.ua/bitstream/BNAU/3717/1/instrumenty.pdfhttps:/rep.btsau.edu.ua/bitstream/BNAU/3717/1/instrumenty.pdf (dostęp 07.03.2023)

Galchynska Sofiia, Topchiy Rostyslav,
Faculty of Information Technology,
course I, group 8, specialty Computer Science,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Savchuk Tetiana****, Lecturer at the Department of Modern European Languages, SUTE*

USING THE LATEST ARTIFICIAL INTELLIGENCE CHATGPT IN THE DEVELOPMENT OF PROGRAMS

Artificial intelligence (AI) is the simulation of human intelligence processes by machines, especially computer systems [1]. AI has become a breakthrough in information technology. It was designed to perform tasks as well as humans. AI has a wide range of capabilities such as expert systems, deep learning, neural network, natural language processing, speech recognition and machine vision.

ChatGPT is an artificial intelligence language model. Chat is one of the most advanced natural language processing models available today and has been used in a wide range of applications. It includes language translation, chatbots, text generation and so on. ChatGPT interacts in a conversational way that makes it conceivable to reply follow-up questions, concede its mistakes, challenge incorrect premises, and dismiss improper requests.

ChatGPT is owned and developed by AI research and deployment company, OpenAI. The organization is headquartered in San Francisco and was founded by some prominent players – including Elon Musk, Sam Altman, Peter Thiel, OpenAI chief scientist Ilya Sutskever, Jessica

Livingston, and LinkedIn cofounder Reid Hoffman [2]. At the end of 2022, OpenAI released the first demo version of ChatGPT version 3.5. The rate of growth of subscribers broke all possible records. Within five days, the chatbot had over a million users.

Programming is creating a program. In order to write a program, a programmer needs to perform many actions. Artificial intelligence, especially ChatGPT, can help with all tasks.

First, there is a preparatory stage: the specification process (formation of requirements for the future program). After receiving the requirements and wishes from the customer, the first stage is the development of the algorithm. It is important for a programmer to understand what to do and what not to do during code writing. This is necessary in order to make the code as optimized and simple as possible. ChatGPT can write a clear sequence of actions, describe the main idea, and describe the execution process. The task was to write an algorithm about calculation of the sum of all even numbers from 0 to n, where n has to be a user input (Picture1).

1. Ask the user to input a number (n).
2. Create a loop that iterates through all numbers from 0 to n and checks each number for evenness.
3. If the number is even, add it to a running total.
4. Print the final total.

This algorithm allows you to calculate the sum of all even numbers from 0 to a user-specified number n. It can be used to learn the basics of programming and develop algorithmic thinking skills.

Picture 1. The example of the development of the algorithm by ChatGPT

The second stage is coding (writing the algorithm in a programming language). This AI can generate codes of any complexity in any language. It was asked to write simple Python code (Picture 2).

```python
# Calculate the sum of all even numbers from 0 to n, where n is a user input.

n = int(input("Enter a number: "))
total = 0

for i in range(n + 1):
    if i % 2 == 0:
        total += i

print("The sum of all even numbers from 0 to", n, "is", total)
```

Picture 2. The example of simple Python code by AI

The third stage is debugging the code. One of the capabilities of this neural network is to check the syntax of the program. If there is an error in the code, ChatGPT will find and correct a mistake. The task for AI was to write an error code about determining if a number was prime or not, then ChatGPT had to fix its error (Picture 3).

```python
# Example with an error:
# Task: Determine if a number is prime or not.

number = 7

for i in range(2, number):
    if number % i == 0:
        print(number, "is not a prime number.")
        break
else:
    print(number, "is a prime number.")

# Error: the code always outputs that the number is prime.

# Error fix:
# Task: Determine if a number is prime or not.

number = 7

for i in range(2, number):
    if number % i == 0:
        print(number, "is not a prime number.")
        break
else:
    if number == 1:
        print(number, "is not a prime number.")
    else:
        print(number, "is a prime number.")
```

Picture 3. The example of finding a mistake in code and correcting a mistake by ChatGPT

The final stage of program writing is testing. After completing all the steps together with the artificial intelligence, the test should be successful. If there is an error, you can contact ChatGPT, and he will help you solve it.

The analysis leads to the following conclusions: any artificial intelligence is not capable of fully replacing people and doing all the tasks for them. However, AI, especially ChatGPT, can perform certain tasks correctly. ChatGPT is a useful tool for program development, it can help to achieve goals quickly and efficiently.

References

1. Burns E., Laskowski N., Tucci L. What is Artificial Intelligence (AI)? | Definition from TechTarget. Enterprise AI. URL: https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence#:~:text=Artificial%20intelligence%20is%20the%20simulation,speech%20recognition%20and%20machine%20vision. (date of access: 13.03.2023).
2. Somoye F. L. Who created Chat GPT – and who owns OpenAI? PC Guide. URL: https://www.pcguide.com/apps/who-created-chat-gpt/ (date of access: 13.03.2023).

Halatenko Daria,
Faculty of International Trade and Law,
course I, group 16, specialty Information System and Technologies,
State University of Trade and Economics,
Kyiv, Ukraine
*Scientific supervisor **Savchuk Tetiana**, Lecturer at the Department of Modern European Languages, SUTE*

HOW DID THE WAR CHANGE THE IT INDUSTRY IN UKRAINE?

The long-term war of the Russian barbarians continues to inflict painful wounds on our country. In these difficult times, the Ukrainian economy and one of its key sectors, IT, are trying to function, defend the state, fulfil export contracts, pay taxes and salaries. These funds are used to buy the weapons our defenders need, provide social support to the population and rebuild our cities. The IT industry continues to be the backbone of Ukraine and may become one of the main drivers of development in the future.

Ukraine's IT sector is the most stable industry and the only one showing growth, with a share of 46% in total exports of services. In March 2022, the Ukrainian IT sector demonstrated its resilience in the face of unrest and increased risks, maintaining 96% of IT services exports, which amounted to USD 522 million, compared to USD 546 million in the same period of the previous year.

The number of vacancies for developers in Ukraine, which declined sharply at the beginning of the year, has shown growth after two quarters, demonstrating that demand for personnel from foreign customers remains. According to Konstantin Vasyuk, executive director of the IT Ukraine Association, 77% of IT companies are optimistic about returning to previous volumes and, even better, signing contracts with new clients during the war.

From the first days of the devastating war, some companies in this sector from the eastern, southern and partially northern regions were forced to urgently evacuate to safer western regions or even abroad. And here, the technologically advanced city of Lviv lent a helping hand in time. In the first month of full-scale aggression alone, the number of IT specialists in Lviv and the region reached 70-100 thousand. For comparison, before the war began, the number of people working in this field in the city was 31,000. Between 50 and 57 thousand IT professionals, 64% of whom are women, left the country, remaining tax residents of Ukraine. About 228,000 industry representatives remained in Ukraine, maintaining a regular level of delivery.

In addition to the loss of talent, the war has also led to a decrease in investment in the IT industry. The political and economic instability caused by the conflict has made it difficult for companies to obtain financing and has discouraged foreign investment in the sector. The war has also disrupted the supply chain of IT hardware and software, making it more difficult and expensive for Ukrainian companies to access the tools they need to develop and deploy software products.

International trade sanctions against the Putin regime have also led many Western companies to cancel their contracts with Russian developers. Why is it worth hiring Ukrainian IT professionals instead? Yes, it is riskier than before the full-scale invasion. However, most developers now work in safe regions and have a stable Internet connection, and Ukrainian IT specialists are more resilient and kind people than the Russian invaders. Moreover, Starlink has already been bought by large companies.

Russia's war against our country will end with our victory, so Ukraine needs to start outlining a vision for the development of key sectors of the national economy now. Minister of Digital Transformation Mykhailo Fedorov presented the post-war plan for the digitalisation of Ukraine until 2030, which consists of four key goals: to fully transform all government services into the online sphere, to provide almost the entire population with the best quality of the Internet, to provide millions of Ukrainians with the basics of digital skills, and to increase the share of IT in the country's gross domestic product.

In conclusion, the brutal war has become a difficult test for our high-tech industry, but at the same time, it is an incentive for it to quickly adapt to the new conditions of existence. Everyone understands that after our victory, there will be a lot of work to be done to build a new strong Ukrainian digital state that will become an important part of the European community.

References

1. Михайло Федоров. IT під час війни: виклики, досягнення, перспективи. – URL: https://interfax.com.ua/news/blog/881572.html. (дата звернення: 30.12.2022).

2. УНІАН інформаційне агентство. Цифровий фронт: як війна змінила IT-індустрію в Україні.

URL: https://www.unian.ua/techno/viyna-cifroviy-front-yak-viyna-zminila-it-industriyu-v-ukrajini-11872977.html (дата звернення: 20.06.2022).

3. Julia and Mariia Pliushko. Ukrainian IT industry during the war: relocation, resilience, and unprecedented export volumes. – URL: https://www.aimprosoft.com/blog/ukrainian-it-industry-during-the-war-relocation-resilience-and-unprecedented-export-volumes/ (last accessed: 25.10.2022).

4. Maryna Demchenko. The Impact of War in Ukraine on the Tech Industry of Europe and Beyond.

URL: https://ncube.com/blog/the-impact-of-war-in-ukraine-on-the-tech-industry-of-europe-and-beyond. (last accessed: 19.07.2022).

Hnatchenko Anastasia,
Faculty of Information Technology,
course Ⅰ, group 3, specialty Software Engineering,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Borshchovetska Valentyna****, PhD in Pedagogics,*
Associate Professor at the Department of Modern European Languages,
SUTE

PROBLEMS AND PROSPECTS OF USING ARTIFICIAL INTELLIGENCE

In recent years, Artificial Intelligence (AI) has gained more and more momentum in its development. Every major industry has already been impacted by AI. The relevance of using this technology is confirmed by many studies. For instance, according to IBM, about 44% of companies are looking to make serious investments in AI and integrate it into their business [4].

Such an expansion of AI is the result of advances in a field known as machine learning. Machine learning involves using algorithms that allow computers to learn on their own, find and remember patterns in large volumes of data, and perform tasks, generally without being programmed. So, artificial intelligence is the ability of machines and programmes to analyse and process the information they receive to carry out a wide range of tasks. The main characteristic of AI devices is their ability to perceive and process the world around them, as the human brain does.

Using artificial intelligence in a variety of contexts and fields has numerous advantages. AI has the ability to automate routine tasks and decision-making processes. Besides that, AI-powered neural networks, such as ChatGpt, Bing AI, or Midjorney, can analyse vast amounts of data and provide instant service and support to users. As a result, it will significantly reduce processing time, financial costs and boost productivity. AI can also enable the creation of new products and services that were previously impractical or unachievable, driving innovation and expansion in many industries.

However, the use of artificial intelligence is not without challenges and potential risks. There are concerns about privacy, transparency, security, and ethics. The inner workings of many AI systems are currently complex and opaque. Increasing the transparency of AI will increase user trust and make it easier to identify and eliminate bias, errors, and other ethical issues in its operation. In this way, organisations can unlock the full potential of artificial intelligence while minimising risks and maximising its benefits.

Another important challenge is to determine who is responsible for damage caused by an AI-operated device or service. As artificial intelligence becomes more advanced and pervasive, it is essential to establish clear accountability frameworks to ensure that the responsible parties are held accountable for any harm caused by AI systems. Therefore, the creation and adoption of relevant international standards will provide a tool for coordination that will help create industry best practises and guidelines that will promote responsible artificial intelligence development and deployment. This can help prevent potential harm and ensure that AI is used in a way that benefits society as a whole.

But the most significant challenge of AI is the potential for job automation, which could lead to displacement and unemployment in some industries. According to a McKinsey study, production automation will accelerate even further in the coming years. For example, in China and India, more than 50% of work processes will be taken over by AI systems [3]. Addressing this issue requires a comprehensive approach that includes investments in education and training, social protection systems, and other measures to support workers and promote inclusive economic growth. However, artificial intelligence is also expected to create new job opportunities for people with advanced digital skills needed to create, manage, test, and analyse information and communication technologies (ICT). But to take advantage of these opportunities, it is important to create an environment conducive to acquiring the necessary skills and to undertake a major digital transformation to replace business operations with more data-driven ones.

Despite the challenges, the prospects of using AI are vast and exciting. Artificial intelligence has the potential to transform many aspects of our lives, from finance and transport to agriculture and the environment. In the healthcare sector in particular, AI can revolutionise the way we do things, being used to improve medical diagnosis and treatment, personalise patient care, and develop new drugs and therapies. In general, AI has the potential to automate routine and repetitive tasks, allowing humans to focus on more creative and complex tasks. It can significantly improve decision-making and facilitate access to information, education, and training. AI can also take personalised and responsive customer service to the next level by analysing customer data and providing personalised recommendations and support.

So, artificial intelligence has the capacity to transform many industries and improve our lives in numerous ways, and the potential of artificial intelligence is extremely broad. Various possibilities of its application in the future will increase convenience and efficiency, automate routine and repetitive tasks, create new products and services, improve decision-making, facilitate access to information and make it more personalised. And the focus of artificial intelligence systems on high-quality data will help unlock its full power [2]. However, it is crucial to understand and manage the challenges associated with this technology. Furthermore, safeguards need to be put in place to promote the legal, ethical, private, and secure use of AI to ensure that the benefits outweigh the risks.

In conclusion, with proper management and deployment, artificial intelligence can be a powerful tool for positive change. And in the future, a society of creators may emerge, where AI systems will help people get rid of routine, feel solidarity and spend their free time on creative activities.

References

1. Challenges and opportunities of Artificial Intelligence for Good. *AI for Good Blog*. 2018. Retrieved 20 April 2023 from https://aiforgood.itu.int/challenges-and-opportunities-of-artificial-intelligence-for-good/.

2. Jennifer Tapias Derch. Why it's time for 'data-centric artificial intelligence'. *Massachusetts Institute of Technology: Ideas Made to Matter*. 2022. Retrieved 20 April 2023 from https://mitsloan.mit.edu/ideas-made-to-matter/why-its-time-data-centric-artificial-intelligence?gad=1&gclid=CjwKCAjwrpOiBhBVEiwA_473dBuDxq1x2Dbr53Ak8RQqFqNXwZ5Ip9vbbZGZDSCB_h4zjJhFzYdJVRoCJX8QAvD_BwE.

3. McKinsey Technology Trends Outlook 2022. *McKinsey & Company*. 2022. Retrieved 20 April 2023 from https://www.mckinsey.com/~/media/mckinsey/business%20functions/mckinsey%20digital/our%20insights/the%20top%20trends%20in%20tech%202022/mckinsey-tech-trends-outlook-2022-full-report.pdf.

4. Mike Thomas. The Future of AI: How Artificial Intelligence Will Change the World. *Built In*. 2022. Retrieved 20 April 2023 from https://builtin.com/artificial-intelligence/artificial-intelligence-future.

Honcharuck Andrii,
Faculty of Economy, Management, and Psychology,
course I, group 7, specialty Corporate Finance,
State University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor ***Zatserkovnyi Oleh****, Senior Lecturer at the*
Department of Modern European Languages, SUTE

DIGITAL TRANSFORMATION IN THE BANKING SECTOR: PROSPECTS FOR UKRAINE

The current era dictates the acute relevance of the topic of digitalization in banking, especially given the technological advances and the exponential growth of the importance of digital means in commerce. In this regard, banks in Ukraine feel the need to implement digital technologies and other innovative solutions to ensure their competitiveness [2].

The indispensability of digital transformation for banks. In today's world of financial institutions, it is safe to say that the imperative course for maximum modernization is marked by the urgent need to embrace digitalization as a strategic driver. With the banking industry constantly evolving and consumer habits changing, Ukrainian banks need to digitally transform to stay ahead of their competitors. By implementing these changes, they can effectively manage data while providing more unique services to customers. This gives them the flexibility to respond quickly to sudden market conditions or customer needs changes [1].

Diverse and complex challenges associated with the ongoing digital transformation in the Ukrainian banking sector. The current transformation in thinking requires a thorough review of business-as-usual procedures, demanding inventive and adaptive solutions to continue to compete for distinction in an ever-evolving technology-driven atmosphere. The Ukrainian banking sector faces significant obstacles to digital transformation. The most important of these is the lack of appropriate legislation that would allow banks to effectively use modern technology. In addition, there is an urgent need to innovate and implement digital technologies that ensure customer data's security and confidentiality from intruders trying to gain unauthorized access to or use it. From the complexities of the latest technological breakthroughs to the thriving financial expansion, this area offers exciting horizons for those who can keep up with its ever-transforming topography [3]. Despite the challenges associated with the digital transformation of the banking sector in Ukraine, there are many prospects for banks that adopt digital technologies. In particular, they can increase efficiency and reduce costs, improve the quality of customer service, and increase customer loyalty. Digital technologies can also help banks attract customers and develop products and services. One example of a successful digital transformation in the Ukrainian banking sector is PrivatBank, which has successfully implemented digital technologies to improve customer service and ensure the security of operations. In general, digital transformation is a necessary stage in the development of the banking sector in Ukraine, which allows banks to maintain their competitiveness and develop in a difficult market environment. At the same time, successful digital transformation requires developing and implementing new technologies, ensuring the security and protection of customer data, and changing business models to meet the requirements of the modern market. Successful digital transformation of banks also requires a high level of cybersecurity and data protection. This is becoming increasingly important as the frequency of cyberattacks and other cyber threats is on the rise. Banking institutions are obliged to allocate significant resources to strengthen their cybersecurity and ensure compliance with the GDPR and other legislation. On the other hand, digital transformation can help banks cut costs and increase efficiency. For example, intelligent analytical tools can help banks analyze huge amounts of data and provide more accurate forecasts and make better decisions. They also can help to automate operations and improve customer service [2].

Digital transformation offers enormous potential for the Ukrainian banking sector. Banks that successfully implement digital technologies while maintaining a high level of cybersecurity and personal data protection can gain a significant competitive advantage and ensure the long-term viability of their operations in an increasingly competitive and rapidly evolving technological environment. However, the effective use of digital technologies partly depends on the culture and philosophy of the organization. Many banking organizations do not yet have an agile and innovative culture, which can hinder the adoption of new technologies and procedures. As a result, the success of digital transformation also depends on the transformation of the organization's culture and philosophy. Even if a bank has effectively implemented digital technologies, it must continue to evolve and ensure continuous innovation as technology is constantly evolving and competition in the banking sector is increasing. Digital transformation is becoming imperative for banking organizations in a highly competitive world where customers increasingly expect fast and accessible service. Only those who can adapt and innovate will be able to remain competitive and ensure their future success. Banks that are open to innovation and ready to change will have the best chance of success in the face of increased competition and technological advancements. As a result, banks should invest in technology and provide adequate training and professional development for their staff. Hiring and developing the right talent is also critical to the success of digital transformation. One of the main benefits of digital transformation is the opportunity to increase efficiency while reducing costs. Banks can improve efficiency and service quality by implementing automated procedures and other innovative technologies. They can also minimize the risks and costs of data storage. Banks can also use digital transformation to create new products and services that meet customer needs and ensure customer satisfaction. For example, mobile and online banking applications allow customers to make payments and obtain account information quickly and conveniently. Digital transformation is becoming a prerequisite for success in the highly competitive Ukrainian banking business. Banks should ensure the social protection of their employees and develop programs for their development and retraining.

To summarize, in the context of rapid technological development and changing consumer needs and expectations, digital transformation is a critical element of success for the Ukrainian banking sector. However, digital transformation should be implemented smartly and balanced, considering both the potential and the obstacles associated with this process [1], [2].

References

1. Deloitte Insights: Digital Transformation in Banking: A Guide to Building a Successful Future 2020 Edition. URL: https://www2.deloitte.com/us/en/insights/focus/digital-maturity/digital-transformation-in-banking.html (дата звернення: 28.03.2023)
2. А. С. Завербний, Н. Р. Сокульський PANDEMIC AS A CATALYST OF DIGITALIZATION OF THE BANKING SYSTEM IN UKRAINE 2021 P 5-8. URL: https://www.researchgate.net/publication/348989339_PANDEMIC_AS_A_CATALYST_OF_DIGITALIZATION_OF_THE_BANKING_SYSTEM_IN_UKRAINE (дата звернення: 20.04.2023)
3. Chris Anstey The Old New Economy 24 April 2023 URL: https://www.bloomberg.com/news/newsletters/2023-04-24/global-economy-latest-the-new-economy-isn-t-that-new (дата звернення: 25.04.2023)

Hrushchynsyi Yurii,
Faculty of Information Technologies,
course II, group 13, specialty Security of Information systems,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Borshchovetska Valentyna****, PhD in Pedagogics,*
Associate Professor at the Department of Modern European Languages,
SUTE

THE MAIN PECULARIETIES OF GENER AL DATA PROTECTION REGULATION

In terms of this publication we would like to highlight the legislative part of data protection, namely clarify what General Data Protection Regulation (GDPR) is and to compare the GDPR and Ukrainian law.

First, let's discover what General Data Protection Regulation (GDPR) is.

The General Data Protection Regulation (GDPR) – is a law that defines the basic principles and approaches to the collection, processing, storage and destruction of personal data of EU citizens. GDPR is designed to replace the Data Protection Directive 95/46/EU, which entered into force in 1995. The main purpose of GDPR is ensuring the inviolability of personal life of EU citizens by protecting their personal data from loss and improper use. The primary task of the GDPR is Provision of control over the use of personal information for EU citizens and unification of EU legislation, which regulates the requirements for the protection of personal data [2].

Let us discover the the main approaches to handling personal information. It's important to get acquainted with the relevant basic situation in the world. At the moment, there are two main approaches to handling personal information: American and European. From the point of view of legislation, they have both related and divergent points. Of course, in term of this publication size limits, we will not compare the legal part of the CCPA (California Consumer Privacy Act) and the GDPR, instead we will consider the cultural aspects that will give us an understanding of the difference between these two approaches.

Europe has a long history of invasions of privacy. For example, during World War II, the Nazi regime searched for Jews using data from local population registers. Subsequently, in the communist East Germany (GDR), a secret organ Stasi, was created, which influenced all civilian life for its repressive purposes. So, no wonder that Europe is concerned about the privacy of its people [3].

Today's differences in understanding privacy between the US and Europe are obvious. In the US, it has become the norm for online behavior to be tracked and used for a range of subsequent manipulations. The US follows a more business-oriented approach that favors companies that collect and use personal data. The use of personal data for commercial purposes outweighs the importance of data privacy. In its turn, GDPR puts user privacy above the commercial component [1].

Here we provide the basic provisions of the GDPR:

The law requires obtaining the formal consent of the subject of personal data for the processing of his data.

The law requires the appointment of a personal data protection officer for certain organizations to ensure compliance with GDPR requirements.

The law defines cases in which it is necessary to assess risks for human rights and freedoms related to the processing of personal data.

The law defines requirements for storage of information about purposes of personal data processing and its provision to citizens and law enforcement bodies upon request.

The law requires that law enforcement bodies and individuals report violations of the confidentiality of data that may "threaten human rights and freedoms.

The law extends the rights of citizens to access their personal data, including requiring the data controller to stop processing its data and/or to delete them [2].

Now let's have a look at the Ukrainian law supporting the protection of personal date of Ukrainian citizens.

The Law of Ukraine "On the Protection of Personal Data" – is a law that defines the main legal relationships related to the protection of personal data of Ukrainian citizens during their processing. The law was adopted on June 1, 2010 and entered into force on January 1, 2011. The main purpose of the law is not to allow the collection, storage, use of confidential information about a person without its consent, except for cases determined by law, and only in the interests of the national security, economic well-being and human rights. The primary task of the law is to specify human rights in the sphere of personal data protection, to define mechanisms of realization of these rights [2].

Based on the research we submit you the comparative analysis of GDPR and Ukrainian law.

	Law of Ukraine "On Protection of Personal Data"	General Data Protection Regulation
Scope of application	Ukraine	Territorially not limited
Consent to the processing of personal information	✓ Article 11 specifies that one of the grounds for processing personal information is consent.	✓ Article 7 defines the conditions under which the consent of the subject of personal data must be obtained.
Determination of the purposes for which the information will be processed	✓ Article 6 specifies that the data subject must be informed of the purpose of personal information processing.	✓ To obtain consent, it is necessary to clearly define the purpose for which personal information will be processed.
Storage of information about data processing activities	✗ No requirements to store information about data processing activities.	✓ Article 30 requires the retention of information about data processing activities.
Penalties for illegal collection and processing of information	✗ The amount of the fine for improper use or breach of confidentiality of personal data has not been determined. percent	✓ Fines for non-compliance are up to 4% of annual global turnover or EUR 20 million.
The need to notify regulatory authorities about privacy violations	✗ There is no need to notify the data subject or supervisory authorities about violations of data privacy.	✓ Article 33 determines the need to notify supervisory authorities within 72 hours of violations.
Ensuring the rights of the data subject	✓? Article 8 defines the rights of the data subject, but they are much narrower than the rights defined in the GDPR.	✓ Section 3 defines the data subject's rights to access personal information and provides an opportunity to prohibit its processing.

So, in this publication we tried to analyse the legislative part of data protection, clarify what General Data Protection Regulation is and compare it with the Law of Ukraine "On the Protection of Personal Data".

The further researches have to be done addressing this problem.

References

1. Donald L. Buresh. Comparison Between the GDPR And The CCPA. *A Comparison between the European and the American Approaches to privacy*. 2018. Sec. IV. P. 273-280.

2. EY Cybersecurity bootcamp 2022 Privacy. General Data Protection Regulation (GDPR). Retrieved 07 February 2023 from: https://linktr.ee/eycareersukraine

3. Forbes with Robert E.G. Beens. *The Privacy Mindset Of The EU Vs. The US*. Jul 29, 2020. Retrieved 10 March 2023 from: https://www.forbes.com/sites/forbestechcouncil/2020/07/29/the-privacy-mindset-of-the-eu-vs-the-us/?sh=58d8c4447d01

Ihnatovych Oleksandra,
Faculty of Information Technologies,
course I, group 4, specialty Software Engineering,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Pidkolesna Lyudmyla****, Senior Lecturer at the Department of Modern European Languages, SUTE*

THE IMPACT OF THE VISUAL ON BUSINESS

The 21st century can safely be called the century of visual marketing. Scientists have already proved that 80-85% of humanity is visual. This is logical, because visual images are digested by the brain 6 thousand times faster than text, and the visual message has a more subtle effect on the psyche. Color, composition, shape, texture evoke an emotional response, which forms the attitude of the consumer to the brand. Design is a visual "packing" of meanings, a method for transforming business ideas into visual images. Now it is used everywhere – in branding, sales, marketing, in every branch of business. But what is its impact on profit and business success?

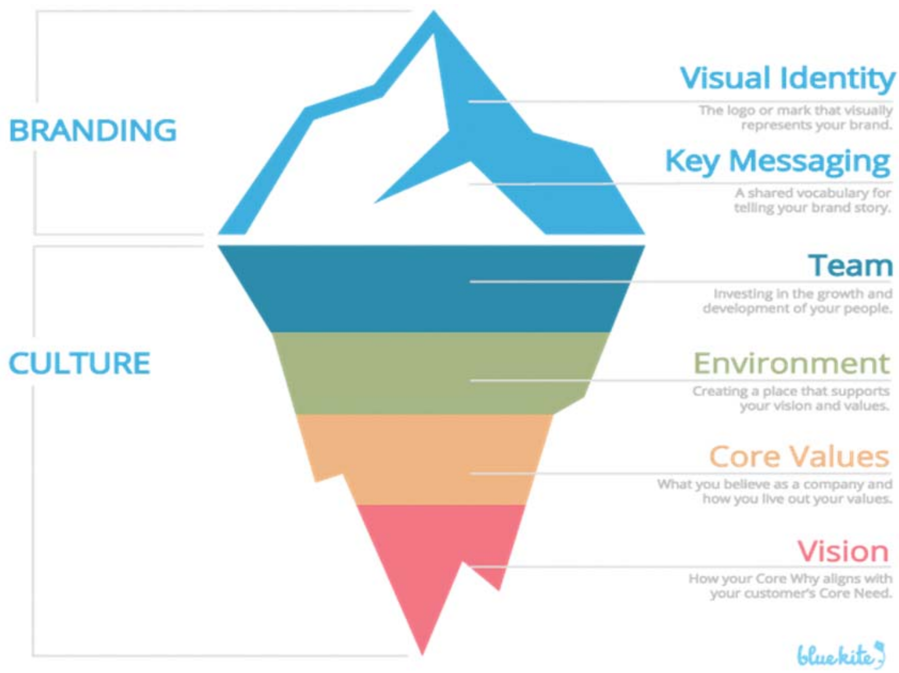
Let's take ordinary articles on the Internet as an example: if they are not accompanied by a catchy, memorable image, there is very little chance that they will be noticed in a stream of endless news. The same algorithm applies to advertising for goods and services. Dry descriptions without visually appealing reinforcement, even written by a talented writer, are of interest only to the most loyal customers. Most readers will pass by without noticing his efforts. While traditional marketing is a sales aide, visual marketing is needed so that we can negotiate with and influence the customer faster. We suffer from information overload. Brands often ignore visuals and choose aggressive marketing and continually attack their customer with "screaming" text content. But people perceive such messages as information noise.

A business or organization has only 8 seconds to interest a potential customer in its offer, like and be remembered by him. Therefore, communication must be fast, clear and creative. That's why visualization comes to the forefront today. Visual marketing helps to perceive information faster, evoke emotions, appeal to the sensual experience of the customer and even form values.

A picture instantly affects a person on a cognitive and emotional level. The formula "**VQ (visual quotient) -> IQ (intelligence quotient) -> EQ (emotional quotient)"** (pic. 1) perfectly reflects the metaphor: eyes, brain, emotions (heart).

Pic. 1. The formula "VQ -> IQ -> EQ"

Another problem with verbal communication is that each participant's word evokes personal images. Whereas visual-graphic communication helps to interpret the images unambiguously. The only problem here is to find an image that everyone reads in the same way. A simple example: if you ask several people to draw a dog, everyone will depict it differently, from animals to the "@" symbol. Therefore, creating visual images and choosing types of visual communications, a company should be guided by its target audience: users' socio-cultural level, interests, age, education etc. One would think that this part of marketing appeared recently due to the development of information technologies. But the beginning of the visual appeared in Ancient Greece, approximately in the 5th century B.C. At that time a private shoe manufacturer put a mark with his logo on the sole of the sandal. This "branding" is considered to be the first brand logo. But, nevertheless, the logo is only the tip of the business and the flowering of the visual concept for business occurs precisely in our time (pic 2).



Pic. 2. Visual concept for business

So, the impact of a visual image on a business is multifaceted. It allows a company to distinguish itself and be remembered by the consumer among many similar companies. A unified visual concept allows you to increase the level of customer interest and, consequently, raise the level of sales. I believe that today every business that aspires to be successful should focus on visual perception.

References

1. Візуальний маркетинг – ефективний інструмент залучення клієнтів. URL: https://www.managementportal.de/inhalte/artikel/fachbeitraege/14-marketing/1269-visuelles-marketing.html (дата звернення: 13.03.2023).

2. Вплив графічного дизайну на бізнес: узгоджена візуальна ідентичність. URL: https://costellocreativegroup.com/impact-of-graphic-design-on-business/ (дата звернення: 18.03.2023).

3. Вплив дизайнерських аспектів світлової реклами на зорову увагу та пам'ять споживачів. URL: https://www.academia.edu/24626150/Der_Einfluss_gestalterischer_Aspekte_der_Lichtwerbung_auf_die_visuelle_Aufmerksamkeit_und_die_Erinnerungsleistung_von_KonsumentInnen (дата звернення: 18.03.2023).

Ivasenko Kateryna,
Faculty of Information Technologies,
course II, group 1, specialty Digital Economy,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Savchuk Tetiana****, Lecturer at the Department*
of Modern European Languages, SUTE

THE INFLUENCE OF INFORMATION TECHNOLOGIES ON THE DEVELOPMENT OF MODERN SOCIETY

The past few decades have seen a revolution in computing and communications, and all indications are that technological progress and the use of information technology will continue at a rapid pace. Information technology has had a significant impact on the development of modern society, influencing various aspects of our lives, including communication, education, work, entertainment and even politics. Today, innovations in information technology have a wide impact on most areas of society, and professionals deal with issues related to economic productivity, intellectual property rights, privacy protection, availability and access to information.

Since information is an integral part of all human activity, all processes of individual and collective existence are continuously formed by a new technological method, then modern communication the system, which has a global character, dictates new requirements to the social system. Society and its internal structure, as well as the functions of individual elements are changing, and first of all, these changes affect communication, first of all interpersonal, connections. [1]

Some of the ways in which information technology has affected modern society are listed below.

Communication. Information technologies permit people to communicate and interact with each other in real time regardless of the distance between them. One of the main tools of communication in the world of information technologies is the Internet. The Internet allows people to exchange messages, images, and videos in real time, making it possible to stay abreast of events happening anywhere in the world. Also, information technology uses other tools for communication, such as e-mail, messengers, social networks, video conferencing and others. Communication in the world of information technology authorizes people to easily communicate, exchange information and develop personally and professionally. However, it is also important to remember to be safe online and avoid using communication tools for malicious purposes.

Education. The use of information technologies in education has transformed the way we learn. E-learning platforms, online courses, educational apps, and digital textbooks have made education more accessible, flexible, and personalized. Advances in information technology have influenced the craft of teaching, complementing rather than replacing traditional classroom learning. The greatest potential of new information technologies lies in improving the productivity of time spent outside the classroom. Although distance learning has been around for some time, the Internet makes it possible to greatly expand the reach and better delivery of learning. Text can be combined with audio/video, and students can interact in real time via email and discussion groups. Such technical improvements coincide with the general demand for retraining by those who cannot attend traditional courses due to work and family needs. Online distance learning is likely to supplement existing schools for children and students, but it may have a greater effect of replacing continuing education programs. [2]

Work. Information technologies have transformed the way we work. The development of cloud computing, mobile devices, and collaboration tools have made it possible for employees to work remotely, communicate with colleagues in real-time, and access work-related data from anywhere. Computers and communication technologies allow people to communicate with each other in ways that complement the traditional face-to-face, telephone, and written modes. These technologies use a communications infrastructure that is both global and always-on, enabling 24/7 activity and asynchronous as well as synchronous interaction between individuals, groups, and organizations. The fact that computers and communication technologies will reduce the importance of distance also promotes telecommuting and thus affects the living patterns of citizens.

Entertainment. The entertainment industry has been greatly influenced by information technologies. Streaming services, video-sharing platforms, and social media have created new ways for people to consume and enjoy entertainment content. Information technologies can be one of the tools for entertainment and development of various types of recreational activities. For example, the Internet allows us to find games, movies, music and other forms of entertainment using a computer or smartphone. The Internet also permits us to access online games, video games, and other gaming platforms. These games can be entertainment games that help us relax and unwind after a busy day at work, or educational games that help us learn new things. Thanks to information technology, we can also visit virtual tourist spots, museums and other places that we may not be able to visit in real life.

Politics. Information technologies have influenced the way we engage in politics. Social media has become a powerful tool for political campaigns, while online activism and e-petitions have made it easier for citizens to participate in the political process. Information technologies have a great impact on politics, both domestic and foreign. The main challenges facing modern IT policy include: cybersecurity and information protection. Information technologies allow to collection, store and process large amounts of data. However, it can also be a source of cyber security threats, as attackers can use this technology to breach security systems and steal sensitive information.

Overall, information technologies have had a significant impact on the development of modern society, transforming the way we communicate, learn, work, entertain ourselves, and engage in politics. The continuing development of information technologies is likely to shape the future of society in even more profound ways. With the emergence of a new type of society the structure and structure of social relations is undergoing serious changes. It occurs due to new modes of social interaction based on appearance and the implementation of new information technologies, with the help of which it became it is possible to create a single global communication network. That's all to the fact that the structure of information channels is greatly changing, the communicative space of the individual becomes more saturated. Virtual a reality that is constructed with the help of computer technology global communication network Internet, adds a new dimension to social relations.

References

1. Данильян О.Г, Дзьобань О.П. Людина в інформаційному суспільстві: деякі штрихи до усвідомлення проблеми. *Вісник Національного юридичного університету імені Ярослава Мудрого.* 2020. № 3 (46). С. – 246.
2. Impacts of Information Technology on Society in the New Center. Retrieved 14 February 2023 from https://ururm.com/impacts-of-information-technology-on-society-in-the-new-century/

Koval Anastasia,
Faculty of Information Technology,
course II, group 10, specialty System Analysis,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Olena Kulazhenko****, Lecturer at the Department*
of Modern European Languages, SUTE

ARTIFICIAL INTELLIGENCE IN COMPUTER GAMES

Artificial intelligence (AI) in computer games refers to the use of algorithms and computational methods to create intelligent agents or game bots that can perform actions and make decisions in the game world. The primary aim of AI in gaming is to create more challenging and realistic opponents for human players, as well as to improve the general gaming experience [3].

There are several methods used to create AI in games, including rule-based systems, decision trees, finite state machines, and neural networks. Rule-based systems use a group of predefined rules to define the behavior of game bots, while decision trees use a hierarchy of decisions based on game events to define actions. Finite state machines use a series of states and transitions to represent bots' behavior, and neural networks allow bots to learn from their experiences in the game world. Additionally, game AI also includes algorithms from control theory, robotics, computer graphics, and computer science in general. However, the choice of the method for generating AI in games will depend on a number of factors, including the complexity of the game, the desired level of adaptability and intelligence of bots, as well as available computing resources [1].

The creation of artificial intelligence in games involves several stages, including the designing of bots' behavior, defining their goals and objectives, and the implementation of algorithms and methods that will enable them to achieve those goals. AI developers may also need to incorporate methods such as pathfinding, which involves finding the optimal path through the game world, and collision detection, which allows robots to interact with other objects in the game world. In general, the creation of artificial intelligence in games is a complex and repetitive process that requires careful planning, implementation, and testing. By developing intelligent agents that can adapt and evolve in accordance with changes in the game world, developers can create a more immersive and engaging game experience for players. The implementation of AI greatly affects the gameplay, system requirements, and budget of a game, and developers balance these requirements by trying to make an interesting and resource-intensive AI at a low cost [2].

There is a wide variety of software for creating game AI. The most useable platforms and tools are:

1. Unity is one of the most popular game creation platforms that has built-in tools for creating Game AI. Unity has a fantastic program dedicated to exciting and complex artificial intelligence. Unity offers a collection of modules for AI development, such as behavioral systems, machine learning, and decision-making combination.

2. Unreal Engine is another popular game creation platform that has built-in tools for developing Game AI. Unreal Engine has a built-in behavior editor with AI behavior system, and supports machine learning and decision systems.

3. Pygame is a Python library for creating games that has modules for developing Game AI. Pygame has support for neural networks and machine learning, which allows you to make Game AI that can learn and change its strategies.

4. TensorFlow is an open-source machine learning library that can be used to create Game AI. TensorFlow has many modules for developing neural networks and machine learning models that can be used to make game AI.

5. Cocos2d is another popular game development library that has modules for developing game AI. Cocos2d has built-in AI systems that allow you to create realistic characters with complex behavioral algorithms.

Game AI can be used to create at variance types of characters, including opponents, allies, and neutral characters. They are generally divided into:

- Non-player character – NPCs – usually, these AI characters are friendly or neutral to the human player;
- Bots – hostile AI characters that are close to the player in terms of capabilities; a small number of bots are fighting against the player at any given time. Bots are the most difficult to program.
- Mobs are "low-intelligence" AI characters hostile to the player. Players kill mobs in large numbers to gain experience points, artifacts or to train in a particular area.

We can conclude that AI in games plays a crucial role in improving the player experience, and it has become a main part of modern game development. By producing intelligent agents who can adapt and evolve according to changes in the game's environment, developers can create a more mesmerizing and exciting gaming experience for players.

References

1. Millington L., Kaufmann M. Artificial Intelligence for Games. Boca Raton: CRC Press, 2009. – 607 p.
2. Kirby N. Introduction to Game AI. Boston: Cengage Learning PTR, 2010. – 245 p.
3. AI in gaming: A complete guide. *Dataconomy*. URL: https://dataconomy.com/2022/04/29/artificial-intelligence-games/ (date of access: 17.04.2023).

Kravchuk Valeriia,
Faculty of Information Technologies,
course I, group 8, specialty Computer science,
State University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor ***Savchuk Tetiana****, Lecture at the Department*
of Modern European Languages, SUTE

UI / UX DESIGN

What is UI/UX design, and what is the difference between UI and UX? UI/UX design is one of the most crucial aspects of product development, whether it is for a mobile app, website, or software. The main goal of UI/UX designers is to enhance user satisfaction by creating products and interfaces that are intuitive, simple, and efficient. Many people contribute to this, including developers, content writers, and others. But what exactly is each designer's role in achieving this overall objective?

UX design, or user experience design, focuses on how users interact with a product or service. It involves understanding user needs and their context of use, designing the process of interacting with the product, and testing and improving the product based on data. The primary tasks of a UX designer include developing user scenarios, creating mockups and prototypes, testing users, and analyzing their behavior. An essential component of UX design is the study of the competitive environment and analysis of design trends.

UI design, or user interface design, concentrates on how a product looks and how users interact with interface elements. UI design involves developing graphic design and styling, selecting colors and typography, and designing interface elements. The main tasks of a UI designer are to create an aesthetically pleasing and functional interface, develop a color system and typography, place elements on the page, and design icons and other graphic elements.

So, a UX designer is responsible for determining the functionality and usability of the user interface, while a UI designer is responsible for the aesthetic design of the user interface. The two teams work closely together to ensure a cohesive design. While the UX team focuses on the app's workflow, button navigation, and information delivery, the UI team concentrates on the visual appearance of the interface elements. The process is highly collaborative, and both teams work together to ensure that the interface is both functional and visually appealing. UI/UX design is an essential aspect of creating a successful digital product. By prioritizing user experience and creating a visually appealing design, businesses can improve user satisfaction, increase conversion rates, reduce development costs, and enhance their brand perception.

In general, is UI/UX design in demand? UI/UX design skills are highly valued. UI/UX designers are a great asset for any company that develops websites, mobile applications, and software. In addition, the development of the Internet and technology contributes to the growing demand for such professional skills. In this regard, the demand for UI/UX designers is constantly growing, and this creates many opportunities for people who want to do UI/UX design. Companies no longer consider this area as something additional, but look at it as an important part of product development that helps them take a leading position in the market.

Overall, UI/UX design plays a critical role in the success of digital products. A well-designed product can help to differentiate a business from its competitors, increase customer loyalty, and drive revenue. Businesses that prioritize UI/UX design and are committed to constantly improving it are more likely to attract and retain customers in the digital age.

References

1. Dumont S. The difference between UX and UI, according to designer and Maze CEO, Jonathan Widawski. URL: https://maze.co/blog/ui-vs-ux/ (дата звернення: 27.03.2023).
2. Guthrie G. A detailed guide to the product design process. URL: https://nulab.com/learn/design-and-ux/a-detailed-guide-to-the-product-design-process/ (дата звернення: 26.03.2023).
3. Oppliger T. What is UX / UI design?. URL: https://flatironschool.com/blog/what-is-ux-ui-design (дата звернення: 27.03.2023).
4. Softic H. Intro to UI/UX design: everything you're wondering about. URL: https://www.grm.digital/en/blog/ui-ux-design-basics (дата звернення: 25.03.2023).

Mykytenko Volodymyr,
Faculty of Information Technologies,
course II, group 2, specialty Software Engineering,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Savchuk Tetiana****, Lecturer at the Department*
of Modern European Languages, SUTE

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING: CURRENT STATE AND PROSPECTS FOR DEVELOPMENT

Artificial intelligence refers to the ability of machines to perform tasks that would normally require human intelligence. It encompasses a wide range of techniques and technologies such as natural language processing, computer vision, and robotics. Machine learning is a subset of AI that allows machines to learn from data and improve their performance over time, without being explicitly programmed.

According to a report by Grand View Research, the global AI market size was valued at USD 136.55 billion in 2022 and is projected to expand at a compound annual growth rate (CAGR) of 37.3% from 2023 to 2030. This is a testament to the growing importance of AI in today's world. In terms of applications, AI and ML are being used in a wide range of industries, including healthcare, finance, retail, and manufacturing.

In healthcare, AI and ML are being used to analyze patient data and develop more personalized treatments. For example, IBM's Merative uses machine learning to analyze medical records and provide insights to healthcare providers. In finance, AI and ML are being used for fraud detection and risk management. For example, JPMorgan Chase uses machine learning to analyze transactions and detect potential fraud.

In retail, AI and ML are being used for inventory management and customer experience. For example, Amazon uses machine learning to recommend products to customers based on their purchase history and browsing behavior. In manufacturing, AI and ML are being used for predictive maintenance and quality control. For example, GE uses machine learning to analyze data from sensors in their jet engines to predict when maintenance is needed.

Looking to the future, the potential for AI and ML is immense. As the amount of data being generated continues to grow, machines will become better equipped to analyze and make predictions based on that data. Additionally, advancements in areas such as natural language processing and computer vision will allow machines to understand and interact with humans in more sophisticated ways.

However, there are also challenges to be addressed in the development of AI and ML. One major concern is the potential for bias in the algorithms used by machines. This can have serious consequences, such as perpetuating discrimination or making incorrect predictions. Therefore, it is crucial to ensure that AI and ML algorithms are developed and used ethically.

In conclusion, AI and ML are rapidly growing fields with immense potential for the future. They are already being used in a wide range of industries and applications, and their potential for future development is enormous. However, we must also be aware of the challenges and work to address them. I look forward to continuing to learn more about this fascinating topic, and I thank you for your attention.

References

1. Grand View Research. Artificial Intelligence Market Size, Share & Trends Analysis Report By Solution, By Technology (Deep Learning, Machine Learning), By End-use, By Region, And Segment Forecasts, 2023–2030. URL: https://www.grandviewresearch.com/industry-analysis/artificial-intelligence-ai-market (date of access: 12.04.2023).
2. GE Research: website. URL: https://www.ge.com/research/project/predictive-maintenance (date of access: 12.04.2023).
3. JPMorgan Chase & GO. : website. URL: https://www.jpmorganchase.com/ (date of access: 12.04.2023).
4. Merative: website. URL: https://www.merative.com/ (date of access: 12.04.2023).

Rumyantseva Polina,
Faculty of Information Technology,
course I, group 11, specialty System Analysis,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Durdas Alla****, Doctor of Philosophy,*
Associate Professor at the Department of Modern European Languages,
SUTE

VIRTUAL REALITY IN EDUCATION: NEW OPPORTUNITIES FOR LEARNING

Today education faces challenges that it did not know before. Modern children have many opportunities for development and learning. Mobile applications, online classes and virtual reality have become part of everyday life and are fundamentally changing the learning process.

Virtual reality (VR) is an illusion of reality created with the help of computer systems that provide visual, sound and other sensations. But virtual reality does not change the fact that teaching is the prerogative of teachers. Technologies can only supplement the learning process, but not replace the teacher completely. But they provide plenty of tools to show 3D projections, use interactive whiteboards, and more.

In fact, some fire departments in the USA, Australia, Great Britain and other countries use Australia's FLAIM Systems to train firefighters. This system makes it possible to reproduce dangerous situations, for example, forest fires or fires in airplanes. VR realistically displays all the fire, smoke and heat, thanks to a special suit that can heat the firefighter [4].

In addition, in the USA, virtual reality is used to train police officers to fight when arresting people in certain situations [4].

It is also worth mentioning the use of virtual reality in medical education. Microsoft's HoloLens augmented reality allows students to learn about the human body through VR to better understand anatomy and learn how to treat various diseases.

Also, VR can help in learning foreign languages. For example, the Mondly product makes it possible to learn a language through dialogues with real people.

There are things that will be useful regardless of the profession. For example, public speeches. VR provider VirtualSpeech has created a tool that helps people practice such speeches. Thanks to virtual reality, you can practice in front of an audience, and even with your slides.

Therefore, the use of virtual reality opens many new opportunities for learning. There are five main advantages of using virtual reality technologies.

1) Clearness. In the virtual space without obstacles you can examine any process or object in detail which is much more interesting than looking at pictures in a textbook. For example, you can study the structure of the body, get acquainted with the underwater world, dive into a volcano, etc. This way of knowing the world will be very useful when studying complex processes.

2) Security. With the help of VR technologies, you can perform a complex operation, drive a car or even a space shuttle, control a high-speed train, conduct an experiment with dangerous chemicals and at the same time not harm yourself or the environment.

3) Maximum engagement. Virtual reality technologies provide an opportunity to fully control and change events. A student can witness historical events, conduct an experiment in physics or chemistry, or solve a problem in a playful and easy-to-understand way.

4) Concentration. In a virtual environment, a person will not be distracted by external factors, which allows you to fully focus on the material [1].

5) Performance. The effectiveness of the use of VR is proven by an experiment in which some students studied a subject using virtual reality technologies, and their peers using traditional methods. The study found that those who used VR during their studies had a 13% higher average exam score than their peers [3].

New technologies also play an important role in the education of children with physical, social or cognitive disabilities. After all, with the help of immersive technologies, you can create an inclusive learning environment taking into account the needs and capabilities of everyone [5].

However, until the use of these technologies and the devices themselves become widespread, there will be shortcomings and potential problems in the use of virtual reality in education.

Volumes. Any discipline is quite voluminous and requires a lot of resources to create content for each topic of the lesson. Companies that will create such materials will be forced to develop materials for a long time without the possibility of getting paid for their work, until the release of the full course.

Price. In the case of distance learning the student must buy a virtual reality device on their own, or this device can be their phone. However, educational institutions will need to purchase equipment sets for classrooms in which classes will be held, and this requires significant investment.

Functionality. Virtual reality, like any other technology, requires the use of its own specific language. It's important to find the right content development tools to make your content visual and engaging. Unfortunately, many attempts to create educational VR applications have not been successful. After all, they do not use all the possibilities of virtual reality and, as a result, do not fulfill their function.

Virtual Reality in Education: Statistics. As of last year, according to Zippia, there were 57.4 million virtual reality users across the United States, which accounts for 15% of the country's population. Thus, 97% of students want to take a virtual reality course, The App Solutions reports. 93% of teachers feel that using virtual reality technology in the classroom would bring excitement to their students, the same report from The App Solutions shows [5].

Currently, the Ukrainian education is taking only the first steps in the direction of using the latest technologies. There are a number of problems that prevent the implementation of virtual reality technologies in educational institutions. Indeed, Google Play and the App Store offer a large number of augmented reality mobile applications and there is a wide selection of VR devices in stores. But despite this, Ukrainian-language content is still not enough for conducting interactive lessons [2].

The key obstacle is still limited resources in educational institutions. However, budgets for updating new equipment are increasing, but it is important that when choosing equipment, educational institutions pay attention not only to the cost, but also take into account the possibilities of its use.

Despite such obstacles, Ukraine is still trying to implement virtual reality technologies. For example, several years ago in Lviv schools, teachers together with students tested the operation of VR devices. Everyone was satisfied with the result: inspired children who were eager for new knowledge and teachers who were amazed by the technology. Several libraries, such as Tychyna and Chukovsky, have also purchased virtual reality glasses and educational software. Now everyone can freely dive into the virtual space to meet new knowledge [2].

Overall, the use of virtual reality in education can open up new opportunities for students and teachers, help improve the learning process, and provide more engaging, effective and accessible learning experiences. Statistics show that children have a positive attitude to learning in VR and will gladly prefer this technology to standard reading or watching videos. The use of VR in the field of education brings excellent results, because the technology is highly interactive and allows us to visually show how our world is arranged.

References

1. Віртуальна реальність в освіті: нові можливості для навчання URL: https://www.intellias.ua/blog/vr-possibilities-in-education (дата звернення: 25.04.2023).
2. Віртуальна та доповнена реальність: як нові технології надихають вчитися URL: https://osvitoria.media/opinions/virtualna-ta-dopovnena-realnist-yakoyu-mozhe-buty-suchasna-osvita/ (дата звернення: 25.04.2023).
3. Віртуальна реальність замість звичних підручників URL: https://vido.com.ua/article/21907/virtualna-realnist-zamist-zvichnikh-pidruchnikiv/ (дата звернення: 25.04.2023).
4. Як VR та AR допомагають в освіті URL: https://prjctr.com/mag/vrarinedu (дата звернення: 25.04.2023).
5. Virtual Reality in Education: How Schools Are Using VR URL: https://www.adorama.com/alc/virtual-reality-in-education/ (дата звернення: 25.04.2023).

Rybachok Iryna,
Faculty of Information Technologies,
course I, group 8, specialty Computer Science,
State University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor ***Savchuk Tetiana,***
Lecturer at the Department of Modern European Languages, SUTE

VR AND AR

Virtual reality (VR) and augmented reality (AR) are already used in some aspects of our life. Of course, the most common and famous way of using these technologies is in computer games area. But how perspective they are? Can VR and AR be useful in other ways?

First of all, we need to fully understand what VR and AR are. ***Virtual reality*** is a simulated experience that employs pose tracking and 3D near-eye displays to give the user an immersive feel of a virtual world [3]. ***Augmented reality*** is an interactive experience that combines the real world and computer-generated content [2].

AR and VR tools are already used in some schools and universities to engage their students to learn in a more fun way. ″Neuroscience distinguishes three primary ways of learning: visual, auditory, and kinesthetic. The first has been found the most prevalent, as research in visual learning statistics shows, that roughly 65% of the research group retained visual information with the highest efficiency. Auditory students remembered oral descriptions and instructions best while they learned kinesthetic the quickest when they associated new knowledge with movement″ [4]. Hence, various educational apps were developed and are already in usage.

One of the examples of using VR for educational purposes is ***"3D Organon VR Anatomy"***. With the help of this app medical students can learn about the human body and memorize various organs and muscles not only by their name, but also by their appearance.

Also, famous corporations are working on VR and AR based technologies too.

Until recently, Google had been selling their second prototype of AR Glasses. Even though the first prototype failed because its inventors did not conduct proper research on its potential users and the market, the second edition of ‘Google Glass’ was pretty successful. ″Glass Enterprise Edition 2 is a wearable device that helps businesses improve the quality of their output, and help their employees work smarter, faster and safer. It provides hands-on workers and professionals with glanceable, voice-activated assistance that is designed to be worn all day with its comfortable, lightweight profile″ [1].

Another product from Google is an app called ***"Tilt Brush"***, which is already available. It is mostly made for artists and different designers. Nevertheless, anyone who wants to experience something new and has a VR headset can buy this app and enjoy creating everything he or she likes.

To sum up, VR and AR technologies will be improved and are going to be one of the tools to help us in everyday life. Even though these technologies are relatively new, they have already become famous fields of science and have become a prestigious career path.

References

1. Glass // Google. Last edited on 15 March 2023. URL: https:// www.google.com/glass/start/ (date of access: 17.03.2023).
2. Goode L. Augmented reality // Wikipedia. Last edited on 26 March 2023. URL: https://en.wikipedia.org/wiki/Augmented_reality (date of access: 20.03.2023).
3. Goode L. Virtual reality // Wikipedia. Last edited on 26 March 2023. URL: https://en.wikipedia.org/wiki/Virtual_reality (date of access: 20.03.2023).
4. Rudnicka M. Visual Learning Statistics // EdApp. Published on 16 March 2022. URL: *https://www.edapp.com/blog/visual-learning-statistics/* (date of access: 11.03.2023).

Segeda Kateryna,
Faculty of Information Technologies,
course I, group 16, specialty Information System and Technologies, SUTE
Kyiv, Ukraine
Scientific supervisor ***Savchuk Tetiana,***
Lecturer at the Department of Modern European Languages, SUTE

USING OF 3D GRAPHICS IN EVERYDAY LIFE

3D graphics (three-dimensional graphics) is a special type of computer graphics – a set of methods and tools used to create images of 3-D objects (three-dimensional objects).

A 3D image is not difficult to distinguish from a two-dimensional one, as it involves creating a geometric projection of a 3D model of a scene onto a plane using specialised software products. The resulting model can be a real-world object, such as a model of a house, car, comet, or it can be completely abstract. The process of building such a three-dimensional model is called 3D modelling and is aimed primarily at creating a visual three-dimensional image of the object being modelled.

Today, three-dimensional graphics can be used to create a highly accurate copy of a real object, to create something new, to bring to life the most unrealistic design ideas.

3D graphics are used in the following industries: Advertising and marketing, urban planning, industry, computer games, cinema, architecture, interior design, animation, and cartooning.

Three-dimensional graphics are indispensable in the presentation of a future product. To start production, you need to draw and then create a 3D model of the object. Based on the 3D model, a realistic prototype (sample) of the future product is created using rapid prototyping technologies (3D printing, milling, silicone mould casting, etc.).

After visualisation (3D rendering), the resulting image can be used to develop packaging design or to create outdoor advertising, POS materials and exhibition stand design.

Three-dimensional graphics help to achieve the most realistic modelling of urban architecture and landscapes at minimal cost. Visualisation of building architecture and landscape design allows investors and architects to feel the effect of being present in the designed space.

Modern production is impossible to imagine without industrial product modelling. With the advent of 3D technologies, manufacturers have been able to significantly save materials and reduce financial costs for engineering design. With the help of 3D modelling, graphic designers create three-dimensional images of parts and objects, which can be used to create moulds and prototypes of an object. Until recently, such serious projects as the construction of bridges, dams, and dams did not go without any surprises, even in countries with highly developed construction technologies.

3D technology has been used in the creation of computer games for over a decade. In professional programmes, experienced specialists manually draw three-dimensional landscapes, character models, animate 3D objects and characters, and create concept art (concept designs).

The entire modern film industry is focused on 3D cinema. Special cameras capable of shooting in 3D are used for such filming. In addition, three-dimensional graphics are used to create individual objects and full-fledged landscapes for the film industry.

3D modelling technology in architecture has long been proven to be the best. Today, creating a three-dimensional model of a building is an indispensable attribute of design. Based on the 3D model, a prototype of the building can be created. The prototype can either repeat only the general outline of the building or be a detailed prefabricated model of the future structure.

With the help of 3D graphics, you can create an animated character, "make" it move, and, by designing complex animated scenes, create a full-fledged animated video.

3D animation is a creative process that involves shooting three-dimensional objects – real objects or their digital models that will move on the screen.

Thus, 3D modelling has firmly entered modern life and is already used in advertising, architecture, and industry. With the advent of 3D printing, three-dimensional modelling has moved to a new level and become even more popular. As a result, a new profession has emerged: the 3D designer, which has many specialisations.

Each of us interacts with three-dimensional graphics while working on a computer.

Usually, we just don't pay attention to it: perfect design elements, animated images, and 3D models are already commonplace in advertising and online applications.

Before you can build a house or design an interior, you need to create a project. This used to be a difficult and painstaking task, but today, thanks to 3D graphics, it is faster and better.

References

1. David Thomas, Andrew Hunt. The Pragmatic Programmer: 20th Anniversary Edition, 2nd Edition: Your Journey to Mastery. Pearson Education. 2019. P. 191-213.
2. Robert Martin Ideal programmer. How to Become a Software Development Professional. Library of Programmer. 2021. P. 432–441.

Shevchuk Victoria,
Wydział Ekonomii, Zarządzania i Prawa,
Kurs II, grupa 21, specjalność Systemy i technologie informacyjne,
Winnicki Instytut Handlu i Ekonomii Państwowego Uniwersytetu Handlu i Ekonomii,
Vinnytsia, Ukraina,
Doradca naukow: ***Yaremko Svitlana,*** *Kandydat nauk technicznych,*
Profesor nadzwyczajny Wydziału Cybernetyki Ekonomicznej i Systemów Informacyjnych,
WIHEPUHE,

NOWOCZESNE TECHNOLOGIE BEZPIECZEŃSTWA INFORMACJI

W dzisiejszych czasach, przy coraz większym wykorzystaniu technologii cyfrowych, bezpieczeństwo informacji jest ważnym elementem wielu dziedzin naszego życia. Szczególnie teraz, w czasach wojny, kiedy przestrzeganie bezpieczeństwa informacji może uratować tysiące istnień ludzkich. Nowoczesne technologie obejmują szeroki zakres środków I narzędzi stosowanych do ochrony przed zagrożeniami, dostępem i wyciekiem poufnych informacji.

Bezpieczeństwo informacji to działalność mająca na celu zapobieganie naruszeniu integralności, zablokowaniu i wyciekowi informacji za pomocą kanałów technicznych [1].

Głównymi motywami atakujących są korzyści finansowe, a w dzisiejszych czasach także infrastruktura informacyjna. Rozważmy najczęściej występujące zagrożenia dla poufności, dostępności i integralności informacji. Według [3] należą do nich:

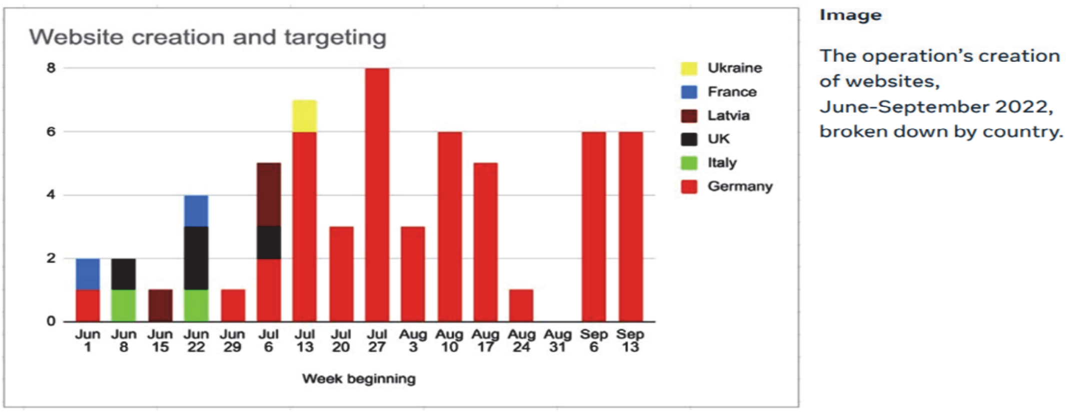
1. Ataki hakerów. Na przykład na Ukrainie hakerzy włamali się do ponad 100 e-portfeli, serwerów i acktów, wykorzystując zapisane hasła I loginy do przeglądarek, aby wypłacić pieniądze z kont. Według służby bezpieczeństwa, w 2020 roku na Ukrainie zneutralizowano 460 cyberataków i 16 farm botów o pojemności ponad 60 000 botów.

2. Phishing jest jedną z najpopularniejszych metod włamań. Istota phishingu polega na tym, że w prywatnej korespondencji wysyłana jest wiadomość, na którą należy kliknąć i np. uzupełnić swoje dane. Dodatkowo linki te mogą być tak wiarygodne, że w pierwszej chwili można nie zorientować się, że jest to niebezpieczny link. Często oszuści wykorzystują popularne platformy, takie jak OLX, gdzie podają się za kupujących i oferują skorzystanie z usługi szybkiej dostawy, a następnie

wysyłają link do strony phishingowej, na której należy podać pełne dane karty wraz z kodem cvv.

3. Ataki DDoS. Jest to kolejny rodzaj cyberataku, w którym atakujący przeciążają sieci komputerowe, strony internetowe i serwery poprzez jednoczesne wysyłanie dużej liczby żądań dotyczących określonego zasobu z różnych źródeł. Taki atak zakłóca działanie i zmniejsza dostępność użytkowników. W ciągu 275 dni dokonano ponad 3 tys. takich ataków na ukraińskie serwery. 100 Gbps jest uważane za największą moc. Zazwyczaj rosyjscy hakerzy atakują infrastrukturę finansową, rządową i telekomunikacyjną. Państwowa Służba Komunikacji Specjalnej ds. Rozwoju Cyfrowego, Transformacji Cyfrowej i Cyfryzacji wykryła ransomware CaddyWiper.

Również we wrześniu 2022 roku znana firma Meta ujawniła całą sieć tablic skierowanych na Niemcy, Francję, Włochy i Wielką Brytanię, których liczbę ilustruje rysunek 1. Skupiała się ona wokół sieci 60 stron internetowych udających media informacyjne w Europie [5].



Rysunek 1. Analiza liczby sieci botów w krajach UE [5]

Do ochrony przed powyższymi zagrożeniami wykorzystywane są następujące metody i narzędzia [4]:

– Identyfikacja użytkownika pomaga zidentyfikować osobę wchodzącą w interakcję z siecią. Rozpoznanie może być realizowane poprzez login I hasło, identyfikator biometryczny, identyfikację poprzez sieci społecznościowe lub adres IP.

– Uwierzytelnianie obiektu lub podmiotu polega na sprawdzeniu I potwierdzeniu tożsamości użytkownika lub systemu przed przyznaniem dostępu do zasobów. Może to również obejmować weryfikację hasła i loginu, metody biometryczne, takie jak skanowanie źrenicy, głosu, odcisku palca lub twarzy.

– Szyfrowanie danych to proces przekształcania danych w format, który może być odszyfrowany tylko przy użyciu specjalnych kluczy. Zabezpieczenie to pomaga chronić dane przed nieuprawnionym dostępem do informacji.

– Kontrola dostępu kontroluje dostęp do zasobów i obejmuje definiowanie poziomów dostępu oraz przyznawanie praw dostępu tylko tym użytkownikom, którzy są upoważnieni do korzystania z niego.

– Ochrona fizyczna obejmuje fizyczną ochronę serwerów i innych urządzeń zawierających informacje. Może to obejmować kamery nadzoru wideo, fizyczną ochronę pomieszczeń lub karty dostępu.

– Ochrona sieci zapewnia bezpieczeństwo sieci i złośliwego oprogramowania. Może obejmować skanery antywirusowe i połączenia VPN.

Istnieją również bardziej złożone opcje. Ochrona wielopoziomowa wykorzystuje szereg środków ochrony na różnych poziomach. Wykorzystanie sztucznej inteligencji pomaga zapobiegać cyberatakom. Kryptografia kwantowa wykorzystuje właściwości mechaniki kwantowej do tworzenia szyfrów. W celu ochrony systemu przed atakami DDoS. CDN są wykorzystywane do dystrybucji ruchu i zmniejszenia podatności serwerów na ataki [2].

Podsumowując można zauważyć, że ochrona informacji jest ważna dla każdego użytkownika w Internecie. Nowoczesne technologie bezpieczeństwa umożliwiają ochronę danych przed różnymi zagrożeniami (oszustwa, wirusy, ataki) poprzez różne środki, takie jak wielopoziomowe uwierzytelnianie, hasła, szyfrowanie i wiele innych. Dzięki tym systemom możemy chronić ważne dane. Musimy jednak pamiętać, że technologia nie jest 100% gwarancją ochrony, dlatego ważne jest, aby stosować kilka metod ochrony informacji jednocześnie.

Wykorzystane źródła

1. Bezpieczeństwo informacji: jak i dlaczego chronić dane osobowe URL: https://thepage.ua/ua/it/informacijna-bezpeka-yak-i-navisho-zahishati-osobisti-dani (dostęp 06.12.2020).

2. Bezpieczeństwo informacji: podstawy teorii. URL: https://stud.com.ua/179797/informatika/mo del _bagatorivnevogo_zahistu (dostęp 08.05.2020).

3. Intensywność cyberataków na krytyczną infrastrukturę informatyczną kraju URL: https://lb.ua/society/2022/03/16/ 509810_vid_15_lyutogo_ukraina_zaznala_ponad_3.html (dostęp 16.04.2022).

4. Teoretyczne podstawy koncepcji bezpieczeństwa informacji i klasyfikacja zagrożeń dla systemu bezpieczeństwa informacji. URL: http://www.economy.nayka.com.ua/?op=1&z=3304 (dostęp 11.07.2019).

5. Wojna w świecie informacji: jak Rosja ingeruje w przestrzeń informacyjną i podważa cyberbezpieczeństwo URL: https://lb.ua/news/2023/03/16/549053_informatsiyna_svitova_viyna_yak _rf.html (dostęp 16.04.2023).

Shtrikker Dmytro,
Institute of Applied Systems Analysis
course III, group KA-04, specialty System Analysis,
Igor Sikorsky Kyiv Polytechnic Institute,
Kyiv, Ukraine
Scientific supervisor ***Dibrova Valentyna****, PhD in Philological Sciences,*
Associate Professor at the Department of English for Humanities № 3,
Igor Sikorsky Kyiv Polytechnic Institute

THE INCOME CALCULATION APPLICATION FOR THE INVESTOR

Investment analysis and portfolio management objective is to help entrepreneurs and practitioners to understand the investments field as it is currently understood and practiced for sound investment decisions making.

The term *‘investing"* could be associated with the different activities, but the common target in these activities is to "employ" the money (funds) during the time period seeking to enhance the investor’s wealth. Funds to be invested come from assets already owned, borrowed money and savings. By foregoing consumption today and investing their savings, investors expect to enhance their future consumption possibilities by increasing their wealth. But it is useful to make a distinction between real and financial investments. Real investments generally involve some kind of tangible asset, such as land, machinery, factories, etc. Financial investments involve contracts in paper or electronic form such as stocks, bonds, etc. [1, p. 33].

Corporate finance area of studies and practice involves the interaction between firms and financial markets and Investments area of studies and practice involves the interaction between investors and financial markets. Investments field also differ from the corporate finance in using the relevant methods for research and decision making.

Investment problems in many cases allow for a quantitative analysis and modeling approach and the qualitative methods together with quantitative methods are more often used analyzing corporate finance problems. The other very important difference is, that investment analysis for decision making can be based on the large data sets available from the financial markets, such as stock returns, thus, the mathematical statistics methods can be used. But at the same time both Corporate Finance and Investments are built upon a common set of financial principles, such as the present value, the future value, the cost of capital). And very often investment and financing analysis for decision making use the same tools, but the interpretation of the results from this analysis for the investor and for the financier would be different. For example, when issuing the securities and selling them in the market the company perform valuation looking for the higher price and for the lower cost of capital, but the investor using valuation search for attractive securities with the lower price and the higher possible required rate of return on his/ her investments.

The Income Calculation Application for the Investor is an important tool for those who invest in the stock market and other types of financial instruments. This application helps investors to calculate their income and make informed decisions about their investments. The following paragraphs analyze this theme. Investing in the stock market can be a complex and risky process. Investors need to make informed decisions based on the financial data available to them. The Income Calculation Application for the Investor provides investors with a tool that helps them calculate their income and evaluate the profitability of their investments. This application uses various financial metrics and algorithms to generate accurate income estimates for investors. The Income Calculation Application for the Investor is designed to be easy to use and user-friendly. It is an online application that can be accessed from anywhere with an internet connection. Investors can input their investment data and receive instant income calculations [4]. The application can also generate investment reports and graphs that help investors to visualize their income and make better investment decisions. The Income Calculation Application for the Investor can be used by both novice and experienced investors. Novice investors can use the application to learn about financial metrics and how they impact income calculations. Experienced investors can use the application to make more informed investment decisions based on accurate income estimates.

Investors can ″employ″ their funds by performing direct transactions, bypassing both financial institutions and financial markets (for example, direct lending). But such transactions are very risky, if a large amount of money is transferred only to one's hands, following the well-known American proverb ″don't put all your eggs in one basket″ (Cambridge Idioms Dictionary, 2nd ed. Cambridge University Press 2006). That turns to the necessity to diversify your investments. From the other side, direct transactions in the businesses are strictly limited by laws avoiding possibility of money laundering [3].

The Income Calculation Application for the Investor is also useful for financial advisors and investment managers. These professionals can use the application to provide accurate income estimates to their clients and make better investment decisions on their behalf. One of the key advantages of the Income Calculation Application for the Investor is its ability to provide accurate income estimates. The application uses sophisticated algorithms and financial metrics to generate income estimates that are based on actual market data [2]. This helps investors to make informed decisions based on accurate data rather than guesswork or hunches. It should be noted that this income calculation application for investors is not a forecasting tool and should not be used to predict future returns. The application is designed to help investors calculate their potential returns based on historical data and other inputs. The application has no responsibility for any false forecasts or investment decisions made based on its calculations. Investors should always consult with a financial advisor and perform their own due diligence before making any investment decisions.

Calculate the effect of inflation on your investments. For an initial investment followed by periodic deposits, find out how much you will have in the future and what its value will be in today's dollars. Alternatively, calculate how much you would need to invest today to attain a specified inflation adjusted future value.

Overall, the Income Calculation Application for the Investor is an important tool for those who invest in the stock market and other financial instruments. It provides accurate income estimates, generates investment reports and graphs, and is user-friendly and easy to use. This application is a valuable resource for both novice and experienced investors, as well as financial advisors and investment managers.

Even if we analyze only financial investment there is a big variety of financial investment vehicles. The ongoing processes of globalization and integration open wider possibilities for the investors to invest into new investment vehicles which were unavailable for them some time ago because of the weak domestic financial systems and limited technologies for investment in global investment environment.

References

1. Ackert, Lucy F., Deaves, Richard. Behavioral Finance. *South-Western Cengage Learning*. 2010. URL: https://ebin.pub/qdownload/behavioral-finance-psychology-decision-making-and-markets-1stnbsped-978-0-324-66117-0.html (date of access: 28.03.2023).
2. Haan, Jakob, Sander Oosterloo, Dirk Schoenmaker. *European Financial Markets and Institutions. Cambridge University Press.* 2009. URL: https://forfreeshare.weebly.com/uploads/1/2/5/1/12515971/european_financial_markets_and_institutions.pdf (date of access: 17.04.2023).
3. Nofsinger, John R. The Psychology of Investing. 3rd ed. *Pearson/ Prentice Hall.* 2008. URL: https://jajifurexe.files.wordpress.com/2014/07/the-psychology-of-investing.pdf (date of access: 27.03.2023).
4. Wilmott, Paul. Frequently Asked Questions in Quantitative Finance. 2nd ed. *John Wiley and Sons, Ltd.* 2009. URL: http://101.34.87.177/read/CQF/book/7.%20frequently%20asked%20questions%20in%20quantitative%20fin.pdf (date of access: 16.04.2023).

Skyba Maxym,
Faculty of Trade and Marketing,
course II, group 16, specialty Advertising Business,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nypadymka Alla,*** *PhD in Humanitarian Sciences,*
Assistant Professor at the Department of Modern
European Languages, SUTE

E-COMMERCE FRAUD

COVID-19 forced all customers to switch to online shopping, despite the fact that e-commerce has grown very quickly over the past 20 years. Unfortunately, as e-commerce increases, it also increases the amount of e-commerce fraud. Online-trading frauds have greatly raised from 2020 to 2023. E-commerce platforms have created the best conditions for scammers to make a profit, as it is easier than usual frauds and the internet's anonymity reduces the risk of being caught. So, it is often committed by ordinary people, organizations, and even companies.

E-commerce fraud is any type of fraud that occurs on an e-commerce platform. Using a stolen or fake credit card, using a false identity, and affiliate fraud advertising are all forms of e-commerce fraud [5]. Occasionally, scammers steal personal and financial data and resell it on the black market or "dark web".

There are plenty of types of e-commerce fraud, but we consider the top 5 methods that were mentioned in the survey: card verification fraud, friendly fraud, refund fraud, interception fraud, phishing.

Card Testing Fraud. With card testing fraud, the fraudster illegally obtains one or more credit card numbers. Typically, fraudsters will obtain these numbers by stealing them directly or purchasing them from the dark web [2]. In order to quickly test several credit card numbers, scammers often use scripts or bots when they visit an e-commerce website and make small test purchases. As the main purpose is to verify whether the credit card can be used to complete transactions, these first purchases are extremely small. They will start making much more costly purchases once they understand how a credit card number works. Finally, the initial little buy testing strategy frequently goes unnoticed. When larger purchases are made, merchants and customers sometimes realize that they have been the targets of card testing fraud.

Friendly Fraud. The basic premise is that a customer (legitimate or otherwise) will pay for a service or product that they claim was never delivered or was damaged on delivery. The merchant then has to issue a refund, re-deliver the item, or face a chargeback [1]. Friendly fraud can be used to get free stuff. For example, a fraudster could buy something from your online store and claim that it was never delivered, they could tell the company that manages their credit cards that they returned the item but never received a refund or they could even claim that they cancelled the order but it was still delivered to them. When someone contacts their credit card company to dispute a charge that they actually planned to make, that is chargeback fraud.

Refund Fraud. Refund fraud is the act of abusing refund policies for financial gain, typically by requesting a refund when there is no intention of returning the item. It is not a new concept, but it is becoming increasingly impactful to e-commerce stores [4].

Interception Fraud. In interception fraud, fraudsters use stolen credit cards to make online purchases, ship the goods to the address that is on file for the credit card at checkout, but then intercept the package before it is delivered [3]. There are lots of ways to do this. Before the order is shipped, they might first ask a customer support agent from the company to change the address on it. By doing this, they aim to receive the goods while the actual payment is made by the victim. They can also get in touch with the shipper (courier) to have the package sent to a different location. If they live nearby the victim, they might even wait for the package to be physically delivered, sign for it, and then take it for themselves.

Phishing. Customers can create accounts with the vast majority of e-commerce sites, which keep their personal information, financial information, and purchase history. These accounts could be stolen by hackers using phishing tactics. Fraudsters often use emails to fool customers into sharing private data like usernames and passwords. They then change the passwords and make illegal transactions after logging into the clients' accounts.

In order to practically determine the awareness of online fraud, we conducted needs analysis at different departments of State University of Trade and Economics. The analysis was held in the form of a questionnaire proposed to students during the second semester of the academic year 2022/23.

250 students participated in the anonymous questionnaire. The respondents were asked to answer the questions of the questionnaire covering the frequency of online fraud. It was found out that most of the respondents are daily engaged in online activities that involve sharing personal information (30,8%) and 20,0% of participants are engaged in online activities that involve sharing personal information several times a week, 24,8 % of respondents are engaged in online activities that involve sharing personal information a few times a month, 24,4% are rarely engaged in online activities that involve sharing personal information.

The majority of respondents (56,0%) have been victims of online fraud, while only 44,0% have not. 51,2% of participants were frauded by other types of fraud, 31,2% of respondents were frauded by fake online purchases or auctions, 27,6 % of respondents were frauded by phishing scams, 15,2% were frauded by identity theft and 11,2 % were frauded by credit card fraud. Dealing with the question of how they discovered online fraud, most respondents (50,4%) voted for another variant. However, 28,8% of interviewees noticed suspicious activity on their account. While 30,0% of interviewees say that someone alerted them, the least number of respondents (13,6%) received a notification from their bank or credit card company.

In response to the question of whether they reported the online fraud to the appropriate authorities, 75,6% of those polled stated that they did not, while 24,4% stated that they did. 67,6% of respondents changed passwords or increased password strength, a slightly less number (58,8%) set up two-factor authentication, 25,6% installed anti-virus software or firewalls, 22,4% regularly check bank and credit card statements for suspicious activity and only 18,4% of participants say that they did nothing.

Our small survey found that most respondents (50,0%) are somewhat concerned about online fraud, 22,0% of surveyed are not very concerned, a slightly less number (19,6%) are very concerned about it and 8,4% of participants are not concerned at all.

E-commerce fraud is a complicated world. Online fraudsters are becoming increasingly sophisticated as they adopt new strategies and technologies. Whether an e-commerce company is large or little, it will continue to be targeted for e-commerce fraud.

References

1. Basul A. 5 types of fraud that is used to target e-commerce retailers. *Ravelin*: website. URL: https://www.ravelin.com/blog/5-types-of-fraud-that-is-used-to-target-e-commerce-retailers (date of access: 18.03.2023).
2. 5 Types of eCommerce Fraud You Need to Know About. *Forter*: website. URL: https://www.forter.com/blog/5-types-of-e-commerce-fraud-you-need-to-know-about/ (date of access: 14.03.2023).
3. Lourenco R. Ecommerce Fraud Protection for Online Merchants: The Ultimate Guide. *Big Commerce*: website. URL: https://www.bigcommerce.com/blog/ecommerce-fraud/ (date of access: 24.03.2023).
4. Refund Fraud as a Service. Manchester, 2022. URL: https://netacea.com/uploads/refund_fraud_as_a_service_for_digital_for_website.pdf (date of access: 24.03.2023).
5. 6 Common Types of Ecommerce Fraud and How to Fight Them. *The good*: website. URL: https://thegood.com/insights/ecommerce-fraud/ (date of access: 21.02.2023).

Tiutiun Anastasiia,
Faculty of Information Technologies,
course I, group 5, specialty Software Engineering,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Pashun Olena,***
Lecturer at the Department of Modern European Languages, SUTE

FEATURES OF NATURAL LANGUAGE PROCESSING

The goal of Natural Language Processing (NLP) is to process human language using computers. Machines can understand numbers only, which makes this task far more complex. As a result, multiple fields of research collaborate to create the best NLP systems.

Primarily, NLP is the study object of machine learning and computational linguistics – subfields of artificial intelligence.

Machine learning implements statistical and combinatorial aspects of information organization. Texts are gradually disassembled into smaller parts and all elements of human language are understood to be the discrete units with specific interconnections.

Computational linguistics uses mathematical models to programmatically deal with natural languages. It must accurately model such aspects of linguistics as phonetics (for speech recognition), morphology, syntax, lexis, and semantics. Other concepts of immense importance are pragmatics, which looks closely at how sentences are used in different situations and how they affect context, and discourse – unity of sense in texts.

Now that we know what natural language processing is, let us look closer at how it happens. The first step is always text preprocessing. The most important preprocessing techniques, described in sources [1] and [3], are listed below:

1. Noise removal. Depending on the kind of text being processed some words, symbols, digits, or links from the input text are discarded because they can only harm the process.
2. Syntactic analysis. Here the program decides where all the sentences start and end.
3. Tokenization. All parts of sentences are broken into elements (tokens), which can be words, parts of words, numbers, or punctuation marks.
4. Semantic analysis. Each word is assigned a tag that stands for a part of speech.
5. Normalization. All tokens are turned into morphemes – their basic forms. There are two kinds of normalization: stemming and lemmatization. Stemming returns a word to its root form by cutting the ending (e.g., ″created″ turns into ″create″). This approach can generate errors because of not analyzing a word before shortening it. Lemmatization, on the other hand, returns a correct form, called lemma, by doing a full morphological analysis. Although lemmatization is more correct, both methods are used since in most cases their performance is alike.
6. Stop-words removal. At this stage, all words of least importance for analysis, like ″a″, ″the″, ″am″, are put away.
7. Punctuation and whitespace removal. These elements mean nothing during the information processing.

After all that is done, tokens, made from a word/phrase/ sentence/documents, have been represented as vector of numbers in the real vector space. This is called word embedding. In accordance with the source [4, p. 96], such representation makes it possible to use probability distributions or likelihoods of tokens. An effective way to place a token in the vector space is context embedding, which considers the meaning of a token and its place among other tokens.

Subsequent processing depends on the architecture of the NLP system used. The most popular NLP architecture these days is transformer. Transformer consists of an encoder and a decoder, which use the Neural Network approach. This means that both encoder and decoder consist of multiple layers of neurons – little units that process information and are connected in the analogous way as real brain neurons are. The two kinds of layers that should be mentioned here are Self-Attention and Feed Forward layers.

Feed Forward layers make it possible to transmit signals from one layer to another only forward in one direction. This technology allows to process pieces of information in parallel, thus making it possible to use vast amounts of data to train an NLP system.

Self-Attention mechanism has been applied to represent the importance of each token throughout processing given information. To do this, so-called query, key, and value vectors are created from tokens. Then special calculations generate weights – significance of tokens in the given context. Self-Attention, just like Feed Forward layers, enables us to parallelize computations. It also lowers calculations' complexity.

The overall structure of the transformer architecture makes it by far the most efficient way to implement NLP calculations. One more advantage is that NLP models with this architecture do not have to be pre-trained. Huge texts can be fed to them without predefining any ″knowledge″.

Popular transformer models like BERT (created by Google) and GPT (created by OpenAI) have significantly improved natural language processing. Some of their advantages are:

– Good ″understanding″ of user's input, ability to notice emotions and context.

– Advanced question answering and high correctness of text.

– Can process many different human languages.

However, such NLP models also have disadvantages:

– They consume huge amounts of computational resources and data to function correctly.

– The data NLP models use has to be carefully selected to achieve accuracy and avoid biases.

– Their output can be seriously affected by flaws in training data and calculations.

Although ultramodern NLP technology has not reached perfection and has not been completely reliable, people all over the globe widely use it. It is possible for everyone to use smart chat-bots like Chat-GPT (by OpenAI) daily as help in performing various tasks. More advanced NLP models have been used by many businesses across different fields. People already can use texts and various advice from AI technology implementing NLP, which will become even better.

The interesting trends in NLP application that are going to significantly influence various industries and jobs have been noticed. For example, as NLP models are becoming more intelligent, voice biometrics may be used frequently for authentication purposes, since human speech is uniquely identifiable. Also, sentiment analysis, which is carried out to understand user's emotions and attitude, will be refined.

A tendency that causes much worrying is popularization of digital workers. In the source [2] there has been mentioned that it is ″a computer/ software-based employee that can handle a wide range of tasks.″ These digital employees communicate and constantly learn from humans. They perform tasks such as scheduling, data analysis and structuring, and document preparation.

In spite of the ability of current technology to perform tasks that are parts of humans' work, such software will not replace us in the workplace. On the contrary, AI and NLP, will free us from routine work and give much more space for creativity, make education more enjoyable and create new jobs. So instead of being afraid of it, we should ″befriend″ new intelligent technology and use it to our benefit.

References

1. Aditya Jain, Gandhar Kulkarni, Vraj Shah. Natural Language Processing. Retrieved 20 March 2023 from (PDF) Natural Language Processing (researchgate.net)

2. Cem Dilmegani. 3 Ways Digital Worker Technology Transforms Future of Work. Retrieved 20 March 2023 from 3 Ways Digital Worker Technology Transforms Future of Work (aimultiple.com)

3. Nupur Kapur. Text Preprocessing – NLP/

4. Basics. Retrieved 22 March 2023 from Text Preprocessing – NLP Basics. Text Preprocessing is the first step in… | by Nupur Kapur | Analytics Vidhya | Medium

5. Olena Iosifova, Ievgen Iosifov, Oleksandr Rolik. Методи та компоненти обробки природної мови. Retrieved 20 March 2023 from (PDF) Методи та компоненти обробки природної мови (researchgate. net)

Tkachenko Yaroslav, Bikmaiev Artem,
Faculty of Information Technology,
course I, group 2, specialty Software engineer, State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Savchuk Tetiana,***
Lecturer at the Department of Modern European Languages, SUTE

USING IT IN WARTIME

On 24 February 2022, the Russian Federation launched a full-scale invasion of most of Ukraine. This event became a major challenge for the entire IT sector of our country and the world. During the year of war, we have seen significant new achievements in military technology. These technologies have led to a massive modernisation of systems and tactics. This event made us see traditional warfare from a different angle and made us realise that it is now a war of technology.

The question is which technologies have changed the standard understanding of warfare. And most importantly, which ones will lead us to a common goal – victory over Russia [1].

Ukraine uses a large number of IT technologies in the war, but we want to highlight the most important ones:

- Starlink is a satellite communications system designed to provide global internet coverage. This system is ideally and reliably suited to the conditions of the Russian-Ukrainian war. Starlink was created by SpaceX, which was founded by Elon Musk in 2002. Starlink is based on satellite internet technology. It works using radio signals in the space vacuum. Ground stations transmit the signal to the satellite, which in turn transmits it to the user on Earth. Starlink is also used by the Ukrainian military on the battlefield. It provides a great advantage on the battlefield and in the de-occupied territories where there is no connection. Starlink signals cannot be jammed like regular radio signals. In fact, it takes only

15–20 minutes to set up, which gives a great advantage on the battlefield for communication.

- Unmanned Aerial Vehicles (UAVs) are flying robots that can be remotely launched using software that is controlled in conjunction with on-board sensors and GPS. They have transformed the nature of combat operations. With the help of UAVs, photo and video reconnaissance, surveillance, defeat of enemy targets and many other things are possible. Ukrainian programmers and engineers are also keeping up with the global trend and creating their own software and drones [2]. For example, the Ukrainian analogue of Shahed, the CoolOn drone. According to the developer, this drone can fly up to 300 kilometres and is much cheaper. Or the Shark UAV, whose main feature is a camera with a 30x optical zoom. It is used for HIMARS guidance [3].
- The invisible front – it has become one of the main stages of the war. Cyber has covered all spheres of our life, so it is hard to imagine its existence without it. The Russian Federation began to launch massive attacks on our IT aspects, but they were almost completely unsuccessful. At the beginning of the war, the Ministry of Digital Transformation created the first ever IT army. The essence of its operation is that the user installs a programme, selects a target, and a DDOS attack is launched. Many websites, government agencies, banks, and so on have been hacked using this tool. Our IT specialists also made sure that local residents of Crimea received congratulations on 1 September from the President of Ukraine. The most famous hacker organisation Anonymous came to Ukraine's aid. They hacked and leaked the database of the Russian Ministry of Defence and hacked the RuTube platform [4].

In the war that began in 2022 between Russia and Ukraine, the IT sector has become a key element of victory. The use of the latest technologies, such as Starlink and unmanned aerial vehicles, has changed the way we think about warfare. Starlink provides a great advantage on the battlefield, providing communication even in remote areas where it is not possible. UAVs are capable of reconnaissance, surveillance and strikes against the enemy. The use of these technologies leads to a large-scale modernisation of systems and tactics, providing new opportunities for defending territory and defeating the enemy.

References

1. Петровський Д. Перша світова кібервійн. URL: https://www.unian.ua/techno/pershasvitovakiberviyna-yak-ukrajina-boretsya-na-drugomu-fronti-11998566.html (дата звернення: 06.04.2023).

2. Топ 11 українських дронів, які борються з окупантами: опис, характеристики. URL: https://focus.ua/uk/digital/544030-top-11-ukrainskih-dronov-kotorye-srazhayutsya-s-okkupantami-opisanie-harakteristiki (дата звернення: 06.04.2023).

3. Faysal A. B. Drone Operating System How do Work. URL: https://www.linkedin.com/pulse/drone-operating-system-how-do-work-faysal-ahmed-bhuiyan-?trk=pulse-article_more-articles_related-content-card (дата звернення: 06.04.2023).

4. Tsereteli A. Use of Technologies in the Russia-Ukraine. URL: https://www.freiheit.org/ukraineand-belarus/use-technologies-russia-ukraine-war (дата звернення: 06.04.2023).

Tsivka Vlada,
Faculty of Information Technologies,
course 2, group 1, specialty Digital Economics,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Durdas Alla,***
Doctor of Philosophy, Associate Professor
at the Modern European Languages Department, SUTE

IMPORTANCE OF INFORMATION TECHNOLOGIES IN TODAY'S WORLD

Information technologies have become a ubiquitous part of our daily lives and have revolutionized the way we communicate, work and access information. No one can escape the absolute necessity of technologies in our daily lives. Each of us is so strongly dependent on technologies that we cannot do anything without them easily. If you contemplate your daily routine and count all the technology gadgets you use in just one day, you will realize how important technology is when you use your mobile, watch TV, drive a car and use a computer or any electrical appliance. Here are some areas where information technologies have a significant impact [2].

***Communication**:* Information technologies have transformed the way we communicate with each other. Email, instant messaging, video conferencing and social media platforms have made communication possible around the world in real-time.

***Education**:* The use of technology in education has revolutionized the learning process. Online courses, e-books and educational apps have made learning more accessible and convenient for students. Educational technologies have also allowed teachers to personalize learning experiences for their students.

Healthcare: Information technologies have a significant impact on healthcare. Electronic health records, telemedicine and health monitoring devices have made it possible for healthcare providers to provide better care and reduce costs.

Business: Information technologies have transformed the way businesses operate. Cloud computing, data analytics and automation have improved productivity, efficiency, and profitability. Technologies was considered the main driver of scalability innovations. They are reported to be increasingly adopted, and therefore the same general enabling technologies and solutions can be used in different applications. Only standardized interfaces ensure scaling efficiency and stimulate vertical innovation joint creation and provision of new value for customers [1].

Entertainment: Information technologies have also transformed the entertainment industry. Streaming services, social media platforms and online gaming have changed the way people consume and interact with media.

Transportation: Information technologies have had a significant impact on transportation. GPS navigation, real-time traffic updates, and ride-sharing apps have allowed people to get around and have improved transportation efficiency.

Banking and finance: One of the most significant developments in the banking industry during the recent years has been the development of new distribution channels due to technological innovation. Electronic banking (e-banking) services have been rapidly established. Online banking, mobile payments and digital wallets have made financial transactions more convenient and secure. Fintech startups are also disrupting traditional banking models by providing innovative solutions for lending, investing and money management [3].

Government: Information technologies have transformed the way governments operate and interact with citizens. E-government services, such as online tax filing and voting have facilitated the interaction between citizens and government. Smart city technologies are also being used to improve public services, infrastructure and environmental sustainability.

Environment: Information technologies are being used to monitor and manage environmental resources. Environmental sensors and monitoring systems are being used to collect data on air quality, water quality and climate change. Geographic information systems (GIS) are being used to map and analyze environmental data. Decision support systems are being used to help policymakers to take appropriate decisions.

***Energy**:* Information technologies are being used to optimize energy production, distribution and consumption. Smart grid technologies are being used to improve the efficiency and reliability of the energy system. Energy management systems are being used to optimize energy use in buildings, at factories and other facilities. Renewable energy technologies, such as solar and wind power, are also being integrated into the energy system, reducing reliance on fossil fuels and reducing greenhouse gas emissions [2].

In conclusion, information technologies have had a profound impact on almost every aspect of our lives, and their influence will only be growing in the future. The development and adoption of new technologies will continue to transform the way we live, work and interact with each other, creating both new opportunities and new challenges.

References

1. Baghdadi Y. & Harfouche A. ICT for a Better Life and a Better World, Lecture Notes in Information Systems and Organization, Springer, 2019, P. 149–164.
2. The Importance of Technology in Our Daily Life – How Has Technology Changed Our Lives? *The Scientific World*, 2019. URL: https://www.scientificworldinfo.com/2019/11/importance-of-technology-in-our-daily-life.html (дата звернення: 22.04.2023).
3. Turkama P. (2019). Building Inclusive Digital Societies Through the Use of Open-Source Technologies. *Lecture Notes in Information Systems and Organization*, Vol. 30, P. 39–40.

Vasko Anastasiia,
Faculty of Information Technologies,
course II, group 10, specialty System Analysis,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Kulazhenko Olena,***
Lecturer at the Department of Modern European Languages, SUTE

BLOCKCHAIN: HOW IT WORKS, APPLICATIONS AND PROSPECTS

From cryptocurrencies and smart contracts to Web 3.0 and NFTs, all these symbols of the 21st century are based on blockchain technology. It is called the main invention of humankind and the future of the digital world. Some people even believe it is the foundation of an ideal government system.

A blockchain is a distributed digital ledger that contains records of all transactions of system participants. This database has no single centre and no governing authorities. Each transaction is documented and confirmed by all network participants, so it is almost impossible to falsify or delete records. This eliminates the need for intermediaries such as banks and opens up new horizons in e-commerce, cybersecurity, public administration and other industries.

The Central Bank of the United Kingdom defines blockchain as "a technology that allows people who do not know each other to share a record of events in a trusted and collaborative way" [1]. Shared means without a single control centre. A distributed network was invented for this purpose. Each computer connects to all network nodes. Moreover, any of these computers store all the information published on the network. The system operates without central nodes. As a result, it is virtually impossible to change the data that has entered the network and is stored in thousands of computers.

The cryptographic hash function is the next technology which is necessary for understanding the blockchain. It can be imagined as a black box, where we input any information and get a unique 64-character string as an output. Hash has three interesting features: the same data always produces the same result; the original message cannot be retrieved from the hash; if you change even one character in the original message, the result will change beyond recognition.

Advantages of blockchain:

1. Transparency. All blockchain data is publicly available, so any user can trace the chain of transactions from the very beginning of the network's existence.
2. Reliability. Data is recorded on the computers of many users. This reduces the risk of hacker attacks and computer failures. Even if dozens of computers fail simultaneously, the information will not be affected.
3. Security. The system adds blocks in chronological order and links them with a common hash. Therefore, they form an unbreakable chain, the links of which cannot be deleted or changed.
4. Minimum commissions. Instead of centralized intermediaries, such as banks, miners register transactions. There are usually many miners, and competition between them is very high. This keeps fees low.
5. Independence. transactions take place without intermediaries in the blockchain. This means that companies, banks, and governments cannot interfere in the process.

Blockchain is in demand in various areas of human activity – from finance and commerce to education, medicine, information technology, public administration and entertainment.

Cryptocurrencies: Blockchain technology underpins all cryptocurrencies, from Bitcoin to little-known altcoins. So far, cryptocurrencies have been bought more often to make money by raising the price. Some people use cryptocurrencies to send money to relatives abroad. But the technology is not far from being used, for example, in retail.

Digital currency: Several countries are experimenting with the creation of digital currencies based on the blockchain. China is the world's leading country in this area, with millions of people using the digital yuan. Experts believe that the digital yuan may eventually compete with the dollar. Its advantage is the speed of transactions and lower fees.

Smart contracts: Thanks to smart contracts, the blockchain will be able to preserve and make available to consumers the entire supply chain, from raw materials to the finished product on the shelf. Walmart, a popular US supermarket chain, has become interested in this technology. The distributed digital ledger blocks will transparently store data on quality certificates, delivery times, storage and transportation conditions, the manufacturer, and even the environmental impact of production. This will make it possible to prevent counterfeiting, check the quality of goods, and accurately determine, for example, the composition of food products.

NFT: Non-fungible tokens are certificates that confirm your rights to digital artworks: photos, paintings, music, and computer graphics. The volume of NFT trading is rapidly growing and, according to some forecasts, in three years it may account for up to 20% of the total turnover of the crypto industry.

Game Industry: A striking example of the use of blockchain in the gaming industry is the Axie Infinity game from the Vietnamese studio Sky Mavis. The game has already been dubbed "Pokémon on the Blockchain". Players have to raise characters and use them in battles with other characters. For this, they receive virtual lands in the form of NFT and digital money SLP, which can be exchanged on a cryptocurrency marketplace.

There is even a new term ″GameFi″ for blockchain projects that allow the monetization of the gaming experience. Characters, land, and weapons in such games become game assets. The ownership of these assets is secured by NFT technology. According to various estimates, the GameFi audience today is more than one billion people. Its further growth is often associated with Facebook's metaverse worlds.

Investors are investing billions of dollars in blockchain-related start-ups because they believe that one-day blockchains will be used everywhere.

For example, the state will be able to transfer pensions and other payments to citizens directly without the intermediation of banks. Will the state retain its usual appearance in the future?

This is how billionaire and Ethereum co-founder Vitaly Buterin sees it: "In the future when blockchain is used everywhere, the role of the state will change, as well as that of other intermediaries. They will most likely create the rules of the game, but the software code will monitor the implementation of the rules. And human intervention, such as that of an official, will be minimized" [2].

Estonia has already taken the first steps in this direction. The country has a blockchain e-citizenship system called e-Estonia, where elections are held and taxes can be paid. The use of this technology allows for annual savings of up to 2% of GDP.

Of course, the example of a country with a population of fewer than two million people cannot guarantee that a similar model will take root in other countries. But distributed digital registries are becoming more and more popular before our eyes. And perhaps the day is near when blockchain will radically change the world around us.

References

1. Blockchain. Enigma. Paradox. Opportunity. Deloitte LLP. 2016. URL: https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/Innovation/deloitte-uk-blockchain-full-report.pdf. (date of access: 18.04.2023).
2. K. Werbach. Trust, but Verify: why does blockchain needs the law // Berkeley Technology Law Journal. 2018. No. 2. pp. 487–550.
3. Matthew Ingram. Using the Blockchain to Reinvent the Music Business. Fortune, November 2015. URL: http://fortune.com/2015/11/27/blockchain-music/ (date of access: 18.04.2023).
4. Solving Real World Problems with the Bitcoin Blockchain. NewsBTC. January 2015. URL: www.newsbtc.com/2015/01/23/solving-real-worldproblems-bitcoin-blockchain/ (date of access: 18.04.2023).

Volosatskyi Oleh,
Faculty of Information Technology,
course II, group 11, specialty Cybersecurity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Semidotska Viktoriia,***
Lecturer at the Department of Modern European Languages, SUTE

ARTIFICIAL INTELLIGENCE: PROS AND CONS OF CHAT GPT

Artificial intelligence (AI) refers to the ability of machines to perform tasks that normally require human intelligence, such as learning, problem-solving, decision-making, and natural language processing. AI systems can be divided into two categories: weak AI and strong AI.

Weak AI (also called adversarial AI) is designed to perform a specific task or set of tasks, like image recognition systems which are used in self-driving cars or language translation programs. These systems are based on machine learning, which involves training algorithms on large data sets to identify patterns and make predictions.

Strong AI (also called general AI) is designed to perform any intellectual task that a human can also perform. This level of AI does not currently exist and its development is a matter of debate and speculation in the field of AI research.

AI systems work by processing large amounts of data and using algorithms to identify patterns and make predictions. These algorithms are designed to use machine learning techniques such as supervised learning, unsupervised learning, and reinforcement learning. Once trained, AI systems can be used to automate tasks, make predictions, and provide insights that would be difficult or impossible for a human to generate on their own.

AI systems can also be combined with other technologies, such as robotics, to create intelligent machines that can perform physical tasks in addition to intellectual ones. Examples of such systems are autonomous cars, drones, and humanoid robots.

Advantages:

1. Efficiency: AI systems can process large amounts of data quickly and accurately, allowing these systems to perform tasks more efficiently than humans.

2. Automation: AI can automate routine and boring tasks, freeing people to focus on more creative and complex tasks.

3. Decision-Making: AI can analyze data and make predictions or recommendations that can help people make better decisions.

4. Personalization: AI can be used to personalize products and services based on individual preferences and behaviors, resulting in a more satisfying user experience.

5. Safety: AI can be used in dangerous situations, such as disaster response or in the military, to keep people out of harm's way.

Disadvantages:

1. Labor replacement: As the use of AI grows, it can replace humans, especially in routine and repetitive jobs.

2. Bias: AI systems can reproduce and reinforce human biases, which can lead to unfair treatment or discrimination.

3. Privacy issues: AI systems collect and analyze large amounts of personal data, which raises privacy and security issues.

4. Dependence: Our dependence on AI can lead to a loss of critical thinking and skills, as humans become dependent on AI to solve problems and make decisions.

5. Security: AI may be vulnerable to attacks by hackers and other attackers, which may lead to leakage of sensitive information or security breaches.

6. Ethics: The use of AI can raise ethical issues, such as moral responsibility for the actions of AI and its impact on society.

7. Cost: Implementing AI can be expensive and require significant equipment and training costs.

8. Responsibility: The emergence of new technologies such as AI requires a new form of responsibility from developers, owners and users, which can be difficult to implement and control.

Artificial Intelligence (AI) is an increasingly powerful technology that is rapidly transforming many industries and aspects of our lives. While AI has the potential to provide many benefits, there are also potential opportunities and threats associated with its development and use.

As an example of the latest achievements, we can cite the newly introduced and recently available in Ukraine chatbot GPT. This bot self-explains what it is: ″I am a computer program trained with the help of artificial intelligence of the open type GPT-3.5, created by the OpenAI company to provide informational support and answers to users' questions. I can understand and answer a variety of questions from many fields of knowledge using machine learning models and natural language.″

Let's consider some pros and cons of ChatGPT:

Advantages:

1. Large language model: ChatGPT is a large language model with a huge volume of knowledge and information. It can provide a wide range of answers to various questions.

2. Ability to conduct conversations: ChatGPT is designed to simulate human conversation and can conduct dialogue with users.

3. Quick Response Time: ChatGPT can provide quick responses to questions, making it useful for questions that require immediate resolution.

4. 24/7 Availability: As an AI-powered chatbot, ChatGPT is reachable at any time, providing users with immediate assistance and support.

Disadvantages:

1. Limited understanding: Despite having a lot of knowledge, ChatGPT cannot always understand the nuances of a conversation or queries, which can lead to wrong or unnecessary answers.

2. Lack of emotional intelligence: ChatGPT lacks emotional intelligence and may not understand the emotional context of a conversation, so it can be a disadvantage in some situations.

3. Language Limitations: ChatGPT may contain limitations in understanding and responding to languages other than English, which may be a hindrance to users who speak other languages.

4. Bias and Misinformation: ChatGPT may be prone to bias and misinformation if not properly trained and supervised. This can lead to incorrect responses that, which can be dangerous for users.

5. Requires constant training: ChatGPT requires constant training and updating to stay relevant and efficient. This can be expensive and require considerable effort on the part of developers.

6. Cannot replace human interaction: ChatGPT can provide useful support and assistance but cannot completely replace human interaction. In some cases, human empathy and understanding are essential to solving problems.

7. May be used for criminal purposes: ChatGPT may be used for criminal purposes, such as spreading misinformation or misusing user data. This can become a serious threat to the safety of users and society as a whole.

So ChatGPT has its advantages and disadvantages, but it can be useful for providing quick support and answers to questions. However, it cannot replace human interaction and can have a negative impact on society if used in an uncontrolled or criminal way.

References

1. IBM – United States. IBM – Deutschland | IBM. URL: https://www.ibm.com/ua-en (date of access: 28.03.2023).

2. Introducing ChatGPT. OpenAI. URL: https://openai.com/blog/chatgpt (date of access: 28.03.2023).

3. Artificial Intelligence & Machine Learning. Cisco. URL: https://www.cisco.com/c/en/us/solutions/artificial-intelligence.html (date of access: 28.03.2023).

Vorobiova Valeriia,
Faculty of Trade and Marketing,
course I, group 16, specialty Entrepreneurship, Trade and Stock Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Harbuza Tetiana,***
PhD in Pedagogics, Associate Professor,
Head of the Department of Modern European Languages, SUTE

INFORMATION TECHNOLOGY IN WARFARE

The use of information technology has become an integral part of military operations in the modern world. Information technology provides military forces with critical capabilities that can help enhance situational awareness, improve communication, and increase efficiency in decision-making.

One way that information technology is used during military operations is through the use of unmanned aerial vehicles (UAVs), or drones. UAVs provide military forces with real-time imagery and intelligence, which can be used to gain a better understanding of the battlefield and enemy positions. Drones are also used for targeted strikes and reconnaissance missions, allowing military forces to operate with greater precision and accuracy [1].

Another way that information technology is used during military operations is through the use of network-centric warfare (NCW). NCW is a concept that relies on the use of advanced communications and information systems to improve coordination and decision-making among military forces. This concept enables military forces to share information in real-time, allowing them to respond more quickly and effectively to changing situations on the battlefield [2].

Additionally, information technology is also used to improve logistics and supply chain management during military operations. By using advanced software and communication systems, military logistics personnel can track and manage supply chains more effectively, ensuring that personnel, equipment, and supplies are delivered to the right place at the right time.

For example, the use of radio frequency identification (RFID) technology allows military personnel to track and manage inventory in real-time. This technology can be used to tag and track equipment and supplies as they move through the supply chain, allowing logistics personnel to monitor their location, condition, and availability [3].

Moreover, cloud computing and big data analytics can be used to manage logistics and supply chains more efficiently. These technologies can be used to store, process, and analyze large volumes of data on personnel, equipment, and supplies. This data can be used to identify patterns, optimize routes, and anticipate demand, helping logistics personnel to make better decisions and allocate resources more effectively [4].

Finally, information technology is also used to improve the safety and well-being of military personnel. Military forces use technology to monitor the health and safety of personnel, as well as to provide them with training and support. For example, virtual reality training systems can be used to prepare soldiers for combat, while telemedicine systems can be used to provide medical support to personnel in remote or dangerous locations.

Overall, the use of information technology during military operations has become increasingly important in the modern world. By providing military forces with critical capabilities such as real-time intelligence, improved coordination, and logistics management, information technology plays a vital role in enhancing the effectiveness and safety of military operations.

References

1. Ross Andrew T. Unmanned Aerial Vehicles and Military Innovation. *Journal of Strategic Studies*. 2021. Vol. 44. No. 4. P. 521–548.
2. Davis William J. Network-Centric Operations and the Future of Warfighting: A Literature Review. *Journal of Military and Strategic Studies*. 2021. Vol. 22. No. 1. P. 1–30.
3. Xiong B., Wang Z. and Wang C. The Impact of Information Technology on Military Operations: A Comprehensive Review. *IEEE Access*. 2021. Vol. 9. P. 50886–50905.
4. Johnson Alexander G. Emerging Technologies in Modern Warfare. *Journal of Military Ethics*. 2021. Vol. 20, No. 4. P. 323–337.

Vovkotrub Viktoriia,
Faculty of Information Technology,
course I, group 3, specialty Software Engineering,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Borshchovetska Valentyna,***
Candidate of Pedagogical Sciences,
Associate Professor at the Department of Modern
European Languages, SUTE

ARTIFICIAL INTELLIGENCE AS A BREAKTHROUGH OF THE MODERN LIFE

In terms of this publication we would like to outline the importance of Artificial Intelligence (AI), provide its definition, on the base of resources analysis, to consider two AI categories. Also, we will reflect on some historical sights and AI impact on human life.

The computer science of the 21st century is developing at a breakneck pace due to the previous research outcomes. It's obvious that the future from the movies is already entering our lives. So, robots, artificial intelligence and all those digital inventions that scared ordinary people in the past aren't something unusual nowadays.

Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision. In other words, artificial intelligence (AI), is the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings.

In general, AI systems work by ingesting large amounts of labeled training data, analyzing the data for correlations and patterns, and using these patterns to make predictions about future states. In this way, a chatbot that is fed examples of text chats can learn to produce lifelike exchanges with people, or an image recognition tool can learn to identify and describe objects in images by reviewing millions of examples.

AI can be divided into two different categories: weak and strong. Weak artificial intelligence embodies a system designed to carry out one particular job. Weak AI systems include some video games and personal assistants such as Amazon's Alexa and Apple's Siri. Strong artificial intelligence systems are systems that carry on the tasks considered to be human-like. These tend to be more complex and complicated systems. They are programmed to handle situations in which they may be required to problem solve without having a person intervene. These kinds of systems can be found in applications like self-driving cars or in hospital operating rooms [1].

The history of artificial intelligence (AI) began in antiquity, with myths, stories and rumors of artificial beings endowed with intelligence or consciousness by master craftsmen. But the invention of the programmable digital computer in the 1940s, inspired a handful of scientists to begin seriously discussing the possibility of building an electronic brain. So, the possibility of creating an artificial brain began to be discussed in the 1940s and 50s. And the field of artificial intelligence research was founded as an academic discipline in 1956.

The term "artificial intelligence" was coined by John McCarthy, who is considered one of the founding fathers of AI. He was a computer scientist and cognitive scientist who made significant contributions to the development of AI and formal logic. Other notable contributors to the development of AI include Marvin Minsky, Claude Shannon, and Alan Turing.

Investment and interest in AI boomed in the first decades of the 21st century when machine learning was successfully applied to many problems in academia and industry due to new methods. The field of AI, now more than a half a century old, finally achieved some of its oldest goals. It began to be used successfully throughout the technology industry.

Foundation models, which are large artificial intelligence models trained on vast quantities of unlabeled data that can be adapted to a wide range of downstream tasks, began to be developed in 2018. Models such as GPT-3 released by Open AI in 2020, and Gato released by DeepMind in 2022, have been described as important milestones on the path to artificial general intelligence [3].

AI is important because it can give enterprises insights into their operations that they may not have been aware of previously and because, in some cases, AI can perform tasks better than humans. Particularly when it comes to repetitive, detail-oriented tasks like analyzing large numbers of legal documents to ensure relevant fields are filled in properly, AI tools often complete jobs quickly and with relatively few errors.

AI has a wide range of applications and is being used in various industries to help people. Some of the ways AI is currently helping people include: healthcare: AI is being used in healthcare to develop predictive models, diagnose diseases, and design treatment plans; education: to personalize learning and improve student outcomes, to help teachers to identify areas where students need extra help and to provide individualized learning plans; transportation: to improve safety and efficiency. Self-driving cars are being developed using AI, which can reduce accidents and traffic congestion; – customer service: AI-powered chatbots and virtual assistants are being used in customer service to provide 24/7 support and reduce response times. This can help to improve customer satisfaction and reduce costs for businesses; finance: AI is being used in finance to improve fraud detection, develop trading algorithms, and provide personalized investment advice; – environmental monitoring: AI is being used to monitor the environment and predict natural disasters. AI-powered tools can help to reduce the impact of climate change and protect people from natural disasters [2].

Overall, AI is helping people by improving efficiency, accuracy, and outcomes in a wide range of industries and applications.

AI has the potential to automate many tasks that are currently performed by people, which can lead to concerns about job displacement and unemployment. So, will artificial intelligence be able to replace people and take away their jobs? The answer is both yes and no. While AI may replace some jobs, it is unlikely to replace all jobs. There are certain tasks that are better suited to human workers, such as those that require creativity, empathy, and critical thinking. Additionally, the development and maintenance of AI systems will create new jobs in areas such as data science, programming, and AI research.

In general, it can create basic, elementary things, but under the condition of a clearly defined task, which must be formulated by a person. Therefore, in order to get the necessary answer, you need to have 80% of the required information about it. Otherwise, if you ask the AI a question that is not clearly formulated, you will not get exactly what you wanted.

It's important to note that the impact of AI on the job market will vary depending on the industry and the specific roles involved. Some industries may see significant job losses due to automation, while others may see new job opportunities emerge as a result of AI. It is important for individuals and organizations to adapt to these changes by developing new skills and exploring new job opportunities. Governments and policy makers can also play a role in mitigating the impact of job displacement by providing training and education programs, supporting entrepreneurship, and investing in new industries and technologies.

Humans have a very big advantage over AI, it is that we are alive. We can negotiate with other people, analyze the result of the done work. We can understand people's intonation, and understand what was more important to customers and what was less important.

So, it can be summarized that we are currently on the threshold of a new revolution, the revolution of artificial intelligence. In the future, many professions will be replaced by AI, but there is no need to worry that people will run out of jobs. AI will take over simple, high-quality, monotonous tasks so that people can engage in more creative and interesting projects [4].

Preferences

1. Artificial intelligence | Definition, Examples, Types, Applications, Companies, & Facts | Britannica. URL: https://www.britannica.com/technology/artificial-intelligence
2. Artificial Intelligence: What It Is and How It Is Used. URL: https://www.investopedia.com/terms/a/artificial-intelligence-ai.asp
3. History of artificial intelligence. URL: https://en.wikipedia.org/wiki/History_of_artificial_intelligence
4. What is Artificial Intelligence (AI)? | Definition from TechTarget. URL: https://www.techtarget.com/searchenterpriseai/definition/AI-Artificial-Intelligence

Voznyuk Yulia,
Faculty of Information Technologies,
course II, group 2, specialty Software Engineering,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Savchuk Tetiana,***
Lecturer at the Department of Modern European Languages, SUTE

EFFECTIVE USE OF BIG DATA

The amount of data generated and stored is growing at a rapid rate. Because big data is relied upon by a variety of sectors, such as education, healthcare, and manufacturing, to deliver superior services and products. Companies today use data to automate procedures, enhance sales tactics, and increase their general operational efficiency. So, big data can play a significant role in improving business operational efficiency in a number of ways.

One of the most popular ways is process automation. Automation of manual processes by companies can lower the possibility of errors and boost productivity. There is such a technology as RPA (Robotic process automation) that optimises work processes. RPA uses bots to carry out a list of predetermined activities or jobs, like the following: the use of calculations and workflows, the opening of an e-mail and attachments and others. The benefits of using RPA are cost savings and process improvements.

The next way to increase efficiency is through real-time monitoring. By using monitoring, you can provide real-time control over your business operations and an evaluation of them based on standard criteria. The central idea behind BAM is the conversion of significant occurrences pertaining to the status and outcomes of business processes into quantitative indicators.

Big data allows companies to observe various patterns and trends about their customers. Big data analysis provides companies with a wealth of information about their customers that can be used to increase customer acquisition and retention. Predictive analytics can also help identify potential equipment failures before they occur, reducing downtime and improving overall productivity.

In general, big data provides companies with valuable insights that can help improve operational efficiency and overall productivity.

References

1. Faisal N. Real-Time Monitoring and Analyzing Business Process Performance. International Journal of Engineering and Science. Vol 6, Issue 7. P. 31–35. August 2016. URL: https://www. researchgate.net/ publication/307477010_RealTime_Monitoring_and_Analyzing_Business_ Process_Performance. (date of access: 03.04.2023).

2. Tauli T. The Robotic Process Automation Handbook: A Guide to Implementing RPA Systems. USA, 2020, 26 p. URL: https://nibmehub. com/opac-service/pdf/read/The%20Robotic% 20Process%20Automation%20Handbook%20by%20Tom%20Taulli.pdf (date of access: 03.04.2023).

3. Ways in which Big Data Analytics is helping businesses. *Ritesh Pathak.* Blog about Big Data. URL : https://www.analyticssteps. com/ blogs/5-ways-which-big-data-analytics-helping-businesses (date of access: 03.04.2023).

Yandyk Anastasia,
Educational and Scientific Institute of Economic Security and Customs Affairs,
course II, group МЕБ-21-1, specialty International Economic Relations,
State Tax University,
Irpin, Ukraine
Scientific supervisor ***Yatsenko L.,***
PhD in Pedagogics,
Associate Professor at the Department of Language Training and Social Communications of the Ukrainian State University

TEACHER'S DIGITAL COMPETENCE IN THE CONDITIONS OF EDUCATION TRANSFORMATION

One of the most discussed phenomena of transformation is the formation of a digital society, which has become part of modern society. The components of the digital society are the digital generation, the latest technologies that form and develop in the digital environment, and the digital economy, which makes new demands on human resources. All areas of society are changing and undergoing digital transformation, but education is not.

In the conditions of the COVID-19 pandemic and Russian military aggression, the functioning of the education system has important features. These challenges lead to socio-economic changes in our society, accelerated digitization and transformation of educational institutions.

The digital transformation of education opens up new opportunities: flexible study schedule, individual educational trajectory, continuity of the learning process. Its purpose is to prepare competitive professionals who will be in demand on the labor market, who will understand digital technologies aimed at increasing their own professionalism.

The digital education system includes information resources, telecommunications, and management systems. The message format is based on the digital representation of the message. Unlike electronic formats, digital formats more accurately represent information, ensuring its free circulation, placement, processing and use in computer networks [1, c. 11].

Digitization of education directly depends on the teacher, his ability to interpret and reproduce data with the help of information and communication technologies, his ability to evaluate and apply new knowledge gained in the digital environment.

One of the emerging competencies is digital competence, which includes the acquisition of technology-related skills and involves the ability to perform tasks effectively in a digital environment.

The concept of digital competence development formulates the essence of digital competence as a dynamic combination of knowledge, abilities, skills, ways of thinking, perspectives and other personal qualities in the fields of information, communication and digital technologies that determine human abilities. Ability to successfully use such technologies for social, professional and/or continuing education.

Hrebenyk I. S. developed the components of digital competences of teachers, which should be formed or developed during the teaching of thematic courses and trainings: motivational component (psychological component that involves learning and implementing better management and teaching experience), perceived needs); substantive and procedural. Components (a theoretical component that provides psychological and pedagogical knowledge about the place of Internet technologies in the management system of educational institutions, informatization of educational processes and educational institutions as a whole, identifying and substantiating the feasibility of the ability to use ICT and Internet technologies for all stages of managing an educational institution and ensuring the quality of the educational process); a constructive component (a practical component that involves the ability to use ICT and Internet resources in management, training and self-improvement) [3, c. 20].

Digital competences of teachers play an important role in the educational process:

- awareness – increasing and deepening of existing knowledge, abilities, skills, methods and professional experience;
- development – development of professional abilities, including mind, abilities, independence, initiative, etc., i.e. striving for comprehensive and harmonious development of personality and professional spirit;
- assessment – assessment and awareness of one's potential, one's professional competence, prospects, educational and career trajectories, personal awareness of what it means to be successful in the modern world for further self-development;
- adaptability – adaptation to the conditions and activities of the modern world, compliance with the requirements of the social order, the requirements of professional standards, the competitiveness of the labor market [3, c. 20–21].

For the formation and development of digital competences of specialists in the education system, it is necessary to create a practice-oriented digital educational environment that will allow teachers to master and use modern network technologies, network resources and software in the process of scientific and pedagogical activity.

Popular Internet resources for distance learning include:

– The Moodle platform (https://moodle.org/) is a free and open remote management system training, which makes it possible to use various means of ensuring the educational process;

– The Google Classroom platform (https://classroom.google.com) is a service that combines Google Docs, Google Drive and Gmail and allows you to organize online training with video, text and graphic information;

– Zoom (zoom.us/download) – a service for holding video conferences and online meetings (video conferences can also be held using Microsoft Teams, Google Meet, Skype, etc.);

– Classtime (https://www.classtime.com/uk/) – a platform for creating interactive trainings. An application that allows you to analyze the educational process and implement the strategies of the personal method;

– LearningApps.org (LearningApps.org) is an online service that allows you to create interactive exercises when using an interactive whiteboard or as separate exercises.

Therefore, in the conditions of modern challenges, the need for digital transformation of education is becoming more and more urgent. Of particular importance is the formation of digital competencies of teachers, which involves understanding the importance of the digital educational environment for the educational process in modern conditions. The ability to analyze information, design and create one's own educational environment, work in pedagogical online communities, use modern online resources to improve professional qualifications through self-education.

References

1. Гребеник І. С. Формування цифрової компетентності керівників навчальних закладів. Відкрите освітнє е-середовище сучасного університету. 2019. № 6. С. 17–25.
2. Кононец Н. В. Цифровізація освітнього процесу у вищій школі: електронний посібник для самостійної роботи магістрів освітньої програми «Педагогіка вищої школи» галузі знань 01 освіта педагогіка спеціальності 011 освітні, педагогічні науки. Полтава: ПУЕТ, 2021. 77 с.
3. Концепція розвитку цифрових компетентностей, схвалена розпорядженням Кабінету Міністрів України від 3 березня 2021 р. № 167-р. URL: https://zakon.rada.gov.ua/laws/show/167-2021-%D1%80#n13 (date of access: 26.04.2023).

Zabazna Kateryna,
Faculty of Information Technology,
course II, group 10, specialty System Analysis,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Kulazhenko Olena,***
Lecturer at the Department of Modern European Languages, SUTE

ARTIFICIAL INTELLIGENCE: PITFALLS AND PROSPECTS OF TODAY

Artificial Intelligence (AI) is a field of computer science that focuses on developing programs and algorithms that give computers ability to learn and make decisions like humans. The use of AI has a great potential in many industries such as medicine, industry, transportation and others.

The history of AI dates back to the mid-20th century, when scientists began developing theoretical approaches to simulate human intelligence. In 1956, the first AI conference was held, where the directions for the development of the field were defined. Over the following decades, scientists worked on developing methods for machine learning, image recognition, decision-making and other aspects of AI.

In the 21st century, the development of AI has become rapid and dynamic. New machine learning methods have emerged, such as deep learning and neural networks, which provide increased efficiency of algorithms. AI has been used to solve complex problems in fields such as medicine, energy, finance, and automotive industry.

However, the increasing use of AI creates a range of challenges and problems that need to be addressed. Here are a few of them:

1. Ethical challenges. The use of AI can raise ethical issues, such as preserving confidentiality and data security, as well as the right to privacy.
2. Social challenges. The use of AI can have an impact on changing jobs and changing workers' wages, which can lead to social problems such as unemployment and inequality.
3. Efficiency and quality. The application of AI should be efficient and provide high-quality results. However, some algorithms may be inaccurate or discriminatory.
4. Environmental challenges. The use of AI may require a significant amount of energy and have an impact on the environment.
5. Education and development. The implementation of AI requires education and development of computer science and other industry experts.

Artificial intelligence has numerous promising applications in various industries. In particular, it can be useful in solving complex tasks that require large amount of data and high processing speed.

1. In medicine, AI can help in the development of new methods of diagnosis and treatment of diseases, as well as improve the quality of medical services and reduce the risk of errors.
2. In industry, AI can provide automation of production processes and reduce production costs. For example, with the help of AI, data analysis on the operation of equipment can be conducted, potential breakdowns can be identified and prevented from occurring.
3. In transportation, AI can ensure safety and efficiency of road traffic, increase the speed and accuracy of route calculations, as well as provide driver support during driving.
4. In finance, AI can help in the development of forecasts on the stock and other financial markets, provide risk analysis and effective management of investment portfolios.
5. In addition, AI can find its application in fields such as education, media, e-commerce, agriculture and many others. Implementation of cutting-edge technologies based on AI can provide more efficient and accurate solutions to tasks and contribute to overall progress in various industries.

One of the key aspects of using AI is ensuring security and reliability. In the context of increasing cyberattacks and other cyber threats, scientific research in the field of cybersecurity is extremely important. For example, scientists can study authentication and authorization techniques that can provide reliable protection of data against unauthorized access. Security algorithms and techniques for detecting cyberattacks can also be investigated for detecting and eliminating potential threats.

However, ensuring the effectiveness of AI usage is no less important. Scientists can research new algorithms and machine learning methods that allow to create more accurate and efficient models, as well as reduce the time required for their training and execution. The development of interfaces and tools that make it more convenient and efficient to use AI is also important.

To ensure the security of AI usage, it is necessary to develop appropriate legal norms and regulatory mechanisms. One of the most important aspects is the protection of personal data and user privacy. Clear rules for collecting, storing, and using personal data, as well as mechanisms for controlling their use, must be established.

It is also necessary to develop security systems to protect against hacker attacks and cybercrime. Various technologies can be used for this, such as user identification and authentication systems, data detection and recovery systems in case of damage or loss, and network activity monitoring and analysis systems.

Additionally, it is important to develop ethical standards and principles for the use of AI, particularly in the context of autonomous systems that can make important decisions without direct human intervention. Such systems should adhere to ethical principles and consider the social consequences of their actions.

Finally, proper attention must be given to training and developing personnel in the field of AI, particularly experts with knowledge of the legal aspects of AI use and capable of effectively interacting with law enforcement agencies in case of cybercrime detection.

The overall conclusion of this report is that the development of artificial intelligence is an extremely important challenge for science and society as a whole. Science has an important role in ensuring the safety and effectiveness of AI use, as well as in developing new technologies that can help solve important problems facing humanity.

References

1. Omar Ali. A systematic literature review of artificial intelligence in the healthcare sector: Benefits, challenges, methodologies, and functionalities. 2023. P. 2–3. Retrieved 25 April 2023 from – http://surl.li/gqdst
2. Oke S.A. A Literature Review on Artificial Intelligence. 2008. P. 535–538. Retrieved 22 April 2023 from – https://goo.su/XT3y

Zasadiuk Alona,
Faculty of Information Technologies,
course II, group I, specialty Digital Economy,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Savchuk Tetiana,***
Lecturer at the Department of Modern European Languages, SUTE

IT CAPABILITIES DURING THE WAR

Is education during war a challenge or an opportunity? Big businesses, not to mention educational platforms and training centers, in the first weeks of the war, asked themselves what and how to do next. Some have suspended their activities altogether, and there are also those who have looked for new opportunities.

In order to rebuild the country, the economy must work, there must be jobs, people must have a means of livelihood. The opportunity to help master a new profession, find one's vocation motivates people to continue what they were doing before the war [3] .

When we talk about the prospects of the Ukrainian IT market, the question immediately arises – how much does it differ from the world market and does it differ at all? Globally, we are no different – the further we go, the more integrated we are into the global IT system. But if you take a closer look at the industry, there are differences. The main difference is that we emphasize different market segments. For example, now in Ukrainian IT, the focus on digitization in the banking system is at a relatively high level due to high competition in this segment.

This is our local "know-how" and, of course, it can be considered a strength of the market's technological achievements. But we seem to focus on one segment, ignoring a number of others – as a result, we seem to skip several stages. It is typical for Ukrainian IT to go through the stages of evolution in a revolutionary way – we jump over them. Another point of difference is that the Ukrainian IT segment currently has difficulties in terms of resources. There are many outsourcing companies that work for foreign countries.

Such companies have large internal resources for payment of labor – this is the difficulty of development for Ukrainian companies. Many developers want to work in foreign, not Ukrainian projects.

For some, it is an opportunity to improve their English and have an exceptional line in the resume to increase their price tag as a specialist. For others, it is possible to go abroad for a permanent place of residence [2].

A full-scale war, and therefore forced migration of specialists, mobilization, closed borders, infrastructural terror of the Russians and instability of the power system – Ukrainian IT faced all this last year. Despite these difficulties, the industry has shown resilience and even growth. But in 2023, everything can change.

In the early 1990s, the U.S. military announced the concept of the VUCA world. It taught how to act in unstable, uncertain, complex, and ambiguous situations that emerged after the end of the Cold War. The VUCA world is based on the following concept:

- V – volatility – gives rise to unpredictable transformations and the emergence of ambiguous situations not only in ordinary life but also in business. It is unclear how long this state of affairs can continue and how to operate in such a changing environment;

- U – uncertainty – does not provide an opportunity to plan further actions due to the lack of necessary information. Decision-making based on past successful experience, which always brings positive results. It is impossible to predict the effectiveness of the development and introduction of new products to the market;
- C – complexity is characterized as a large amount of information and secondary factors that allow for balanced decision-making and planning of next steps. A huge number of rules, regulations, documents, and restrictions complicate the process of creating and promoting new goods and services on the market;
- A – ambiguity – the lack of clear rules of the game. There is a constant risk of conflicting information. Customer behavior is unknown with the emergence of a new business model, and you cannot calculate the result that will be obtained as a result of your efforts.

Gradually, the VUCA concept has spread to the business world, and being a leader in such an environment means being able to adapt to and manage the changes of turbulent times. So, how do we overcome this volatility, uncertainty, and ambiguity?

- volatility will help to overcome filtering information and focusing on the most important, creating a vision of the future and clearly articulating it, and shaping values at the organizational level;
- uncertainty is solved by empathy and support for co-creation, collaboration and networking;
- complexity is solved through simplification, clear and concise communication and systemic thinking;
- the ability to adapt to a rapidly changing environment and an open mindset will help to overcome ambiguity.

Are these skills needed now? Of course, yes. However, can this word concept describe everything that is happening today? In the business world, it began to be actively used in 2007-2009, during the global financial crisis. Since then, a lot has changed – after all, the events of the last two years alone are enough for more than one action-packed movie. And it would seem that businesses have begun to get used to it, but the pandemic and the war in Ukraine have shown that chaos can approach even more rapidly. That's why the VUCA world has been replaced by the BANI world, which is even faster, more complex, and unpredictable.

Describing the state of the modern world, we can call it borderline and one in which there are almost no landmarks left. The futurist Jamaïs Kashio, similarly to the previous ones, proposed to use a new term consisting of abbreviations – BANI.

It is a faster and more complex, chaotic world with no clear structure. Compared to it, the unstable VUCA is a source of peace and order. The BANI world is based on the following concept:

- B – brittle – all the ways of life we are used to can be destroyed at any time. No one is protected, there is no reliable support;
- A – anxious – this world keeps everyone in a state of anxiety. You do not know where you will be tomorrow and what will happen soon;
- N – nonlinear – there is no clear connection between cause and effect. An event can affect a future goal in an unexpected way;
- I – incomprehensible – lack of knowledge and data, decisions are made by gut feeling. It is not possible to draw a picture of a clear understanding of the events taking place.

What will help overcome the difficulties in the BANI world?

- Fragility can be overcome by building resilience;
- empathy "at the moment" and attention to the present will help to reduce anxiety and anxiety about the future;
- flexibility will be needed to overcome nonlinearity;
- incomprehension exacerbates the need for transparency and intuitive.

What qualities do the new CEO and leaders in the BANI world need?

Build Up. The world is fragile. While we are engaged in mending, the need for this cup may be lost.

Attentiveness. We can relieve anxiety about the future by being attentive to the present, to ourselves, and to others.

Non-dogmatic. Dogmatism is characterized by a lack of critical thinking, an inability to perceive information that contradicts ideas, and blind faith in authority.

Intuitive. To understand in an incomprehensible environment, we need to use intuition, or rather intuitive grasping or transcendental thinking [1].

References

1. Виклики для IT-керівниці у 2023 та як їм протистояти – Tech Women CommunITy. *Kharkiv IT Cluster.* URL: https://it-kharkiv.com/vyklyky-dlya-it-kerivnytsi-u-2023/ (дата звернення: 21.03.2023).
2. Економічна правда. Розвиток IT-ринку України: складнощі, виклики та можливості. – *Економічна правда*. – Інна Соловйова – CEO & founder IT-компанії Integrity Vision – 2021. URL: https://www.epravda.com.ua/columns/2021/06/30/675491/ (дата звернення: 21.03.2023).
3. IT освіта: виклики = можливості? – Sigma Software University – 2022. URL: https://university.sigma.software/it-osvita-vikliki-mozhlivosti/ (дата звернення: 21.03.2023).

Zelenina Julia,
Faculty of Information Technologies,
course II, group 1, specialty Digital Economics,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Savchuk Tetiana,***
Lecturer at the Department of Modern European Languages, SUTE

WORK EXPERIENCE OR HIGHER EDUCATION: WHAT IS MORE IMPORTANT FOR A PROGRAMMER?

The field of IT is constantly developing, so the popularity of such a profession as a programmer is also growing. In the profession of a programmer, the main things are education and experience. However, what is more important still remains a question that we will try to investigate.

Today, employers select personnel very carefully, sometimes including even the most exotic qualities in the list of qualities required for a candidate. However, work experience and specialized education of the applicant remain in the first place. Some employers consider the possession of a diploma, which confirms your theoretical knowledge in a particular professional field, to be the main criterion for successful employment, while for some, the presence of solid work experience in a specialty, even without specialized education, is much more important. The choice often depends on the company – if it was created recently and a professional environment has not yet developed, then the manager will want to get a specialist with experience and skills in a certain direction. If the company is solid, has a certain position in its field of activity, it may prefer an applicant without experience, but who has undergone training in a certain specialty, in this case it is easier to grow the specialist the company needs from him. Studying at a university develops a person, and he will quickly achieve success in the professional field. Higher education is high purposefulness, the ability to think independently and to solve one problem using different methods [1].

Probably, at this stage of development of the labor market, both are important for a programmer: the employer wants to see candidates with professional experience and education in a specialty. But if we talk about the choice, then, of course, no diploma or certificate can replace professional work experience in a specialty, confirmed by a work book. Since the successful previous experience is a certain guarantee for the employer that this candidate will cope with the duties in the new company, and the process of his adaptation and inclusion in the business will go much faster. But there is one caveat: huge work experience is also not a very good indicator, because at the interview the employer will be interested in this issue in great detail, because if it is dozens of jobs, even by profession, then such a fact cannot but be alarming.

However, on the other hand, studying at a higher education institution is an opportunity to gain the same work experience, because some companies prefer to "recruit" their personnel in universities: a student studies and simultaneously works in a company, gaining experience. Thus, after graduating from the educational institution, he becomes exactly the specialist that the organization needs.

When it comes to a diploma, the most important thing is not the document itself, which confirms the completion of the university, but all the knowledge, skills and experience that was acquired during the course of study. If this basis is present, for a programmer it is knowledge of the English language, mathematics, skills in solving analytical problems and the theory of probability, it will be easier for a person to solve the tasks set before him [2].

So, summarizing, can conclude that a bachelor's degree, and even more a master's degree, is almost worthless today. Now the most important requirement for candidates on the position of programmer is experience. It can be gained anywhere, at work, as well as even at the university, participating in various internships, the main thing is not to stop at what you have achieved, and to improve your knowledge in the field in which you want to become a professional.

References

1. David Thomas, Andrew Hunt. The Pragmatic Programmer: 20th Anniversary Edition, 2nd Edition: Your Journey to Mastery. Pearson Education. 2019. P. 191–213.

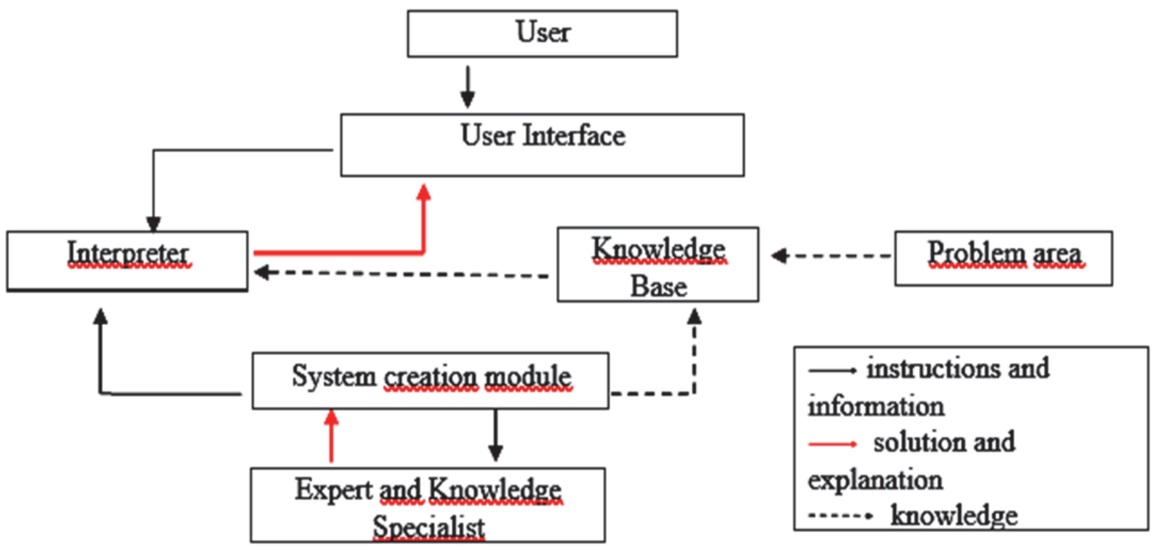
2. Robert Martin Ideal programmer. How to Become a Software Development Professional. Library of Programmer. 2021. P. 432–441.

Zharova Daria,
Faculty of Information Technology,
course I, group 8, specialty Computer Science,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Savchuk Tetiana,***
Lecturer at the Department of Modern European Languages, SUTE

THE ERA OF ARTIFICIAL INTELLIGENCE

According to the definition of academician Victor Glushkov, "Information technology is a human-machine technology for collecting, processing and transmitting information, which is based on the use of computer technology." Information technology (IT) has been significantly updated over the 21st century. The term "new" began to be used in science, based on new means of processing information. The greatest progress today is noted in the field of developing expert systems based on the use of artificial intelligence (AI).

The main components of information technology for expert systems



According to the knowledge of the 21st century, there have been many scientific discoveries, and in 2022 alone, the following achievements can be highlighted: the launch and successful operation of the James Webb Space Telescope in the infrared range, the flight of the SLS rocket and the Orion spacecraft, the testing of cancer vaccines, breakthroughs in nuclear fusion, Elon Musk's neural chip, the creation of the supercomputer "Frontier", and an exhibition of paintings created using artificial intelligence.

Let's focus on AI. The definition of AI was first given by John McCarthy in 1956. It is not related to human intelligence. Today, AI – the ability of a machine to mimic human intellectual behavior – is gradually becoming a reality: this includes speech and music recognition, "smart" assistants (Alexa and Google), self-driving cars, face recognition, artistic images, and portraits – this is an open field for AI, with the help of which voices can be determined, sound clarity can be adapted to different noises (Via Voice – a speech recognition system capable of serving consumers; Watson – the development of an electronic computer capable of perceiving human speech and performing a probabilistic search).

There are two directions of development for artificial intelligence: solving problems related to bringing specialized artificial intelligence systems closer to human capabilities and their integration; creating artificial intelligence that represents the integration of already created artificial intelligence systems into a single system capable of solving human problems.

The dream of the 21st century generation is to create an intelligent machine that will become a faithful assistant to humans.

At the "Dubai-2020" and China exhibitions in 2022 were shown robots that reproduce the abilities of machines to "see", "hear", "learn", and demonstrate the operation of the muscular system.

The United States is the world center of IT. In 2021, the US founded Digital Technology and Artificial Intelligence Management. Japan plans to use AI to develop analytical tools at the molecular and atomic levels, and to predict natural disasters. Canada's information policy is aimed at creating Canada's e-government. The strategy of the United Kingdom – introducing information technology into the sphere of government management and protecting the country's national interests. The government of Germany recognizes the creation of an information economy as one of the main directions, as in France, the organization of an information state.

Structures regulating the field of information and communication in the European Union: the European Council, the European Commission, the Directorate-General for Information Society Technologies, and the EU Information Society Forum.

Modern Ukraine has the necessary potential to join the circle of advanced countries in the world. Already in 1952, the third computer in the world was created in Ukraine after the United States and Great Britain, and a world school in the field of cybernetics and computer science was organized under the leadership of academics S. Lebedev and V. Glushkov.

The activities of civil servants, scientists, and developers are supported by legislative acts: "Approval of the Concept of Artificial Intelligence Development in Ukraine." Cabinet of Ministers of Ukraine Order; Concept dated December 2, 2020, with amendments introduced by the Cabinet of Ministers Order № 1787 dated December 29, 2021. "The Law on the National Informatization Program." Law of Ukraine dated December 1, 2022.

Bill Gates believes that the development of AI today is as fundamental as the creation of the microprocessor, PC, internet, and mobile phone. Stephen Hawking and Elon Musk predict that AI will emerge by 2030. What will it bring to the world? Positive developments have already been noted. The use of AI and robots will reduce the cost of production, production costs, and the time it takes to bring a product to market. OpenAI has released Chat GPT, a chatbot prototype with AI. Testing of neural implants (partial restoration of speech, vision, muscle function) The creation of robots (US: border robots, baristas. China: secretary robots, pizza-making robots. Japan: robots in various production sectors, the invention of a robot palm) A Swiss-made AI-based system has been created to help paralyzed people walk, swim, and perform simple actions. Elon Musk's company has created a tower capable of stopping rockets and landing them. The Starlink satellite intelligence system has been created.

But there are also unknown and frightening aspects to all of this. For example the possibility of destroying the existing labor market; the emergence of AI that can instantly hack passwords, violating the security of banks and state secrets; neural networks, Chat GPT, and other AI technologies can replace humans (a reduced copy of the neural structure – Deep Learning). A serious demographic problem in Japan (population decline from 126 million in 2023 to 53 million by the end of the 21st century) led to the use of AI to create couples, but will only be able to select based on maximum fertility.

And if the created AI creates AI at its discretion. What will it be and what will it lead to? So, what path will the scientific world and humanity choose? Victor Mikhailovich Glushkov wrote: "It should be said that the idea of AI is especially difficult to develop, but I am absolutely confident in one thing, that since society needs artificial intelligence...this task will be solved, no matter how many obstacles are created in its path and by whom."

At the same time, Elon Musk and Steve Wozniak are calling for a pause in the development of AI technologies. In their open letter, they believe that a six-month moratorium should be imposed on the training of systems more powerful than the GRT-4 chatbot. "Powerful AI systems should only be developed after we are sure that the consequences of their use will be positive and the risks associated with them are manageable."

References

1. Повзун О.І, Козел Н.Б, Четвериков Г.Г. Концепції організації інформаційно-інтелектуальних технологій та інтелектуальної підтримки суспільно-економічних процесів. Бионика интеллекта. 2020. № 1 (94). С. 76–84.

2. Про схвалення Концепції розвитку штучного інтелекту в Україні: Розпорядження Кабінету Міністрів України. Концепція від 02.12.2020, із змінами, внесеними згідно з Розпорядженням КМ № 1787 від 29.12.2021. URL:https://zakon.rada.gov.ua/laws/show/1556-2020-%D1%80#Text (дата звернення 11.04.2023).

SECTION 3

PHILOLOGICAL SCIENCES

Anasenko Kate,
Faculty of International Trade and Law,
course I, group 17, specialty International Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zaitseva Iryna,***
PhD in Pedagogy, Associate Professor,
Associate Professor at the Department of Foreign Philology and Translation, SUTE

THE PECULIARITIES OF HIBERNO-ENGLISH. THE COMPARATIVE ANALYSIS OF IRISH AND SCOTTISH VARIANTS OF THE ENGLISH LANGUAGE

Territorial fragmentation of English-speaking population caused the formation of local peculiarities of the English language used by the representatives of different countries and regions. As a result of local dialects and accents derivation, which gradually become the norm of communication and influence the classical language rules system, the so-called language barrier appears on the level of comprehension even between the native speakers. The topic is relevant as, firstly, in conditions of the increasing role of the English language in international communications, its territorial features are constantly developing and there is a need to enrich knowledge about the changes taking place at different language levels.

Due to the influence of many factors, the English language on the territory of the modern island of Ireland has a large dialectal diversity and differs from the standard British version in terms of phonetics, vocabulary and grammar.

In my research I was aimed on identifying modern phonetic, grammatical and lexical features of the Irish version of English on the basis of native speakers' speech samples (237 videos), comparing them to the ones described by the linguists in their previous years research works, outlining similar and distinctive features between Irish and Scottish versions of English, which, in my opinion, can make the process of learning these versions easier.

Ireland is a bilingual country. There are two official languages: English and Irish. These languages have different origins, but have historically been in close interaction, which is reflected in their modern version and led to the emergence of the so-called Irish English (Hiberno-English). In addition, there are some differences in the dialects of rural and urban populations.

According to the data of the last population census of 2016, 96% of people speak Irish English and almost 40 % of the population at various levels speak Irish, of which 11% use it in everyday communication [4].

For better understanding the language situation in Ireland, I decided to consult the sources on the history of Ireland to determine which historical, geographical and political conditions and factors had influenced the formation of modern Irish English. It was defined that the language was being formed under the influence of the politics of the state (military conflicts, accession of territories, the development of trade, migration of people to from different countries), geographical location (people speak Irish in remote rural areas-Gaeltacht's, the accent of Irish English is thicker there) [5].

It was proved that there are specific territorial features in the Irish version of English and it differs from the standard on different language levels.

The phonetic features are: 1) the rotational pronunciation of the consonant [r] (in some cases with a Slavic sound) in all regions; 2) replacement of dental fricatives [T], [D] at the beginning and in the middle of the word with the sounds [t], [d], replacement of the final [T] by [t], except in some cases in large cities; 3) lenition of the deaf [t] in the final position; 4) palatalization of [l] as a modern phenomenon, examples of which are available in all samples; 5) reduction of compound words due to the loss of vowels "i", "u", "e", "o" (except for the language of television); 6) replacement of the sound [s] in different positions with the sounds [S] and [tS] (mostly in Northern Ireland and Mayo); 7) replacement of velar [N] with alveolar [n] in the middle and end positions (throughout the territory); 8) other sounding or monophthongization of diphthongs [ai], [qV], [aV], [ei] depending on the region; 9) replacement of [A] with [u] or [o] (throughout the territory); 10) a different sound of the sound [x] at the beginning and in the middle of the word (throughout the territory); 11) replacement of [Q] with [o] or [L] in all samples [6].

In terms of grammar: the use of definite article with names of months, seasons and days of the week; plural form of pronoun ″you″ (yous); reflexive pronouns instead of personal; another way of forming ordinal numbers; double modal constructions (″He'll can choose″);

abbreviated form ″amn’t″; abbreviated form of personal pronouns: ″ye″ / ″ya″; double negation in the sentence [7].

In terms of lexics: there are many words used in both versions: aye, wee, saorsa, Sassenach, baltic, fegs, ye, loch, lad, glen, banter, steaming, chancer, jammy, messages, Banshee and others [2].

Besides, it was proved that the modern version of Irish English has acquired new features in comparison with the one of the previous decades described by the linguists.

– Palatalization of [l] is still observed in all samples, so this phenomenon is not the one that is disappearing; dental fricatives in the initial position are still in use, though not everywhere. In general, Irish English remained unchanged in terms of phonetics [1].

– Modern Irish English grammar appeared to be different from the one of the previous decades and it has more similar features with the standard now. Such phenomena as ″after perfect″ structure, ″le″ instead of ″with/by/of″, ″ar″ instead of ″have″, archaic pronouns, pronouns with auxiliaries instead of ″yes/no″ and others are not in use any more. The language of Irish television doesn’t differ from the standard on the level of grammar at all [1].

– As for the lexics, some words like ″messages’, ″press″ are not in use now and can be heard only in theatrical performances and Hollywood films about Ireland, according to the natives [3].

Common and diverse features with the Scottish version of English were outlined in the course of the comparative analysis. Such phenomena as rotational [r], other way of dental fricatives pronunciation, [x] in the middle and at the beginning of a word and others are similar in both variants. There are also many common features on the level of grammar: definite article with months, days of the week, seasons; the plurality of ″you’; double modal constructions, contracted form ″amn’t I’, double negation in a sentence and others. As for lexics, there are lots of words, not found in the standard, that function in both variants: Sassenach, saorsa, wee, fegs, Baltic, aye, glen etc.

Considering the results of the study, I can conclude that the modern Irish version of English has significant differences from the British standard at the level of phonetics, vocabulary and grammar. Not all the phenomena described by scientists on the basis dating from the XIX, late XX and early XXI centuries, remained in the modern version. The Irish version of English has much in common with the Scottish version, which was confirmed by the results of the comparative analysis.

References

1. Корпус відео мовлення носіїв: https://www.youtube.com/ (дата звернення 14.04.23).

2. Полгородник Д. В. Лексико-семантичні особливості кельтських запозичень в англійській мові Ірландії. Science and education a New Dimension. Philology. 2015. III (16). № 70. (дата звернення: 11.04.23).

3. https://www.facebook.com/bravehertzthe45/, https://www.facebook.com/UTV/https://www.facebook.com/rtenews (дата звернення 20.04.23).

4. https://en.wikipedia.org/wiki/Languages_of_Ireland (дата звернення: 10.04.23).

5. https://en.wikipedia.org/wiki/History_of_Ireland (дата звернення 10.04.23).

6. Laurick S. Hiberno-English dialects. The Syntax and Phonetics of Hiberno-English Dialects. V.2. Cambridge: Cambridge University Press, 2019. [P.57-60.32] (дата звернення: 12.04.23).

7. Filppula M. The grammar of the Irish English language in Hibernian style. New York: Taylor & Francis e-library, 2002. (дата звернення: 13.04.23).

Andreyan Margaryta,
Faculty of Trade and Marketing,
course II, group 16, specialty Advertising Business,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Okhrimenko Olena,***
PhD in Philology,
Senjor Lecturer of the Department of Modern
Foreign Languages, SUTE

COMMUNICATIVE AND PRAGMATIC SPECIFICITY OF THE "LAW" GENRE

Interest in legislative speech is determined primarily by interest in the laws themselves. Society needs certain rules and regulations established by law. The actual implementation of the norms, rules, rights and obligations laid down in the law depends on both participants of legislative communication – the addressee, the legislator, who is always a collegial author, and the addressee, each individual, a member of the society of a certain country (Wolfram, 2006). Speech is a process, and text is an expression of thought, and the result of using language in the process of communication or introspection. Speech communication has a communicative purpose.

The actual text represents the dialectical unity of language and speech, which generates texts in the process of using language units. The text itself carries certain denotative information and pursues certain goals, as it reflects two aspects of the language function expressed in speech: the communicative aspect – what information should be conveyed to the addressee; and the pragmatic aspect, by which means to convey information in order to exert an influence on the addressee corresponding to the addressee's intention.

The main communicative and pragmatic purpose of any legislative text is the order, prescription, and regulation of individual spheres of activity.

Each type of law has a specific pragmatic purpose, which depends on the subject of the statement (Chorna, 2009).

Legal speech is characterized by a variety of authors and addressees, which is reflected in the number of documents, legislative texts are normative documents created by legislators. To create a legislative text, the addressee must consciously and professionally use lexical-semantic and syntactic means of language. However, non-linguistic factors also influence the selection and use of these language means and, in general, the success of legislative communication. The addressee must necessarily be a specialist in the legal field, must possess a certain competence for drafting a legislative text, which must be based primarily on a deep understanding of the stylistic and pragmatic features of the "law" genre. Each legislative document has its addressee. In addition, for the correct interpretation of the essence of the law, the addressee must possess a certain speech code in order to receive not only denotative and stylistic information, but also pragmatic information. The addressee and the addressee exist in a certain communicative situation, belong to a certain sphere of communicative activity, namely, official-business, which requires the legislator to present information officially, traditionally, clearly impersonally and generalized, avoiding figurativeness. Another non-verbal factor that affects the selection of means of creating German legislative documents is communicative and pragmatic instruction, since after reading the text of a particular law, the addressee should have a feeling of obligation to comply with the norms, rules and requirements set forth in the law. In addition to the listed factors, there is also the degree of preparation of the author and addressee of the text, the attitude of the addressee of the text to the content of the statement, the social status of both communicators: material means of communication, time of action, place of action, number of communicators, their relationships and communicative rules of speech behavior.

Since legislative texts mainly exist in written form, the addressee perceives them visually. The addressee's only tool for conveying the essence of this or that law and reflecting its communicative and pragmatic purpose is the use of terminological units, certain linguistic means and certain stylistic techniques capable of conveying the necessary legislative information to the addressee and exerting a corresponding influence on his consciousness and actions. The secondary means of creating the text of the law are the compositional structure and paragraph means (Shabliy, 2002):

Anhang zu § 19
§§ 10, 11, 11a a.F.

§ 10 Höhe des Kindergeldes. *(1) Das Kindergeld beträgt für das 1. Kind 70 Deutsche Mark, für das 2. Kind 130 Deutsche Mark, für das 3. Kind 220 Deutsche Mark und für das 4. und jedes weitere Kind je 240 Deutsche Mark monatlich.* (Bundeskindergeldgesetz (BKGG), c. 9).

So, the communicative-pragmatic aspect of the special text of the law can be defined as the unity of linguistic and non-linguistic factors and their dependence on each other, as the interaction and relationship of its communicative organization and pragmatic properties.

The communicative-pragmatic aspect of the legislative text unites the textual categories of informativeness, creates an influence on the system of views, the evaluative function.

References

1. Чорна, О. В. (2009). *Українська термінологія податкової сфери: структура, функціонування, формування* (Дис. канд. філол. наук). Інститут української мови НАН України, Київ, Україна.
2. Шаблій, О. А. (2002). *Міжмовна термінологічна омонімія як проблема термінографії і перекладу (на матеріалі німецької та української юридичних терміносистем)* (Дис. канд. філол. наук). Київський національний університет імені Тараса Шевченка, Київ, Україна. Steuergesetze. – München : Verlag C. H. Beck, 2009.

Andrievska Kateryna,
Faculty of International Trade and Law,
course II, group 5, speciality Sociology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zheronkina Olena,***
Senior Lecturer at the Department of Modern European Languages, SUTE

ECOLOGICAL VALUES OF STUDENT YOUTH IN MODERN UKRAINIAN SOCIETY

The state of the environment determines developing and implementing of specific measures aimed at overcoming the environmental crisis. Since people are the main factor of catastrophic changes in the environment, the research to develop appropriate environmental attitudes, certain values, and accordingly to be in the "man-environment" system is needed [1, p. 408].

First, the fundamental changes that have taken place and are taking place in modern Ukrainian society put spiritual issues and therefore spiritual values, which are inseparable from spiritual issues on the agenda. Progress, moral self-improvement, faith, scientists' need in the spiritual value of domestic social science have become very important. The theoretical and practical significance of research on the chosen topic is determined by the state administration and the public sector, heads of higher educational institutions, scientific and pedagogical workers [1, p. 413]. Taking into account the fact that the student youth is an active social subject, a driving force and a catalyst of social changes, research issues that require identifying mechanisms, factors and conditions of impact on formation and development of the youth spiritual field arise.

Secondly, values in modern conditions are a determining factor that not only integrates society, but also affects the challenges of globalization that humanity faces. It should be noted that issues of values are widespread in social and humanitarian studies and have a significant impact on its tradition of learning. For sociological sciences, the issue of values is not just the perception of their normative, regulative or synthetic influence. Social behavior and the system of human behavior are closely related to sociocultural development and the individual's self-improvement, and is also a moral and ethical problem inseparable from the status of a sociologist researcher.

Thirdly, M. Weber, E. Durkheim, F. Znanetsky, T. Parsons, P. Sorokin, V. Thomas and others were the first sociologists, who paid attention to the issue of values. This question is asked by sociology classics. The historicity of values and their role as the "primary engine" of social and socio-cultural changes, the definition of values as some normative standard that determines the individual's behavior or a social system (their desired state), lays the foundations of culture, and also has a significant impact on processes of social stratification and human selection processes [2. p, 43].

A scientific problem is the lack of clearly defined theoretical and empirical approaches in the analysis and study of environmental values in domestic sociological science and practice, on the one hand, and their growing importance in the educational sphere and in the personal structure of modern students in conditions of external threats, on the other hand.

And also for example, I have conducted my own research, namely a questionnaire. What conclusions have I made from the research?

First, to my question: "What can a pupil /a student do to improve the state of the environment?" The most common answers were: planting trees, carrying out surveys, not littering the territories.

Secondly, some of the pupils/students could not give an answer to the question, and most of the interviewees told what could be done by society in general, and not specifically by themselves. Such answers indicate that young people don't want to be responsible for the state of the environment; they stay away from environmental problems and believe that they have nothing to do with them.

In fact, these people don't want to accept the fact that the environmental protection is possible and necessary at the individual level; they have no motivation for such activity. This is a dangerous trend, because a modern complex environmental situation requires highly qualified professionals with an appropriate level of environmental culture not only in the field of environmental protection, but also in other areas where employees should be able to carry out their activities in accordance with such principles. Therefore, society needs to work on forming an ecological culture, which is the most beneficial in the process of professional training at higher education institutions.

Thirdly, the ecological culture formation in the future should be carried out through ecology. Not only teachers of natural sciences, but also the ones of social and humanitarian disciplines should be involved in this process, as they provide forming students' personalities, their world view, beliefs, and life positions. They should contribute to the formation of an ecological worldview based on meaningful knowledge, the ability to consider any professional and general societal problems from the point of view of environmental protection. It should be a purposeful process that not only forms students' knowledge about the scientific basis of society's interaction with nature, but also forms socially valuable motives related to this, inculcates ecological skills and abilities as methods of ecological activity, etc. The ecological culture formation should be carried out by involving students in active and creative activities.

Therefore, in higher education institutions, students must understand that before treating nature, you need to get cured yourself. Therefore, today the ecological paradigm is increasingly characterized by worldview and moral values. Values in modern conditions are a decisive factor that not only integrates society, but also affects the challenges of globalization facing humanity. It should be noted that the issue of values is dominant in social and humanitarian studies and has a significant impact on their tradition of learning.

For sociological sciences, the issue of values is not just the perception of their normative, moderating or integrating impact. Social behavior and the system of human behavior are closely related to the individual's sociocultural development and self-improvement, and are also moral and ethical issues inseparable from a sociologist researcher's status.

References

1. Білявський Г. О. Основи екології / Г. О. Білявський, Р. С. Фурдуй, І. Ю. Костіков. – К.: Либідь, 2004. – 408 с.

2. Дробноход М. І. Філософія екологічної освіти: концептуальні основи / М. І. Дробноход // Педагогіка і психологія. – 1996. – № 3. – С. 43–49.

3. Єфіменко Н. П. Особливості формування екологічної культури студентів вищих технічних закладів освіти: автореф. дис. канд. пед. наук: 13.00.04 / Н. Н. Єфіменко; Харківський держ. педагогічний ун-т ім. Г. С. Сковороди. – Х., 2000. – 18 с.

4. Моторна Л. В. Системний підхід у сфері екологічної освіти та виховання у ВНЗ I-II рівнів акредитації // Проблеми освіти: науково-методичний збірник, 2006. – Третій спеціальний випуск. – С. 333–337.

Aniikienko Yelyzaveta,
Faculty of Trade and Marketing,
course I, group 2m, speciality Applied Linguistics (Political Linguistics),
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Drozdova Yuliia,***
PhD (Psychology), Associate Professor,
Department of Foreign Philology and Translation, SUTE

THE STUDY OF STYLISTICALLY COLORED VOCABULARY IN POLITICAL ELOQUENCE

In the world and in Ukrainian society, political struggle is now intensifying, increasingly becoming public, unfolding in all possible areas of the information space, and turning into a kind of political ritual.

By participating in various debates, talk shows, delivering greetings, addresses or speeches, politicians use various means, techniques and methods to try to retain or gain power, influence the audience, and win the favor of the electorate. Language is one of the main means of realizing such tasks, since the most powerful and effective channel for disseminating information is its verbal representation. That is why linguistic means (stylistic, genre, syntactic features) and extra-linguistic factors (specificity of the communication situation, purpose of information presentation, circumstances of the speech act, psychological characteristics of communicators) are increasingly becoming the object of scientific interest of philosophers, cultural studies, historians, psychologists, and especially linguists.

Scholars began to study political discourse, and thus stylistic devices in political eloquence, in the twentieth century. It was in the last century that the explanation of political discourse as a kind of symbolic reality, in which various elements of political reality acquire their respective meanings, famous in modern humanities, emerged. And at the same time, a separate branch of linguistic research called "political linguistics" was being formed (A. Baranov, V. Maslova, O. Sheygal, N. Kondratenko, etc.). However, before political discourse became an object of scientific interest, there were many studies in various fields of linguistics, philosophy, logic, and semiotics.

The earliest studies devoted to the functioning of language and linguistic units in the field of political communication include the works of famous ancient thinkers Plato, Aristotle, and Cicero. Even then, they reflected on the power of the word's influence and, as A. Chudinov rightly emphasizes, from Plato through Augustine to Spinoza, words were considered dangerous, like music or fantasy, because they were aware of their power over the soul, they had to be controlled by understanding [1].

O. Aleksiyevets emphasizes that at that time "various aspects of the rhetorical skills of political leaders were actively studied, and the reasons for the persuasiveness of presidential speeches were found in phonetic and rhythmic features, openness, simplicity, imagery and other qualities of speech" [1].

According to scholars, the function of the word began to be realized only at the end of the twentieth century in connection with the emergence and implementation of democratic ideals in society. The word is understood not only as an instrument of manipulation and subjugation, but also as a necessary condition for the organization of society as a whole, as an integral element of community life. By studying the peculiarities of political language [2], it is possible to comprehend the concept of "political discourse". In view of this, researcher A. Chudinov proposed a periodization of the development of political linguistics, which can be used in discourse studies:

1. Stage I – the beginnings of the doctrine of political discourse within the framework of traditional rhetoric and stylistics (before the twentieth century).
2. Stage II – the emergence and formation of political linguistics – 20-50s of the twentieth century.
3. Stage III – political linguistics of the 60s-80s of the twentieth century.
4. Stage IV – the modern stage of development of political linguistics as a science [2].

The first stage of the development of the science of political use of language includes studies that not only studied political language, but also attempted to explain the relationship between language and politics. As a rule, they refer to the works of Aristotle, who studied the nature of comedy and drama, comic and tragic, Cicero, St. Augustine, developers of speculative grammar of the XII-XIV centuries; Nicholas of Cusa, T. Hobbes, J. Locke and G. Leibniz, who believed that language is a universal mechanism of understanding, called to beware of traps set by "misuse of words" [3].

With the development of the European printed press in the sixteenth century, views on the word in the broad sense of its meaning began to change. According to researchers, this happened when "novels for maids" and "salon novels" broke down the wall between elite and mass culture, when French magazines began to spread on a national scale [3], in other words, the way of communication between political actors and the community underwent major changes, as did the very way of transmitting information between people. The word has become simpler and more accessible, the language has become clearer, and relations have become more democratic.

Thus, the modern stage of studying political discourse goes in different directions, solving different scientific tasks, in particular, describing individual elements of political language; studying individual levels of analysis: phonetic, lexical, syntactic, textual; studies individual political genres, styles, texts; investigates idiom – general patterns of political language; engages in discursive study of communicative roles, rituals, strategies and tactics; 18 conducts comparative research, identifies common and specific features of political discourses of different countries and epochs; engages in research contained in related fields of science, uses methods of psycholinguistics, cognitive science, linguistic and cultural studies, etc.

References

1. Палій Г. М. Мовно-стилістичні особливості публічних виступів політиків. [Електронний ресурс]. – https://jlingst.donnu.edu.ua/article/view/9624
2. Бутова І. Політичний дискурс як об'єкт лінгвістичних досліджень. Вісник Львів. ун-ту. Серія: Іноземні мови. Львів, 2009. Вип. 16. С. 232–238.
3. Шевчук Н. В. Особливості політичного дискурсу: зміст, функції, жанрове втілення. Вісник ДАКККіМ. Політологія. Вип. 1. 2013. С. 263–269.

Asmakovska Daria, Ilnitska Anastasiya,
Faculty of Trade and Marketing,
course I, group 2, specialty Philology
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Kokhan Olena,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

ENGLISH PHRASEOLOGY IN BUSINESS COMMUNICATION

The study of phraseology involves examining the system of phrases within a language and plays a crucial role in the communication process, providing distinctiveness and diverse characteristics that enhance the language used by speakers. Every day, millions of people around the world communicate in English in various aspects of business. At the present state of the rapid development of international relations and the process of globalization knowledge of business English is necessary both for professionals in this field and for the average learner of a foreign language. The business language not only simplifies the process of getting into the essence of professional and business language, but also contributes to a more complete understanding of the English language. Therefore, the importance of studying phraseological units in business speech is related to the need for a better understanding of the cultural mindset of individuals from a particular nation, which is essential for developing business contacts.

The purpose of this thesis is to research functional and semantic aspects of phraseology in English business discourse. To begin with, the specific feature of business language is the fact that different people use it for different purposes: for correspondence, phone calls, interviews, meetings, predictions, data analysis, etc. The phraseology of business language has an official character. The main purpose of phraseological units is to accurately, objectively, in a strict business tone, and as concisely as possible denote stereotypical service situations, various official meetings, their conduct, references to specific individuals, actions, reasons, instructions for further development in business documents.

In modern socio-economic and political business life, phraseological units function as semantic markers. It is appropriate to name the influencing factors on the choice of phraseological units as linguistic means for building business communication:

- desire to avoid excessive expressiveness.
- striving to prevent misunderstandings in a variety of communicative situations.
- phraseological units borrowed from general spoken English (69%):

For example: Cast into sharp relief (Make something absolutely obvious, clear).

To drive a hard bargain (To cause difficulties / to make confused, forcing to make a difficult decision more quickly).

To put a spanner in the works (To cause trouble and prevent something from happening as planned).

- expressions peculiar only to the language of business and understood by a narrow circle of specialists (31%):

For example: Fend off (Protect yourself from something).

Rogue trader (Someone who works for financial institution and makes inconsistent and reckless operations on the financial market).

Poison pill (A strategy used by the board of directors of a public company to prevent hostile takeovers by making the company's stock less attractive to potential acquirers).

The phraseological vocabulary fund of English business speech is constantly updated. The study of phraseological units, focusing on its semantic, grammatical, and structural aspects, is currently a prosperous area of research in modern linguistics. Phraseologisms in business English communication comprise a vast part. It is possible to propose a classification of these phraseological units based on a thematic principle. In the context of this study, the following semantic groups of business discourse phraseology were identified:

- ″person″ (movers and shakers– naming people who take active part in solving problems, initiating new projects, top dog – leader, manager, big cheese – an important person);
- ″business″ (cash cow-something that a company sells very successfully and that brings in a lot of money, nothing ventured, nothing gained- to take a risk in order to get something good, sell like hotcakes, jump off the shelves – successful sale);
- ″profit″ (win-win– is used to denote the situation in business when both sides win, bang for the buck– to get profit),
- ″loss″ (bottom out – the lowest level of development, in the red – to lose all the money, down the drain – when we speak of the time, money and effort which were usless);
- ″product″ (to generate lots of buzz – to make people react positively to a product or service, to put a product on the map, to plug a product, to launch a product – to acquaint potential buyers with the products);
- ″career″ (calculated risk- a risk that you consider worth taking because the result, if it is successful, will be so good, cut corners-to do something in the easiest, cheapest, or fastest way, get off the ground- to start).

The misconception that English business speech is devoid of emotions is untrue, as it employs a considerable amount of phraseology that is tailored to the world of business and a person's role in it. Overall, these phrases add colour and serve as a multifunctional tool for effective communication. Mastering the language of business facilitates a better understanding of professional and business jargon, contributing to a more comprehensive awareness of the English language. Theoretical studies provide opportunities for further research into the phraseology of business speech, specifically in the realm of translating phraseological units in business communication, which is of particular interest to linguists.

References

1. Науменко Л. Сучасний англомовний бізнес-дискурс. Нова філологія. Збірник наукових праць. Запоріжжя: ЗНУ, 2007. № 26. С. 274–279.

2. Сивак О. Б. Ідіоми та їх роль у діловому дискурсі. Вісник ЛНУ імені Тараса Шевченка. 2019. № 2. С. 36–44.

3. Mel‘čuk I. Phrasemes in language and phraseology in linguistics / Everaert M., Van der Linden E. J., Schenk A., and Schreuder R. (eds.) Idioms: Structural and Psychological Perspectives. New Jersey: Lawrence Erlbaum. P. 167–232.

4. Cambridge Dictionary | English Dictionary, Translations & Thesaurus. Cambridge Dictionary | English Dictionary, Translations & Thesaurus. URL: https://dictionary.cambridge.org (date of access: 12.04.2023).

Atmazhova Anastasia,
Faculty of Restaurant, Hotel and Tourism Business,
course II, group 15a, specialty Hotel and Restaurant Business,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Khmil Oksana,***
Lecturer at the Department of Foreign Philology and Translation, SUTE

LANGUAGE BARRIER AS AN OBSTACLE TO COMMUNICATION

The language barrier is a challenge that requires an immediate decision. The difficulty of communication between people has its negative consequences in different areas of life: it hinders the development of science, research in the field of ecology and medicine. In the 21st century, more and more people began to realize the words of Tomas Garrigue Masaryk: ″As many languages u know, as many times u r a human being. ″We are faced with the challenge of today – to be fluent in foreign languages, because without this knowledge it is becoming highly difficult to get a job, find a suitable and worthwhile position and just be calm while communicating with native speakers of another language.

The purpose of the work is to discuss today's issue: the language barrier; and finding ways to conquer it. A significant factor in this challenge is a pre-formed opinion about the complexity of a foreign language. Avoiding this prejudice will help you succeed in this area. To put it simply, we can say that language barriers are formed by the person himself at a subconscious level. To get rid of it, you first need to find out the reasons of the problem. According to statistics, more than 54% of the population experience a high level of language barrier, which is associated with fear, self-doubt and lack of motivation [4].

Nevertheless, there is also a bunch of the reasons such as:

- fear of being ridiculous in front of a native speaker because of the accent
- poor vocabulary
- superficial knowledge of grammar, which plays an important role in the construction of sentences and the expression of thoughts
- diffidence
- lack of practice in communication [2].

In this way we can formulate the question on the topic: what methods and tricks will help to overcome this barrier? Hence I suggest considering the following tips:

- allow yourself to make mistakes. It is important to understand that this is a natural process and no one is immune from it, so you should not be ashamed. Moreover, the more mistakes you make, the faster you will understand all the nuances of the language. But it is still crucial to analyze your failures and draw conclusions from what you've learnt.
- be sure to have positive attitude to all the learning process. Constant faith in yourself and your abilities, a frequent reminder that you will succeed, makes your brain reprogram to the achievement of your cherished goal.
- allocate at least 30 minutes a day to study, taking consideration all the basic skills, namely the ability to read, write, speak and listen. The most essential life hack in this point will be regularity, so constantly improvement.
- communicate with native speakers, or just with yourself. Of course, when communicating with a person, who is fluent in this language, it will be much easier for you to remember something, due to the fact that you will have your own personal teacher, who will guide you on the right path. But if you do not have the opportunity to communicate with such kind of person, talk to yourself, start telling what you see, what surrounds you, in this way your vocabulary will increase dramatically [1] [3].

In conclusion it is vital to mention, that nowadays the problem of the language barrier is relevant for everyone. This is the most powerful challenge today, which is worth paying attention to, but it can be easily overcome if u always keep in mind your personal reason why you study foreign language, which will motivate and guide you to success.

References

1. Вісім способів подолати мовний бар’єр. URL: https://tutoreng.com.ua/uk/8-sposobiv-podolati-movnij-baryer (дата звернення: 29.03.2023).
2. Мовний бар’єр: як подолати? Мовний бар’єр: причини виникнення, зняття мовного бар’єру. URL: https://zoo-market. com.ua/movnij-baryer-yak-podolati-movnij-baryer-prichini-viniknennya-znyattya-movnogo-baryeru/ (дата звернення: 29.03.2023).
3. Як подолати мовний бар’єр в англійській мові. URL: https://english-and-skype.com/chto-takoe-yazyikovoj-barer-i-kak-ego-preodolet.html (дата звернення: 29.03.2023).
4. What is it language barrier and how to overcome it. URL: https://gurmentor.com/what-is-language-barrier-and-how-to-overcome-it/ (дата звернення: 29.03.2023).

Bulda Kateryna,
Faculty of Trade and Marketing,
course I, group 2, specialty Philology
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Kokhan Olena,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

PROBLEMS OF TRANSLATION OF ENGLISH PROVERBS AND SAYINGS

English is very figurative language in its specificity, because over a thousand-year history, a large number of phrases appeared in it. Among these phrases, sayings and proverbs require special attention, because they make this language more expressive. Difficulties in their adequate translation lead to difficulties in understanding English speech, reading and communicating with native speakers. Therefore, the study of problems of English proverbs translation into Ukrainian is relevant.

Proverbs and sayings have different origins. Their sources were well-known folk songs, fairy tales, fables, anecdotes, etc. They pass from century to century, from one generation to another. Proverbs and sayings are mostly created by people themselves and reflect different aspects of human life. Some linguists claim that along with folklore proverbs and sayings, figurative expressions created by writers and individual public figures are widely used. Over time, they begin to be used as ordinary proverbs and sayings. Borrowings from other languages (Latin, Greek, French, Spanish, etc.) are also an important source of English proverbs. For example, a large group of them were formed under the influence of the Latin language.

Knowing the basic ways of translating proverbs and sayings is an important step to overcome problems in their translation. There are different ways to translate English proverbs and sayings into Ukrainian adequately.

Many English-language proverbs and sayings find full reproduction in the Ukrainian language through full equivalents.

An equivalent is a translation when there is a proverb in the translated language that is equal in terms of content, functions and stylistic characteristics of the original, and which coincides with it completely or basically in terms of figurative content. Such proverbs, which are completely identical in different languages, have as their source a common prototype and are often borrowed from Greek or Latin, less often from other languages. Full equivalents are translated by one corresponding proverb:

All is well, that ends well. – Все добре, що добре закінчується.

Appetite comes with the eating. – Апетит приходить під час їжі.

English and Ukrainian proverbs may be similar in terms of lexical composition, communicative meaning and stylistic colouring, but still a significant number of English and Ukrainian proverbs have their own characteristics, and the counterpart in the translated language is often only approximate. Such English proverbs are translated by partial equivalents. In case of partial equivalent translation, the proverb of the translation language is equivalent to the proverb of the original in terms of meaning, functions and stylistic colour, but differs in its figurative content. Partial equivalents often have several synonyms.

A gift in the one hand is better than two promises. – Краще синиця в руках, ніж журавель в небі.

A man is known by the company he keeps. – Скажи мені, хто твій друг, і я скажу, хто ти.

Proverbs often have no counterparts or analogues in another language. In such cases, a descriptive translation is used (the retelling of a proverb, which is due to the lack of the necessary counterparts in the language of translation; it comes down to the interpretation, explanation of a proverb or saying).

Art is long, life is short. – Життя занадто коротке щоб опанувати всі види мистецтва в цьому світі.

Blood is thicker than water. – Стосунки в сім'ї міцніші за будь-які інші.

Non-metaphorical, well-known and often used English proverbs and sayings, which have full equivalents in the Ukrainian language, usually do not pose a problem in translation. However, figurative language, which includes metaphors, idioms, proverbs and sayings, is part of everyday communication and part of any language. For native speakers, figurative words and expressions are familiar, but sometimes they can be a big problem for foreigners. Lack of understanding of figurative language leads to misunderstandings in communication with native speakers, difficulties in reading and understanding spoken English. When we need to translate figurative, metaphorical proverbs and sayings, it is important to preserve their meaning and emotionality, while the image often changes completely. Such proverbs are translated using partial equivalents or analogues.

To carry coals to Newcastle. – Робити щось безглузде, непотрібне

A significant number of English proverbs have national characteristics, and the counterpart in the Ukrainian language is often only approximate. Ethno-specific proverbs, peculiar only to the English people, are translated using analogues or a descriptive method of translation. Such proverbs cause the most difficulties in translation.

When Queen Anne was alive. – За царя Гороха.

Every Jack has his Jill. – На всякий товар є свій покупець.

The study leads to the following conclusions: an English proverb can be translated into Ukrainian in one of five ways: full equivalent, partial equivalent (or analogue), descriptive translation, "pseudo-proverb" or tracing. The English language is rich in proverbs and sayings, and it is impossible to explore them all in one work. Therefore, this topic can be continued or expanded by researching proverbs in the works of English-language writers, newspaper and magazine articles, etc.

References

1. Англо-український фразеологічний словник / уклад. К. Т. Баранцев. – К.: Т-во «Знання», КОО, 2005. – 1056 с.

2. Антонова Г. В. Використання прислів'їв та приказок під час викладання англійської мови // Англійська мова та література. 2006. № 15. С. 17–23.

3. Климочко І. Англійські прислів'я та їх еквіваленти в українській мові. *Green Forest Journal* URL:https://greenforest.com.ua/journal/read/anglijski-prislivya-ta-ih-ekvivalenti-v-ukrainskij-movi.

4. Кузенко Г. М. The World of Interpreting and Translating: навч. посіб. Миколаїв: Вид-во МДГУ ім. Петра Могили, 2008. 232 с.

Demydova Veronika,
Faculty of Trade and Marketing
course II, group 2, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE
,

MODERN SLANG IS AN ORDEAL FOR TRANSLATORS

To begin with, there is no single definition of the term "slang", but all of us know that this is commonly used by the young generation. Since languages are always changing, modern translators must know a narrow field and constantly engage in self-education to be in constant contact with current trends. The translator needs to know in which ways slang can be translated to choose the appropriate one from all the options.

Ukrainian and English slang may be similar in their basic meaning, but during translation may have different expressive levels or differences in usage in a certain context. These lexemes are characterized by excessive expressiveness, and imagery, often with a reduced vulgar connotation, which is actively used by certain social groups. [4, p. 7]. Researchers think that the main features of slang are: transience, subjection to language, instability, uncertainty, informality, and opposition to the official style. [4, p. 9]. In a speech, using of slang is generally explained by dissatisfaction with traditional words and expressions; encountering new circumstances for which the existing lexicon turns out to be unsuitable; striving to impress society; the desire to achieve a certain comic effect; the desire to create a certain stylistic effect using the brightness and expressiveness of slang. When analyzing slang, we can trace the dependence of some linguistic phenomena on the life of society, its history, and specific political, economic, cultural, and other non-linguistic factors [2].

Qualified translators must be able to cope with certain challenges when dealing with slang. Several reasons cause difficulties in adequate translation:

• The translation of non-equivalent vocabulary by finding a good counterpart in the target language;

• The difference in the composition of lexical and semantic groups of words;

• The divergence of the pragmatic components of the meaning of words that are the same in terms of their main lexical-semantic variants, which causes differences in the results of the lexical-semantic variation of these words in the English and Ukrainian languages [3, p. 1].

In addition, there is professional slang, which includes features of work or production processes, specific terms, and a variety of other words. Terms and professionalisms are the main lexical means of conveying information in professional communication, so working with them constitutes a significant part of the translator's workload. An adequate translation needs to have a full understanding of the terms by a translator, because the literal translation of the terms, without knowledge of the essence and phenomena, processes, and mechanisms referred to in the original, can lead to horrible mistakes [1, p. 1].

In general, researchers use basic methods of translating slang, such as transcription, transliteration, tracing, descriptive translation, translation by direct inclusion, and approximate translation. Transliteration and transcription are the most popular of all slang translation methods. [4, p. 14] Transliteration is the transfer of text and individual words, which are written by one graphic system, by the means of another graphic system with the secondary role of sound accuracy, that is, the transfer of one writing system by the letters of another. It is the most popular of all slang translation methods. Indirect transfer or translation transformations are also very often used. Their main function is to create the most lexically accurate, adequate translation of the work in the absence of regular correspondences of the language [5, p. 24].

To conclude, the study of slang in the modern Ukrainian language provokes the emergence of research on the peculiarities of the use of borrowed words. It is quite difficult to find an accurate translation of an

English word since the realities of English-speaking and Ukrainian societies differ. Unfortunately, due to the use of translation methods, the authentic meaning can often be lost or acquire a different stylistic or lexical shade; certain expressiveness may appear or be lost. Therefore, it is necessary to take into account the context and national characteristics of both the "donor language", so and recipient languages. Using of English slang and the process of finding their successful translation is a productive and relevant linguistic mechanism for replenishing the modern dictionary of the Ukrainian language [4, p. 29].

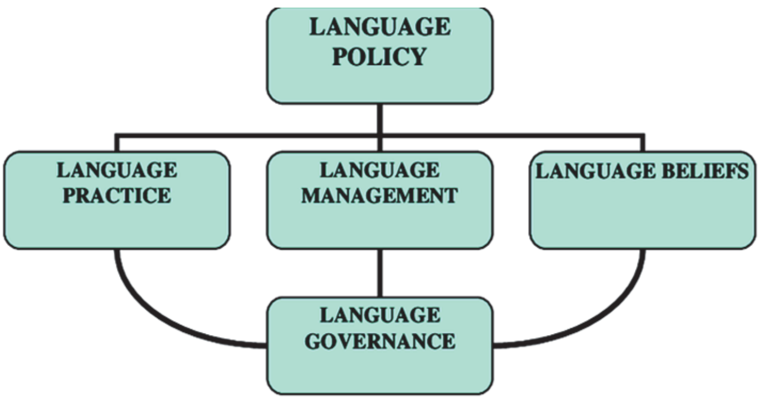
References

1. Бережна М. В., Лозовська К. О. Етапи перекладу термінів та професіоналізмів. (на матеріалі текстів металургійної тематики). Кривий Ріг. 2020. 5 с. URL: https://seanewdim.com/wp-content/uploads/2021/05/Stages-of-terms-and-professionalisms-translation-based-on-metallurgical-texts-M.-Berezhna-K.-Lozovska.pdf (дата звернення: 28.03.2023).
2. Вплив англіцизмів на сучасний український молодіжний сленг. Обучонок – дослідницькі роботи і проекти учнів України. Інтернет ресурс. 1 с. URL: https://obuchonok.com.ua/node/500 (дата звернення: 28.03.2023).
3. Клименко О. Основні труднощі адекватного перекладу не-стандартної лексики англійської мови. Запоріжжя. 2003. 3 с. URL: https://core.ac.uk/download/14042037.pdf (дата звернення: 28.03.2023).
4. Особливості перекладу англомовних лексем молодіжного сленгу українською мовою. Харків. 2019. 38 с. URL: https://lingua.lnu.edu.ua/wp-content/uploads/2020/04/Konkursna-robota-PEREKLAD-SLENHU.pdf (дата звернення 28.03.2023).
5. Рекунов Є. Є. Специфіка відтворення сленгу в перекладах художніх текстів. Кваліфікаційна робота (проєкт) на здобуття ступеня вищої освіти "бакалавр". Херсон. 2020. 45 с. URL:http://ekhsuir. kspu. edu/bitstream/handle/123456789/11477/Rekunov_fif_2020.pdf?sequence=1&isAllowed=y (дата звернення: 28.03.2023).

Drozd Anastasia,
Faculty of International Trade and Marketing,
course III, group 4, specialty Filology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Kolot Liubov,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

LANGUAGE POLICY: THE IMPACT OF POLICY ON THE LANGUAGE SITUATION IN COUNTRIES AND REGIONS

Language policy refers to a set of guidelines, principles, and practices adopted by governments, institutions, or organizations to regulate and manage the use of languages within a particular context. Language policy can be implemented at various levels, including national, regional, and local levels, and it can cover a range of domains, such as education, government, media, and business.



The goals of language policy can vary depending on the context and the stakeholders involved. Some of the common goals of language policy include:

1. Promoting linguistic diversity and cultural heritage
2. Facilitating communication and social integration
3. Enhancing access to education and employment opportunities
4. Promoting national unity and social cohesion
5. Promoting language learning and proficiency

Language policy can take various forms, including official language policies, language-in-education policies, language planning policies, and language maintenance policies. Official language policies refer to laws and regulations that establish the status of particular languages within a country or region. Language-in-education policies refer to policies that govern the use of languages in schools and universities. Language planning policies refer to efforts to promote or discourage the use of particular languages in specific domains or contexts. Language maintenance policies refer to policies aimed at preserving endangered languages and promoting language revitalization.

The implementation of language policy can be complex and can involve various challenges, including conflicts between different language communities, limited resources, and resistance to change. Effective language policy requires collaboration and consultation with stakeholders, including language speakers, educators, policymakers, and researchers, and it should be based on sound evidence and research.

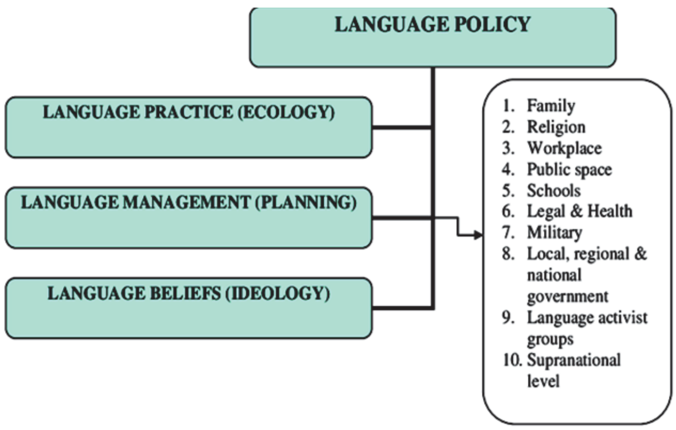
Language policies can have a significant impact on the language situation in countries. Depending on the type of policy and how it is implemented, it can either promote or hinder linguistic diversity and language rights, affect language attitudes and use, and impact social, economic, and political outcomes. One of the most significant impacts of language policy is on language attitudes and use. Language policies can shape the attitudes of speakers towards different languages and determine the domains in which they are used. For example, policies that promote bilingualism or multilingualism can encourage speakers to value and maintain their heritage languages, while policies that restrict the use of minority languages in public life can lead to language shift and language loss.

Language policies can also impact social and economic outcomes. In countries with multilingual populations, language policies can affect access to education, employment, and social services. For example, policies that require proficiency in a dominant language for access to education or employment can disadvantage speakers of minority languages and limit their opportunities. On the other hand, policies that promote multilingualism and language rights can enhance social inclusion and promote economic development. Language policies can also have political implications. Language is often tied to identity, and policies that favor one language over others can create tensions and conflicts between different language communities. In some cases, language policies have been used as a tool of oppression or assimilation, as in the case of colonial language policies that sought to eradicate indigenous languages and cultures.

Overall, language policies can have a significant impact on the language situation in countries. Effective language policies should be based on sound evidence and research, involve collaboration and consultation with stakeholders, and promote linguistic diversity, language rights, and social inclusion.

The language situation in Ukraine has been shaped by politics throughout its history. Ukraine is a linguistically diverse country, with Ukrainian and Russian being the two dominant languages. Other minority languages, such as Crimean Tatar, Romanian, and Hungarian, are also spoken in specific regions. During the Soviet era, Russian was the official language, and Ukrainian was suppressed. Ukrainian was only allowed to be used in certain domains, such as literature and folklore, but not in government or education. This led to a decline in the use of Ukrainian, and many Ukrainians became bilingual, with Russian being their dominant language. After Ukraine gained independence in 1991, Ukrainian was established as the official language, and efforts were made to promote its use in public life. However, the status of Russian remained a contentious issue, with many Russian-speaking Ukrainians feeling marginalized and discriminated against.

Overall, the impact of politics on the language situation in Ukraine has been significant. The language policies implemented by the government have had far-reaching effects on language attitudes, use, and identity. The ongoing conflict with Russia has further complicated the language situation, with language becoming a symbol of national identity and unity.



References

1. Bernard Spolsky Bar Ilan University https://repository.upenn.edu/ cgi/ viewcontent.cgi? article=1186&context=wpel
2. David Cassels Johnson – Language Policy https://link.springer. com/chapter/10.1057/9781137316202_1
3. Language Policy in Ukraine: International Standards and Obligation, and Ukrainian Law and Legislation https://www. researchgate. net/publication/228119122_Language_Policy_in_Ukraine_International_Standards_and_Obligation_and_Ukrainian_Law_and_Legislation

Ferkaliak Angelina,
Faculty of Trade and Marketing,
course II, group 2, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of
Foreign Philology and Translation, SUTE

A SYNOPSIS OF SLANG'S HISTORY

The English language is an ever-evolving dynamic flow of spoken and written terminology. Whenever individuals converse, they force it to flow in and around themselves, generating new meanings and ways to express themselves.

The term ″slang″ was first recognized by lexicographer Francis Grose in 1785. He defined it as ″cant″ or ″vulgar″ language. Interestingly enough, slang appeared before it was labeled as such, under the name of Thieves' Cant [1]. It is a dialect of English that British criminals, during The Elizabethan Era, used to covertly plan their crimes (much like Cockney rhyming slang in the 1800s). This early slang was used so frequently that "The First English Dictionary of Slang" was produced in 1699 [2].

Slang tends to be ephemeral; what is fresh and innovative for one generation quickly becomes outdated and old-fashioned for the following. Some former slang terms have even entered the common language, losing some of their peculiarity in the process. Regarding Internet slang, it emanated 20 years ago [1]. Its goal was to save time typing on the keyboard using acronyms and abbreviations. Since then, it has spread to a wide range of spoken and written languages and is deeply ingrained in contemporary discourse.

The process of transmitting information is rarely the goal of utilizing slang. It is commonly used for social functions such as group identification and lowering the formality of conversation. Sharing and upholding a dynamic slang lexicon promotes group cohesion and serves to include and exclude people. Slang is a linguistic equivalent of fashion and serves much the same purpose. Like stylish clothing and modes of popular entertainment, effective slang must be new, appealing, and able to gain acceptance in a group quickly. Nothing is more damaging to status in a group than using old slang. Counterculture or counter-establishment groups often find a common vocabulary unknown outside the group a useful way to keep information secret or mysterious. Slang is typically cultivated among people in society who have little real political power (like adolescents, college students, and enlisted personnel in the military) or who have reason to hide from people in authority what they know or do (like gamblers and prisoners) [3].

The way slang words are created is just as varied as slang vocabulary itself. The following are a few of the most common ways slang words are made [2]:

1. Clipping. The process of clipping involves dropping the first or last letter of a word. There are three types: for clipping, in which the beginning of the word is dropped; back clipping, where the end of the word is dropped; and compound clipping, where a compound word is shortened. For example: fab (fabulous) – back; ‘em (them) – fore; sitcom (situation comedy) – compound.

2. Alphabetisms. Alphabetisms are words formed by forming a new word from the initials of several other words. The two types of alphabetisms are acronyms, in which the new word is pronounced as a word, and initialisms, where each letter of the new word is read separately. For example: ASAP (as soon as possible) – acronym; BRB (be right back) – initialism.

3. Coinage. Coinage refers to coining or inventing completely new words. For example kicks (shoes); bands (money).

There is a fine line between Argo, jargon, and slang. People of all backgrounds, not only linguists, use these terms in everyday life. The regular usage of it contributes to the fact that sometimes these terms are used interchangeably. Even linguists who do not work closely with these notions may at times use one term instead of the other [4]. These terminologies differ slightly from one another, though. Understanding the differences between them is crucial.

Argot is a French equivalent of British/American ″slang″ and can be traced back to the 15th century. Formerly limited to beggars and thieves in medieval France, French argot words are often used by the ″lower″ classes and belong to an informal style. Just like ″slang″, argot has the purpose of secrecy that would prevent eavesdroppers from understanding the meaning of the conversation [1].

But while ″slang″ is formed out of the intent to broadly communicate and used in informal situations, ″jargon″ refers to terminology which is specifically defined concerning a particular activity, group, or profession. It is therefore less about communicating to a broader audience and more about conveying as much content as possible in the same amount of verbal space [1].

Even though, for the past 500 years or so, slang has been slipping into our language, it is still far from reaching the finish line of its journey.

References

1. The Gymglish blog. A Brief History of Slang. [Електронний Ресурс] URL: https://blog.gymglish.com/2022/03/25/where-does-slang-come-from/ (дата звернення: 13.04.2023).

2. Andrea Byaruhanga. Everything You Need to Know About Slang Words' Origins. [Електронний Ресурс] URL: https://blog.lingoda.com/en/slang-words-origins/ (дата звернення: 12.04.2023).

3. Tom McArthur. 3.2.3 The Purpose of Slang. [Електронний Ресурс] URL: https://www.open.edu/openlearn/languages/exploring-languages-and-cultures/content-section-3.2.3/ (дата звернення: 15.04.2023).

4. Bussmann, H. (Ed.). Routledge Dictionary of Language and Linguistics; translated and edited by Gregory Trauth and Kerstin Kazzazi. Argo, Jargon, Professionalism, and Slang. [Електронний Ресурс] URL: https://blogonlinguistics.wordpress.com/2015/12/05/argot-jargon-professionalism-slang/ (дата звернення: 12.04.2023).

Herasymenko Olena, Horchynska Alina,
Faculty of Trade and Marketing,
course III, group2, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Mykhailova Nelia,***
Senior Lecturer at the Department of Foreign Philology and Translation, SUTE

ETHNIC-CULTURAL COMPONENT OF PHRASEOLOGICAL UNITS

The problem of the relationship between culture, language, and consciousness has been discussed in various ways during the last decades. Studying the phraseological units with an ethnocultural element is a topical and prospective direction in modern linguistic research, as it is known that phraseological units are not only elements of the sign system of language, but also the bearers of culture as they reflect some common for a certain group knowledge, customs, beliefs, and customs acquired by a person as a member of society.

Such scientists as B. Azhnyuk, M. Baker, V. Kononenko, N. Garbovskii, O. Solodyuk, E. Vereshchahin, E. Polivanov, etc., studied the theoretical issues of translating the phraseological units.

The aim of this work is to draw attention to the language's ability to reflect the ethno-cultural mentality of its speakers and to explore the prevailing ways of translating phraseologisms with ethnocultural components.

To begin with, phraseological units are the most complex contradictory linguistic signs, which will determine the relevance of the study of the essence of this linguistic phenomenon and require a comprehensive solution that takes into account the specificity of the semantic, structural and stylistic properties of phraseological units, as well as the evolutionary processes taking place in the spheres of Phraseology. V. Zhayvoronok examines phraseological units from an ethnolinguistic perspective. V.M. Rusanivsky notes that "the problem of ethnolinguistic study of the phraseological material of any language should be analyzed in the direction of the interrelationship of the concepts "language – culture – ethnos" [2].

It is generally admitted that the problem of phraseological meaning is one of the most difficult not only in phraseology, but also in linguistics in general. Phraseological nomination is significantly different from lexical, as it belongs to a subtype of specific indirect nomination and is complicated by connotative meaning. Linguists support the opinion that phraseology is based on associative transfers, since in the process of speech information is transferred not only of an objective, but also of a subjective and evaluative nature. In contrast to lexemes, the meaning of which potentially covers all signs and properties of an object, action, etc., phraseological units belong to language signs that express only some qualities [1, p. 253–257].

From the point of view of translation sciences, the phraseologisms with ethnocultural concept include phraseological units that reflect:

- different aspects of everyday life, lifestyle of peoples: the craft and life of peasants, writing, language, printing, games; the names of dishes, drinks, clothing;
- ancient customs, rituals, beliefs, signs;
- the development of science and art;
- the development of military affairs, justice and clerical affairs;
- religious beliefs, religious dogmas and traditions;
- the names of currencies, measures of length, weight;
- summarized situations of literary origin (borrowings from the Bible, the Gospels, myths, catch phrases) [5].

One of the most difficult aspect of the theory is to identify correct and adequate methods and ways of translating phraseologisms with ethnocultural components and to choose a correct equivalent of a phraseological unit and reproduce the pragmatic potential of the source text [3]. The main problems appearing in the process of rendering the contents of a phraseological unit with ethnocultural concept into the target language are connected with certain divergences between the source language and the target language.

Moreover, while translating phraseological units it is preferable to apply such way of translation which will help to convey the meaning and reproduce the imagery of a phraseologism, i.e. to keep it pragmatic communicative potential. The main types of transformations typical for phraseological units with ethnocultural component include:

1. Partial transformations in translation, which rely on partial idiomatic equivalents, can result in discrepancies between the source and target language due to differences in phraseological composition and stylistic coloring, requiring the use of techniques such as addition, omission, and partial equivalence.

2. The full transformation method is commonly used to translate phraseological units with ethnocultural components that share meaning and stylistic colouring with their Ukrainian counterparts but differ in lexical

composition. Although translation can be achieved through compensation, descriptive, analogue or compression methods, the author suggests that the imagery of English phraseologisms is often sacrificed due to a complete reconsideration of their meaning. In cases of language insufficiency, a communicative functional equivalent can be used via compensation.

3. Compensation in translation is the act of substituting an analogue element for an original element lost in translation. The aim is to compensate for semantic loss and produce a similar effect on the reader, while also ensuring that not only the phraseological unit but also its pragmatic communicative function is conveyed. Moreover, the equivalent in the target language must reproduce the rendered meaning, express the same emotional relation, and have the same stylistic characteristics.

Furthermore, it is also expedient to apply descriptive translation, which requires the reproduction of specific profound knowledge that serves as a "key" for interpreting a phraseological unit, is a useful approach for translating phraseological units with ethnocultural components [4, p. 107–109].

Bearing in mind all the differences in linguistics and culture, we came to the conclusion that recreating the ethnocultural aspect in translation is complex due to the semantic diversity of phraseological units. Idioms serve as the cultural memory of an ethnocultural community, and translation equivalence must reproduce their meaning, emotional relation, and stylistic characteristics; the most adequate ways of translating phraseologisms with ethnocultural components include partial correspondences, phraseological analogues, and descriptive periphrasis, which allow for the deletion of lingua-ethnic barriers and equal opportunities for perceiving and interpreting messages in the target language.

References

1. Пономаренко А. Ю. Експресивний компонент у безеквівалентних фразеологічних одиницях. *Гуманітарний вісник: «Іноземна філологія»*. 2000. № 4. С. 253–257.

2. Шайковський В. О. Етнокультурні особливості фразеологізмів англійської та української лінгвокультур. URL: https://eprints.oa.edu.ua/4717/1/136.pdf (дата звернення: 22.04.2023).

3. Приходько Г.. І. Етнокультурний складник фразеологічних одиниць. URL: http://ddpu-filolvisnyk.com.ua/uploads/arkhiv-nomerov/2016/NV_2016_5-2/20.pdf (дата звернення 23.04.2023).

4. Солодюк О. Б. Порівняльна характеристика семантики фразеологізмів. Київ, 2002. С. 107–109.

5. Bebko S. The main tendencies of translating phraseologisms with ethnocultural components. URL: https://dspace.nuft.edu.ua/jspui/bitstream/123456789/26116/1/Bebko_article.pdf (дата звернення: 24.04.2023).

Honcharenko Arina,
Faculty of Information Technology,
course I, group 3, specialty Software Engineering,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Borshchovetska Valentyna,***
PhD in Pedagogics, Associate Professor of the Department of Modern European Languages, SUTE

COGNITIVE APPROACH TO LEARNING FOREIGN LANGUAGES

Cognitive approach to learning foreign languages is one of the most relevant and promising areas of modern linguistics. It provides an opportunity to increase the efficiency and effectiveness of the learning process, based on the mental, i.e., cognitive processes, underlying the understanding and use of linguistic phenomena by students. This approach is based on the concept of conscious teaching and the theory of social constructivism, according to which the student is an active participant of the learning process [3, c. 94].

Since language is an essential component of cognition, it is determined by the relation between communicative, psychological, and cultural factors, making the cognitive approach to language learning required for successful absorption of new material.

To understand the processes of lexical information reflection in human consciousness, it is worth refer to the concept of models of their representation in memory. Two main hypotheses of interdependence and independent autonomy are distinguished. The sense of the interdependence hypothesis is that two languages of an individual are stored in a single system in memory. The independent autonomy hypothesis predicts that two languages are stored in separate, independent memory systems of the learner [1, c. 9]. Knowledge about models of lexical information representation in the memory provides the possibility to develop new methods of teaching and education.

In the process of learning, the focus should not be placed on separate units of experience, but on the wisdom space, which consists of a set of structures of subjective knowledge and individual ideas, such as frames, schemas, concepts, scripts, etc. [2, c. 117–120]. Therefore, the study of foreign languages should take into account the features of reflecting culture in the cognition of every single person.

Progressive is the cognitive theory of categorization, the idea of which is to systematize the meanings of words in the human mind, which occurs within the everyday life and artistic paintings of the world.

The cognitive theory of categorization is a progressive approach that aims to systematize the meanings of words in a person's consciousness, which occurs within everyday-life and artistic imagination of the world [8, c. 143]. Its goal is to perceive the new through the old by means of already existing categories, which makes the learning process significantly easier. This approach helps students understand how to use new vocabulary in different contexts and express their ideas more effectively and clearly.

It should be noted that the process of language learning has not only a personal but also a social nature, as the student and teacher actively interact during the learning process, even on the conditions of virtual environment. In this way, for successful absorption of the material, understanding, support, and cooperation between students and the teacher are necessary [6, c. 319].

In addition, effective improvement and development of language abilities are directly correlated with the level of interest and motivation of the learning subject. Increasing students' interest in learning can be achieved by diversifying the content, methods, and techniques used in the learning process [6, c. 321]. There are three main aspects of interest: positive emotions towards language learning, the presence of a cognitive aspect, and the presence of a motive. Other methods also include creating situations of interest in learning of the educational material (using situational tasks, role-playing games), during which students learn to apply integrated knowledge in practice and are encouraged in further learning [4, c. 54].

Moreover, the realization of the cognitive approach to foreign language learning involves the introduction of new methods in the grammar study. According to its principles, the absorption of grammatical material should focus not on memorizing rules and inefficient training, but on forming a mental image of speech phenomena and reproducing them in the student's memory. In other words, it is more productive to set similarities and differences between constructions and search for their cause-effect relationship [5, c. 25].

One of the most successful complex methods in the framework of the cognitive approach is the project method in combination with the information technology method. During the creation of internet projects, students' activities are aimed at independent search, collection, analysis, and synthesis of information. The external result of students' activities can be seen, understood, and applied in practice, while the internal result – experience – combines acquired knowledge and skills [7, c. 127–128].

To sum up, this article has discovered the main principles and methods within the framework of the cognitive approach to foreign language learning, namely: understanding the features of culture representation in human consciousness, systematization of knowledge by categories, the relationship between the students and the teacher, motivation and interest in the learning subject and the introduction of new methods for mastering the material. The introduction of the above-mentioned methods of teaching in the educational process provides an opportunity to significantly reduce the time for mastering the language, improve the effectiveness of the process of language acquisition, develop the cognitive skills of students and intensify their educational activities.

Referances

1. Борщовецька В. Д. Когнітивні основи навчання іншомовної фахової лексики. Науковий вісник кафедри ЮНЕСКО Київського національного лінгвістичного університету. Серія «Філологія. Педагогіка. Психологія». К.: Вид. центр КНЛУ, 2014. Вип. 29. С. 204–209.

2. Вовк, О. Особливості конструювання знань в аспекті когнітивної парадигми. Лінгвістичні дослідження, 2019, 39, С. 116–122.

3. Годованець, Н. І. Леган, В. П. Когнітивно-комунікативний підхід при навчанні іноземної мови. Науковий вісник Ужгородського університету. Серія: «Педагогіка. Соціальна робота». Вип. 1 (38), 2016: С. 94–96.

4. Гумена І. Р., Гантімурова Н. І. Формування позитивної мотивації іноземних студентів до вивчення латинської мови у медичних закладах вищої освіти. Медична освіта, 2023: С. 52–56.

5. Дубчак, І. П. Сучасні підходи до навчання граматики англійської мови. Романо-германські мови у контексті неперервної освіти / ЧНУ імені, 2019, 22: С. 22–27.

6. Кушнір, А. С. Когнітивний аспект у вивченні іноземних мов. ББК 740 Д-85, 2019, С. 318–322.

7. Тивонюк, І. Л. Розвиток когнітивних здібностей шляхом використання методу проєктів у процесі навчання іноземної мови. Формування Комунікативних Компетенцій Майбутнього Лікаря, 2023: С. 125–128.

8. Томенюк О. Когнітивний підхід до аналізу мовних явищ. Актуальні питання гуманітарних наук, 2015, 11: С. 141–146.

Honcharuk Viktoriia, Sonhara Veronika,
Department of Management; Administration and Philology,
course I, group 92, specialty Business, Trade and Exchange Activity,
Separated Structural Unit Vinnytsia Professional College
of Trade and Economics
of State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Radudik Olena,***
Teacher of the Department of Philology, SSU "VPCTE SUTE"

EXISTENTIAL CHOICE OF YOUTH IN WAR CONDITIONS 2022–2023

The beginning of Russia's full-scale invasion of Ukraine became a turning point for all Ukrainians. At one point, everything seemed to stop. Educational institutions, kindergartens, hospitals, as well as many enterprises stopped their work. People were scared, but did not know what would be waiting for them tomorrow. Students and schoolchildren needed to get an education, but all educational institutions sent students on forced vacations. Many teachers and students were unable to study because their homes were destroyed and their hometowns were occupied. Accordingly, it is extremely difficult to get an education in such conditions. In particular, the study of foreign languages.

But Ukrainian youth understood that education is important for career and professional development and continued to learn foreign languages with the help of programs.

For example, such a program as ″Busuu″. It offers the study of the 12 most common languages in the world, there is a free tariff plan and a paid subscription. The application contains tasks for the development of reading, listening, speaking and writing, as well as vocabulary and grammar. In addition, an interesting feature is that in ″Busuu″ you can make friends from different countries and help each other in learning languages. To support Ukrainians in such a difficult time for us, the platform provides citizens of Ukraine with free access to a premium subscription.

The Duolingo platform is no less famous and useful. In the application, you can learn Spanish, French, German, Portuguese, Italian and English. And if you already know English, then about 30 more languages are available for you to learn. Training is free, but with the presence of hearts that can be bought for money or received for success. There are tasks for reading and listening, but the emphasis is primarily on learning words and translating sentences and phrases. Another useful program is ″DROPS″. With its help, you can learn more than 40 languages of the world. The developers have opened free premium access for Ukrainians for a whole year.

Later, when the aggressor country started shelling the light began to disappear. Since many students were studying languages online, it was not possible to continue their studies due to the lack of electricity. Students and pupils began to invent ways to learn different languages in the absence of electricity.

They began to turn more to books, dictionaries, collections, which is unusual for our generation. Now everything is digitized and it is much more convenient to use the electronic form. Education seekers were looking for books with the help of which they can learn the desired language. For example, the book English Grammar in Use, Raymond and Murphy.

This publication by Raymond Murphy has been reprinted dozens of times over the past few years, but to this day teachers and tutors recommended it as a basic guide for those who want to learn a foreign language. Grammar rules in the fourth (the most successful) edition are presented in a simple, accessible form, after each lesson there are several exercises to consolidate the learned material. The book is accompanied by a CD with audio lessons that will help improve listening comprehension and give an understanding of how English grammar works in practice.

For those who decide to practice with the help of Raymond Murphy, there are three options: a red book for beginners; a blue book for ″intermediates″, and a red book for those who aspire to Advanced. Also, the book ″Learning English by Reading″, by Stanislav Dugin. As you know, the most effective way to learn any foreign language is immersion in the environment. The easiest way to immerse yourself in the English speaking environment, while in Ukraine even during the war, is through reading.

Stanislav Dugin's unique guide contains a huge number of texts that will help you expand your vocabulary and understand how the rules of the English languages work in practice. To simplify understanding, texts are accompanied by translation and transcription of individual words, phrases, and entire sentences. In addition, the book contains a dictionary with the most frequently used vocabulary by native speakers. The next book that will help you learn the language on your own as ″Spoken English. A guide to the spoken language″, Yuriy Holitsynskyi. This book is intended for people with a Pre-Intermediate – Intermediate level, and solves a common problem – ″hear-understand, know- write, cannot speak″. The self-tutor will help you ″talk″, easily maintain conversations on the most common topics: family, work, hobbies, travel. It will help you hone the skill of quickly building interrogative and affirmative sentences in your mind so that, as you continue your studies and learn new words, you will feel comfortable communicating on narrower, specialized topics.

Libraries also made concessions: they worked longer, you could charge your gadgets if necessary. It was already much easier to learn languages in such conditions. But, nevertheless, learning foreign languages independently was more difficult than with teachers. For better language acquisition, you need to communicate orally with someone who can correct mistakes. It is best to learn a language with a native speaker. In order to learn a new language better, it is necessary to get acquainted with the peculiarities of the culture of the country whose language the student is learning.

Then, for those wishing to learn foreign languages with a native speaker, volunteers received a proposal to create groups with a certain number of people, to divide them according to the language they want to learn. Careful native speakers of these languages responded to such wishes and enabled Ukrainian students to learn foreign languages and master them at a native level.

This method of independent study became a real challenge for students of 2022–2023 years. But young people accepted this challenge and despite everything tried to learn language in order to have many prospects in the future, as well as when Ukraine joins the EU, our citizens will be able to speak and understand foreign languages freely.

References

1. Вишнякова О. Освіта під час війни: що змінилося і як це вплине на майбутнє дітей URL: https://lb.ua/blog/olena_vyshniakova/543064_osvita_pid_chas_viyni_shcho_zminilosya_i_yak.html
2. Хохлова Є. Як вивчити англійську мову самостійно? URL: https://enguide.ua/magazine/4-principa-samostoyatelnogo-izucheniya-angliyskogo-yazyka
3. Київський інститут бізнесу та технологій ТОП-10 програм для вивчення англійської мови URL: https://kibit.edu.ua/top-10-program-dlya-vivchennya-anglijskoi-movi/
4. Попович М. 5 найкращих книг для самостійного вивчення англійської мови URL: https://lifestyle.segodnya.ua/ua/lifestyle/afisha/5-luchshih-knig-dlya-samostoyatelnogo-izucheniya-angliyskogo-yazyka-1427750.html

Hordin Yuliia,
Faculty of Trade and Economics,
course III, group 4, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Sheverun Nadiia,***
Candidate of Pedagogical Sciences, Associate Professor,
Associate Professor of the Department of Foreign
Philology and Translation, SUTE

THE ROLE OF TRANSLATION IN PRESERVING AND DISSEMINATING CULTURAL VALUES

I. Introduction

Translation plays an essential role in bridging the gaps between languages and cultures, making it a critical tool for preserving and disseminating cultural values. Cultural values refer to shared beliefs, practices, and customs that define a particular community or society. These values are passed down through generations, and translation helps preserve and disseminate them by making them accessible to people from different cultures and languages. This research aims to explore the role of translation in preserving and disseminating cultural values, examining its impact on cultural values, the cultural context in translating cultural values, and specific aspects of translating cultural values.

II. Translation as a Key Tool for Preserving and Disseminating Cultural Values

Translation plays a vital role in preserving and disseminating cultural values. One of the primary ways that translation helps preserve cultural values is by enabling the transmission of cultural heritage and the continuation of traditions and shared values. Cultural heritage refers to tangible and intangible artifacts of society, such as art, literature, music, and customs. Translation helps preserve cultural heritage by making it accessible to people from different cultures and languages, enabling the continuation of traditions and shared values by translating them into other languages and cultures.

Another way that translation plays a crucial role in preserving and disseminating cultural values is by facilitating cultural exchange and understanding. Cultural exchange involves the sharing of cultural values, practices, and customs between people from different cultures and languages. Translation facilitates cultural exchange by enabling people to communicate and understand each other, translating cultural values into other languages and cultures.

1. The Role of Translation in Preserving Cultural Values

Translation helps preserve cultural values by making them accessible to people from different cultures and languages. By translating cultural values, we ensure their continuity and their significance in various communities. It enables the transmission of cultural heritage, the continuation of traditions and shared values, and the preservation of cultural identity.

2. The Role of Translation in Disseminating Cultural Values

Translation plays a vital role in disseminating cultural values by facilitating cultural exchange and understanding. It helps to build bridges between cultures and enables people to share their values and beliefs with others. Translating cultural values into other languages and cultures not only helps to disseminate them but also promotes mutual understanding and respect for different cultures.

III. Cultural Context in the Translation of Cultural Values

The translation of cultural values is influenced by cultural context, referring to social, historical, and cultural factors that shape the meaning and interpretation of cultural values. Cultural context can affect the translation process and the interpretation of cultural values. Therefore, it is essential to consider the cultural context of the source and target cultures when translating cultural values.

1. The Influence of Cultural Context on the Translation of Cultural Values

Cultural context can affect the translation of cultural values in several ways. Firstly, it can influence the interpretation of cultural values, as their meaning can vary depending on the cultural context in which they are situated. Secondly, cultural context can affect the translation process. Translators need to be aware of the cultural context of the source and target cultures to ensure accurate and effective translation. Finally, cultural context can affect the reception of translated cultural values, as the interpretation and reception of cultural values can vary depending on the cultural context of the target audience.

IV. Specific Aspects of Translating Cultural Values

Translating cultural values involves specific challenges and considerations, particularly in literary translation. Literary translation involves the translation of cultural values expressed in literature, such as novels, poems, and plays.

1. Literary Translation of Cultural Values

Literary translation involves specific challenges and considerations, such as the reproduction of the author's style and voice, the preservation of cultural context, and the adaptation of cultural values to the target culture. Translators need to be sensitive to the cultural context of the source and target cultures.

Conclusion

Translation plays a critical role in preserving and disseminating cultural values, enabling communication and understanding between people from different backgrounds. Through the translation of cultural values, cultural heritage, traditions, and shared values can be made accessible to people from different cultures and languages, facilitating cultural exchange and understanding. The translation of cultural values is influenced by cultural context, which can affect the interpretation of cultural values, the translation process, and the reception of translated cultural values.

Translating cultural values requires specific considerations and challenges, particularly in literary translation and the translation of cultural values in film and media. Using professional translators in the translation of cultural values can ensure that the translations accurately reflect the cultural values of the source culture while being appropriate and effective in the target culture.

In conclusion, the role of translation in preserving and disseminating cultural values is essential and cannot be understated. It is through translation that cultural heritage, traditions, and shared values can be transmitted across languages and cultures, enabling the continuation of cultural exchange and understanding. As such, the importance of professional translators in the translation of cultural values should be recognized and valued, as they play a crucial role in ensuring that cultural values are accurately and effectively preserved and disseminated.

References

1. Bassnett, S. (2002). Translation Studies. London: Routledge.
2. Gentzler, E. (2013). Translation and Rewriting in the Age of Post-Translation Studies. London: Routledge.
3. Hermans, T. (2013). The Conference of the Tongues: An Essay on Translation. Amsterdam: Amsterdam University Press.
4. Lefevere, A. (1992). Translation, Rewriting, and the Manipulation of Literary Fame. London: Routledge.
5. Munday, J. (2016). Introducing Translation Studies: Theories and Applications. Abingdon: Routledge.
6. Robinson, D. (2017). Becoming a Translator: An Introduction to the Theory and Practice of Translation. Abingdon: Routledge.
7. Venuti, L. (1995). The Translator's Invisibility: A History of Translation. London: Routledge.
8. Venuti, L. (2018). Translation Changes Everything: Theory and Practice. London: Routledge.

Hudyk Alona,
Faculty of Trade and Marketing,
course I, group 2m, speciality Applied Linguistics (Political Linguistics),
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Drozdova Yuliia,***
PhD (Psychology), Associate Professor,
Department of Foreign Philology and Translation, SUTE

THE ROLE OF METAPHOR IN MODERN LINGUISTICS

A metaphor is a structure used to compare two different things to convey an idea or concept. In modern linguistics, metaphor is considered an important means of communication that helps to reflect complex ideas and connections between different objects.

With the efforts of such modern linguists as Y. Cherkasova, B. Serebrennikov, and O. Kubryakova, we have already formulated linguistic

processes and concepts that determine the functioning and emergence of metaphors in language. These include:
- a common semantic element, i.e. the basic meaning of a word, which reflects the result of the formation of semantic duality of the metaphorical meaning;
- lexical and semantic connections between words that logically do not correspond to the real connections between phenomena and objects in reality, as a certain semantic type of words, grammatical categories of personification and inanimacy of nouns [1].

These provisions have already become classical and traditional in the theory of metaphor, for example, the assertion about unusual metaphorical environments that can develop figurative meanings; about semantic components that are common to the transferred and basic meanings; about the semantic duality of metaphors, about certain semantic classes of words.

The main significance in the study of metaphors is given to the basic lexical meaning of a word. There are problems here because it is about the noun in the role of a metaphor for the position of the object, predicate, and the combination of another noun in the genitive case. However, the function of a metaphor in the form of a predicate requires its expression. There is also an unresolved issue regarding the syntactic construction of metaphors, and their complexity is intensified by the possibility of combining several tropes in the same linguistic unit. Thus, a metaphor can be ironic, metonymic, or hyperbolic, and there are metaphorical comparisons, etc. [2].

Metaphor exists as a real semantic and syntactic unit in language. Therefore, the following features of metaphor are:
- the feature of semantic duality. This feature primarily arises from the interpretation of the figurative and literal meanings. Many interpretations can be cited where the figurative and literal meanings are disclosed so that their common features are highlighted [1].
- the feature of abstraction. The metaphorical use of words performs significant semantic work, as a result of which their meaning becomes generalized and thus less defined.
- the feature of expressiveness. The evaluative quality is a feature of metaphor. Based on the feature of the figurative and literal meanings, comparing them, it becomes clear that the metaphor draws attention to a semantic boundary that exists in the literal meaning.
- the syntactic feature. This feature is expressed in the syntactic conditions of the metaphorical use of words given by dictionaries [3];
- the morphological feature. It is a numerical characteristic of metaphorical nouns.

The mechanisms of metaphorization involve using the conceptual system of one object to describe another. This can be done by using various techniques such as simile, analogy, and paraphrase. For example, the metaphor "life is a long road" uses the conceptual system of a road to describe life. This metaphor conveys the idea that life is a journey full of challenges and obstacles.

Metaphors can be used to convey complex concepts, which helps people understand them more quickly and effectively. They can also be used to create an emotional effect and engage listeners or readers.

Scientists in modern linguistics distinguish several functions of metaphors. A. Chudinov identifies the following functions: aesthetic, pragmatic, communicative, and cognitive.

A. Chudinov's classification of metaphors is based on the word's belonging to a certain semantic group. He divides metaphors into four main sub-spheres: artefacts, nature, humans, and society. Each of these sub-spheres has its types of metaphors. In the artefacts sub-sphere, there are metaphors of the house and mechanism; in the nature sub-sphere, there are zoomorphic and phytomorphic metaphors; in the society sub-sphere, there are criminal, military, theatrical, sports, and game metaphors; in the human sub-sphere, there are physiological, morbid, sexual metaphors, and metaphors of kinship. Socio-morphic metaphor is the most productive type of conceptual metaphor in the language of mass communication tools, where the world is represented as a human social activity and model of social relations in society. These metaphors are often used to describe frequently changing socio-political event in a country. The socio-political process in a country is always accompanied by the functioning and creation of a series of new metaphors.

Metaphors are used in many different areas of life, including literature, speeches, advertising, and political rhetoric. In linguistics, metaphors are used to study how people reflect and understand the world around them.

References

1. Гречух В. Р. Роль метафори у мовленєвій практиці вчителя сучасної початкової школи. [Електронний ресурс]. – https://archer.chnu.edu.ua/jspui/bitstream/123456789/3716/1/educ_2022_127.pdf

2. Стретович Т. П. Класифікаційне розмаїття видів метафор. Науковий часопис Національного педагогічного університету імені М. П. Драгоманова. Сучасні тенденції розвитку мов. 2017. Вип. 16. С. 239.

3. Проблеми метафори в сучасній лінгвістичній традиції [Електронний ресурс]. http://www.xn80aayuiecs0c.com.ua/load/kursovye_ raboty/kursovye_proekty/problema_metafori_v_suchasnij_lingvistichnij_tradiciji/17-1-0-2773

Ivanova Anastasia,
Faculty of Trade and Marketing,
course II, group 2, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

SIGNIFICANCE OF IDIOMS FOR TRANSLATORS

Idioms in English are expressions whose meaning cannot be revealed if you translate their components. Words in idioms in English are not taken literally. That is, such structures are integral and convey a special meaning. If you perceive the phrase verbatim, the meaning will be completely different from what is inherent in the expression. An experienced translator should recognize idioms and distinguish them from other phrases. Idiomatic expressions are quite easily confused with proverbs and phrasal verbs. Idioms are phrases with a separate meaning, while phrasal verbs are a combination of a verb and a small word preposition. In this combination, the verb often completely changes its meaning. It becomes idiomatic, that is, portable. Moreover, idioms and proverbs differ because proverbs carry folk wisdom or morality while idioms do not. That is, they are designed to "teach people" to perform an instructive function, they are only phrases with a portable meaning [1].

Idioms help individuals comprehend how language is manipulated while also sharing cultural and historical knowledge. Idioms can be defined in a variety of ways, including as a language unique to a people, country, class, community, or, less frequently, an individual, as well as a construction or statement with a meaning other than the literal or not in accordance with typical patterns of the language. Idioms are any terms we employ that are exclusive to the English language, such as slang. Prepositions are frequently employed in idiomatic expressions, which are figurative language words. Two idioms can be found in the sentence that follows: Carol’s father was going to see red if she failed tomorrow’s exam. She was burning the midnight oil because she had not been taking her schoolwork seriously. The following are definitions for these idioms:

- to see red – to become very angry;
- burning the midnight oil – staying up late at night studying or working [5].

The majority of idioms are unique and fixed in their grammatical structure. However, many changes can be made to an idiom. Some of these changes result in a change in the grammatical structure that would generally be considered wrong. To be broken means that something is broken: ″The lamp is broken so I cannot easily read my book″. To be broke is grammatically incorrect but has the idiomatic meaning of having no money: ″I am broke and I cannot go to a movie tonight″. Idioms are a cluster of words or phrases with a meaning peculiar to that language. For example, we have said above that learning English with us will be a piece of cake – now, you cannot take the meaning of "a piece of cake" in the literal sense; you have to understand it in the idiomatic sense, in which it means "easy" [4].

The main thing in the translation of idioms is to know that it is an idiom. Translating an unknown phraseology literally, you can go the wrong way. However, a specialist can recognize these expressions and easily embody their meaning in the target language. The main translation methods include the following:

- finding a phraseological equivalent in the target language – this option works when both languages borrowed an idiom from the same source, for example, there is no smoke without fire – немає диму без вогню;
- using a phraseological equivalent, that is, an idiom that conveys the same meaning, but with a different image. This method is used when translating proverbs: as the tree so the fruit – яблуко від яблуні недалеко падає;
- the absolute equivalent is used when the expressions are international: have a place in the sun – мати місце під сонцем;
- the relative equivalent is used in the case when, while maintaining the meaning of the English expression in the Ukrainian version, there are some differences: all is not gold that glitters – не все те золото, що блищить;
- descriptive translation – this method can be used when the corresponding translation language cannot be found, for example, make two bites of the cherry – ділитися чимось дуже малим [2].

The translation of idiomatic expressions is a difficult task. The choice of a certain type of translation depends on the characteristics of the phraseological units that a translator must be able to recognize and convey the meaning. Since phraseological units are widely used in literature, a competent translator should not allow inaccuracies in the translation of phraseological units. Not knowing phraseology, it is impossible to assess the expressiveness of speech. [3, p. 69].

To conclude, a translator must take into account the cultural characteristics of idioms and the appropriateness of their use in a native language. This study requires knowledge and careful analysis. Moreover, the ability to distinguish an idiom from phrasal verbs is significant, just like using a direct or figurative meaning of a phrase depending on the context. There are many words with different meanings. The whole system has to be covered by a translator to make his translation more adequate and adapted to a certain category of readers.

References

1. Ідіоми в Англійській мові [Електронний ресурс] URL: https://englishprime.ua/uk/idiomy-v-anglijskom-yazyke/ (дата звернення: 10.04.23).
2. Особливості перекладу ідіом [Електронний ресурс] URL: https://profpereklad.ua/osoblivosti-perekladu-idiom/ (дата звернення: 10.04.23).
3. Сучасний англомовний науковий дискурс: збірник наукових праць студентів, магістрантів та аспірантів / за ред. О.М. Ніколенко, М.О. Зуєнко. Вип. 5. Полтава. 2021. 178 с. [Електронний ресурс] URL:http://dspace.puet.edu.ua/bitstream/123456789/10833/1/Osoblyvosti_perekladu_Kryshen_2021.pdf (дата звернення: 10.04.23)
4. The Advantages and Importance of Learning and Using Idioms in English Learning and Using Idioms in English [Електронний ресурс]. URL: file:///C:/Users/Comp/Downloads/Dialnet-TheAdvantagesAndImportanceOfLearningAndUsingIdioms-3618851.pdf (дата звернення: 10.04.23).
5. Why Idioms are Important for English Language Learners [Електронний ресурс] URL: https://lib.chmnu.edu.ua/pdf/zbirnuku/7/37.pdf (дата звернення: 10.04.23).

Ivanova Anastasia, Demydova Veronika,
Fakultät für Handel und Marketing,
Studienjahr II, Gruppe 2, Studiengang "Philologie",
Staatliche Universität für Handel und Wirtschaft
Kyjiw, Ukraine,
Wissenschaftliche Betreuerin ***Malynovska Iryna,***
Lehrkraft des Lehrstuhls für Fremdphilologie und Übersetzung, SUTE

DIALEKTE ALS MERKMAL DER DEUTSCHEN SPRACHE

Deutsch ist eine vielfältige Sprache, und im gesamten deutschsprachigen Raum gibt es viele verschiedene deutsche Dialekte. Einige dieser Dialekte sind so unterschiedlich, dass selbst Muttersprachler Schwierigkeiten haben, sich zu verstehen. Manche nennen Standarddeutsch die

″offizielle″ oder ″korrekte″ Version der deutschen Sprache. Aber eigentlich gibt es keinen richtigen oder falschen Dialekt.

Menschen sprechen, wie sie sprechen, und jedes Urteil darüber, wessen Sprache ″besser″ ist, spiegelt die politische und kulturelle Machtdynamik mehr wider als jede tiefere Wahrheit über die Sprache selbst.

Deutschland selbst existierte erst im späten 19. Jahrhundert als einheitlicher Staat. Davor war das Gebiet, das wir heute ″Deutschland″ nennen, ein Sammelsurium von Herzogtümern und Stadtstaaten mit sich ständig verschiebenden Grenzen. Von einer alten germanischen Sprache, die ihren Ursprung in Nordeuropa hat, zersplitterte Deutsch in viele verschiedene deutsche Akzente und Dialekte.

Heute ist Deutsch Amtssprache in sechs Ländern: Deutschland, Österreich, der Schweiz, Liechtenstein, Luxemburg und Belgien. Es ist auch eine gesetzlich anerkannte Minderheitensprache in mehreren weiteren Nationen und Territorien. [3]

Im Allgemeinen werden deutsche Dialekte in hochdeutsche (hochdeutsch) und niederdeutsche (niederdeutsche) Mundarten unterteilt. In Anlehnung an unseren vorherigen Punkt zu Hochdeutsch weisen die Deskriptoren ″hoch″ und ″niedrig″ nicht auf Qualität oder Überlegenheit hin. Etwas kontraintuitiv beziehen sie sich einfach auf die Dialekte der ″hohen″ und ″niederen″ deutschen Bundesländer im gebirgigen Süden und im flachen Norden.

Im Deutschen unterscheiden sich Dialekte dadurch, wie sehr sie von der sogenannten hochdeutschen Konsonantenverschiebung betroffen sind. Im Allgemeinen beschreibt eine Lautverschiebung die langfristige und mehrstufige Art und Weise, wie sich Sprache im Laufe der Zeit in der Aussprache ändert. Diese hochdeutsche Konsonantenverschiebung fand zwischen dem 6. und 8. Jahrhundert statt und betraf hauptsächlich die Konsonanten [p], [t] und [k]. Das mag sehr theoretisch klingen, aber hier sind ein paar Beispiele, um die Dinge klarer zu machen: bei der Konsonantenverschiebung wurde [p] zu [pf] oder [f]. Aus dem Wort ″appel″ wurde Apfel und aus dem Wort ship später Schiff. Der Konsonant [t] wurde zu [s] oder [ts] (was wie ein zeitgenössisches deutsches [z] klingt). Deshalb sagen die Sprecher in Norddeutschland auch heute noch wie vor der Schicht dat, wat und Water, während sie im Süden das, was und Wasser sagen. Der [k]-Laut wurde zum Frikativ [ch], also wurde ik zu ich und maken zu machen. Das im flachen Teil des Landes gesprochene Plattdeutsch blieb von dieser Verschiebung weitgehend unberührt. Die Dialekte der höheren Regionen waren jedoch in unterschiedlichem Maße betroffen. Diese Dialekte, die heute als hochdeutsch klassifiziert werden, können weiter in mitteldeutsche und oberdeutsche Dialekte unterteilt werden. [4]

Hochdeutsch. Dieser Dialekt ist allgemein als Hochdeutsch bekannt. Sie denken vielleicht, dass Hochdeutsch aus Norddeutschland kommt, aber das Gegenteil ist der Fall. Hochdeutsch stammt aus Süddeutschland, wo Alpen und Mittelgebirge liegen. Heute ist dies das Standarddeutsch, das Sie kennen. Hochdeutch ist der Dialekt, den sie in der Schule unterrichten. Wenn Sie deutsches Fernsehen oder Nachrichten schauen, sprechen die Schauspieler und Moderatoren wahrscheinlich diesen Dialekt. Dies ist der am häufigsten gesprochene deutsche Dialekt.

Niederdeutsch (Plattdeutch). Ironischerweise kommt Niederdeutsch aus Norddeutschland und den Niederlanden. Von der Aussprache her kommt es dem Hochdeutschen sehr nahe. Die Schriftformen der beiden Dialekte sind völlig gleich. Niederdeutsch ist ein verschwindender Dialekt, weil immer weniger Menschen es sprechen.

Bayerisches Deutsch (Bayerisch). Bayern liegt im Südosten Deutschlands, und Bayerisch ist in der Schreibweise dem Hochdeutschen sehr ähnlich, unterscheidet sich aber in der Aussprache der Vokale. Jeder in Bayern kann Hochdeutsch lesen, schreiben und verstehen. Aber sie haben selten die Gelegenheit, es zu sprechen. Aus diesem Grund hat Hochdeutsch in dieser Region den Spitznamen ″Schriftdeutsch″ erhalten.

Obersächsischer Dialekt (Sächsisch). Sachsen ist ein Bundesland im Osten Deutschlands, daher wird Sächsisch hauptsächlich im Osten gesprochen. Es ist sprachlich dem Hochdeutschen und anderen Dialekten ziemlich ähnlich, hat aber einen Akzent, der vielen Deutschsprachigen sehr am Herzen liegt.

Der Berliner Dialekt (Berlinerisch). Berlin ist die Hauptstadt von Deutschland. Mit seiner reichen Geschichte und boomenden Kunstszene hat es sich zu einem internationalen Zentrum entwickelt. So verblasst langsam der Akzent, den der Berliner Dialekt repräsentiert. Da die Modernisierung Berlins zu einer Weltstadt macht, leben nur wenige Menschen ihr ganzes Leben lang dort. Auch der Stellenwert des Hochdeutschen im Bildungswesen schwindet von seiner Popularität.

Pennsylvania ″Niederländisch″ (Pennsylvanisch Deutsch). Nicht viele wissen, dass Pennsylvania Dutch eigentlich ein deutscher Dialekt ist. ″Dutch″ soll eigentlich ″Deutsch″ sein. Diese von deutschen Einwanderern geformte amerikanische Minderheitensprache lebt an der Ostküste noch immer. [2]

Es gibt also viele Dialekte der deutschen Sprache. Jeder ist anders, mit seinen eigenen Eigenschaften. Das beweist, dass Sprache sich verändert und entwickelt. Ein erfahrener Übersetzer muss zwischen Dialekten unterscheiden und bestimmte Sätze und Wortkombinationen richtig übersetzen.

Liste der verwendeten quellen

1. German Dialects: 7 Different Types of German. FluentU German. 2023. Internet resource. URL: https://www.fluentu.com/blog/german/different-types-of-german/#toc_3 (Zugriff am: 19.04.2023).
2. OptiLingo. German Dialects: Discover 8 Different Accents. 2019. Internet resource. URL: https://www.optilingo.com/blog/german/german-dialects/ (Zugriff am: 19.04.2023).
3. Julian G. German Dialects: A Beginner's Guide. 2021. Internet resource. URL: https://www.fluentin3months.com/german-dialects/(Zugriff am: 19.04.2023).
4. Sperling K. Everything You Wanted To Know About German Dialects. Babbel Magazine. 2018. Internet resource. URL: https://www.babbel.com/en/magazine/introduction-german-dialects (Zugriff am: 19.04.2023).

Ilnytskyi Denys,
Fakultät für Internationalen Handel und Recht,
Studienjahr IV, Gruppe 7a, Fachrichtung Management,
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Malynovska Iryna,***
Lehrkraft des Lehrstuhls für Fremdphilologie und Übersetzung, SUTE

MOTIVE UND URSACHEN FÜR DIE ENTSTEHUNG DER JUGENDSPRACHE

Die Jugendsprache ist keine Erfindung des 21. Jahrhunderts. Von einer von der Standardsprache etwas abweichenden Sprache wurde schon im 16. Jahrhundert berichtet. Bereits im 18. Jahrhundert wurden Wörtersammlungen zur Jugendsprache dokumentiert. Bis Mitte des 20. Jahrhunderts war Jugendsprache aber in erster Linie die Sprache, die von Studenten gesprochen wurde. Doch Mitte des 20. Jahrhunderts begann die Popkultur den Alltag der Jugendlichen zu erobern. Schon Ende der 80-er Jahre beginnt sich die Jugendkultur mit rasantem Tempo zu differenzieren. Techno, Hip Hop, Skateboard, Snowboard und Computer werden zu Angelpunkten dieser neuen, mehrheitsfähigen Jugendkultur. Heute fühlen sich bereits drei von vier Jugendlichen einer Jugendszene zugehörig.

Die Jugendsprache wird in der germanistischen und westeuropäischen Sprachwissenschaft heute kaum als Sondersprache aufgefasst, sondern weitgehend als komplexe Varietät der Standardsprache oder als Sprechstil einer bestimmten Gruppe Jugendlicher definiert. Eine traditionelle Definition der Jugendsprache lautet: ″Jugendsprache bezeichnet spezifische Sprech- und Schreibweisen, mit denen Jugendliche u.a. ihre Sprachprofilierung und damit ein Stück Identitätsfindung betreiben″. Eine Jugendsprache, die alle jungen Menschen sprechen, gibt es gar nicht. Ihre Ausdrucksweisen variieren je nach Interessen und Umgebung. Warum grenzen sich die Jugendlichen ab? Führen wir einige Motive und Gründe für die Entstehung der Jugendsprache an.

Fast immer steht Protest im Vordergrund, wenn Jugendliche sich in ihrer Sprechweise von der Alltagssprache der Erwachsenen bewusst abgrenzen. Sie verstehen ihre Sprache in erster Linie als Instrument gegen die Sprache der Erwachsenenwelt mit ihren sprachlichen und gesellschaftlichen Normen. Man spricht in der Sprachwissenschaft von dem Protestaspekt.

Viele Erwachsene versuchen, sich sprachlich abzugrenzen, um so vermeintlich Zugang zur Welt der Jugendlichen zu bekommen und leichter von diesen akzeptiert zu werden. Die Jugendsprache ist somit immer auch ein Stück bewusster Abgrenzung. [1]

Viele Jugendliche möchten sich echt, originell und glaubwürdig äußern. Die Sprache soll authentisch klingen und zur jeweiligen Person bzw. zu deren Einstellung passen. Man nennt diesen Entstehungsgrund der Jugendsprache der Aspekt der Credibility.

Der Wunsch, etwas Neues, Eigenes, ganz Persönliches und Authentisches zu schaffen kommt in dem Spiel- und Innovationsaspekt zum Ausdruck. Ein junger Mensch spielt vorzugsweise mit der Sprache: aus Lust zum Absurden, zum Witz. So entsteht eine große Menge von den neuen Jugendwörtern, wie zum Beispiel das Wort labundig – ″lebendig, quirlig, lebenslustig″, Denkzwerg – ″Dummkopf″.

Der affektiv-emotionale Aspekt in der Entstehung der Jugendwörter ist durch das konkrete Handlungen der Jugendlichen bedingt. Während der Pubertät setzen sich Jugendliche mit ziemlich vielen Konflikten auseinander, ihre aufgestauten Affekte und Emotionen drängen natürlich in die Sprache.

Die Jugendsprache zeichnet sich gegenüber der Hochsprache durch eindeutige kommunikative Vorteile aus. Sie ist konkreter, farbiger, ökonomischer und bequemer als die Standardsprache. Außerdem drückt die Jugendsprache besser subjektive Gefühle und Stimmungen. Darin besteht der kommunikativ-ökonomische Aspekt der Entstehung der Jugendsprache.

Die Jugendsprache wird heute oft diskutiert und wegen ihrer Neuartigkeiten kritisiert. Man beachte aber, dass sie bei der Jugend einen wichtigen Platz in der Identitätsfindung einnimmt. Die Jugendsprache dient zur Abgrenzung von Jüngeren und von Älteren, aber auch von anderen Gleichaltrigen und somit zur Identifikation mit einem bestimmten sozialen Umfeld und seinen Normen. [2]

Jugendwörter 2022 – Diese TOP 10 Wörter

- Gommemode: Ausdruck für "unbesiegbar" bzw. "unendlich stark". Den Ursprung hat das Wort vom Minecraft-Youtuber "GommeHD"
- SIU(UUU): Ausruf, wenn etwas unfassbar Cooles passiert. Zurückzuführen auf Christiano Ronaldos Torjubel.
- Smash: Mit jemandem etwas anfangen (vom Spiel "Smash or Pass"). Wer jemanden "smashen" will, würde die Person beim Online-Dating gerne nach rechts wischen oder auch mehr.
- wild / wyd: Wird für ausergewöhnliche bzw. verrückte Situationen benutzt.
- Digga / Diggah: Ausdruck für Kumpel, Freund / Freundin. Ursprung aus dem Hamburger Gebiet.
- Macher: Jemand, der Dinge umsetzt, ohne zu zögern.
- Bodenlos: Wird synonym verwendet für ″schlecht″, ″mies″ oder ″unglaublich″.
- Slay: Wenn jemand selbstbewusst aussieht, selbstbewusst handelt oder etwas Spektakuläres macht oder erreicht.
- Sus: Abkürzung für ″suspekt″ bzw. im Englischen ″suspicious″ oder ″suspect″. Hat seinen Ursprung aus dem Online-Spiel Among-Us.
- Bre / Bro / Bruder: Ebenfalls ein Ausdruck für Kumpel, Freund / Freundin.

Die entscheidende Wichtigkeit der eben genannten Kontextfaktoren kann des Weiteren dadurch unterstrichen werden, dass sich im Laufe der Zeit verschiedene, **spezielle** und vor allem **kontextgebundene Unterarten von Jugendsprache** herausgebildet haben. Beispiele dafür wären: [3]

Unterart der Jugendsprache	Beschreibung
Drogenjargon	Teilweise verschlüsselte Sprache, die beim Handeln mit Drogen zum Einsatz kommt
Hip-Hop-Jargon	Jugendsprachliche Ausprägung unter Einbettung in der Hip-Hop-Kultur
Denglisch	Fusionierung von englischen und deutschen Begriffen und Ausdrücken

Literaturverzeichnis

1. Ehmann H. Das neueste Lexikon der Jugendsprache / Ehmann H. – München, 2001. – S. 8–9 URL: https://www.perlentaucher.de/buch/hermann-ehmann/voll-konkret.html (Zugriff am: 10.04.2023).

2. Henne H. Jugendsprache und Jugendgespräche / H. Henne // Dialogforschung, Bd. 54. – Düsseldorf, 1981. – S. 373 URL: https://www.t-online.de/leben/familie/schulkind-und-jugendliche/id_18055098/ cringe-cornern-und-co-das-kleine-woerterbuch-der-jugendsprache.html (Zugriff am: 10.04.2023).

3. Stuttgarter Nachrichten Matthias Kemter. URL: https://www.stuttgarter-nachrichten.de/inhalt.jugendwoerter-2021-liste-und-bedeutung-mhsd.87d95c47-6456-4c84-a57b-81061a05dd20.html (Zugriff am: 10.04.2023).

Kaika Inna,
Faculty of Trade and Marketing,
course I, group 2, specialty Philology
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Kokhan Olena,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

THE USAGE AND FUNCTION OF PHRASEOLOGICAL UNITS IN MODERN ENGLISH-SPEAKING MASS MEDIA

English is considered to be the language of 21st century, since the economic and business spheres are mostly conducted in it. The media is a reflection of world events, so English can be referred to as the mother tongue of news. Along with its standard vocabulary one should also know phraseology to understand the sense of passed messages.

Phraseological units are semantically indivisible phrases, which sense can be inferred from the complex understanding of its components. It is characterized by the inseparability and integrity of the components. Collocations make the language sound natural and grab readers attention. Phraseological units may be difficult to understand due to a particular structure and unusual combinations of words. The stability of lexical components is the characteristic feature of such a structure, which form new meanings of standard words. Outside the phraseological unit, the unique meaning is lost, so this indicates a non-syllabic form and compositional integrity. This shows that many idioms were transformed from dead metaphors and, slightly being changed, came into use as stable lexical component. This way makes the transmitted meaning of the entire expression more or less transparent. Such structures usually don't have anything in common with the direct meaning of individual words, but form a completely new semantic-grammatical phenomenon.

Indivisible phrases perform the role of laconizing of media speech, and also informative, stylistic functions. The communicative function of phraseological units is to provide expressiveness, add a touch of irony or sarcasm, and covertly express the author's opinion about a certain event. They make the language more sophisticated and present the text as a perfect linguistic unit. The use of stable compounds also has a pragmatic purpose, because they facilitate the reader's perception of the material. They are an effective means of evaluating one or another phenomenon, and therefore can become a means of influence through the text, which makes them a powerful means of speech manipulation in the context of mass media discourse. Due to their metaphorical nature, they often contain implicit elements of information that are understandable for the reader, but are not formally presented in the text.

In addition, the frequency of phraseological units' usage is increasing over the years, but the number of them in the American press is much higher than in the British one. The use of phraseology in the title of a journalistic text is quite common phenomenon, since the reader interacts primarily with the title of the article, which can attract or repel him. Narrative statements, in which the informative function is combined with the pragmatic one, are most often used in the press. They state a fact, give an initial explanation of the topic, assume or ironize.

«Trump hits back in 'Obama' row» (to hit back = to respond to criticism). This headline task is to succinctly inform about the row and encourage to read.

"An algorithm a day will keep the doctor at bay" (to keep at bay = to avoid). The interpretation of a proverb and the usage of a phraseological unity catch attention and have the informative function.

Headlines with interrogative sentences containing idioms have an evaluative, expressive and persuasive role that engages the audience in interaction and analyzing.

«Save for a Down Payment and Retirement, All at Once? It's Tricky» (all at once = suddenly or together at the same time). It makes reader analyze and find out the answer in the article.

«Will Turkey's elections finally spell the end of Recep Tayyip Erdoğan?» (to spell the end = to have the final point in it). A rhetorical question with a collocation pushes the reader to think.

Three groups of phraseological units, such as phraseological fusions, unities, and combination (collocation), are most frequently used in the media.

Phraseological fusions are semantically indivisible units, the meaning of which parts is radically different from the meaning of the whole expression and has nothing in common with it. The meaning of phrases is unmotivated, but was created under the influence of historical events, folklore.

"Mourners lay flowers and hand-written cards for monarch who kept royal family going through thick and thin." (through thick and thin = under all circumstances, no matter how difficult). the translation of individual words is not related at all, but the idiom was created in ancient times, when England was covered with forests and people had to make their way through thickets. This meaning was metaphorical base for the modern phrase.

"Brexit red tape puts brakes on UK innovation and EU sales" (red tape = bureaucracy). The meaning of the expression is related to the red or pink ribbon used to bind official documents.

Phraseological unities are phraseological combinations of words, the entire meaning of which can be deduced from the meanings of its words. The direct meaning of the phrase was reinterpreted metaphorically and given a new one.

"Mind your language and step into your boss's shoes: how to speak up at work" (to step into someone's shoes = to fill someone's position). The similarity with the direct meaning of putting on shoes and getting a new position was noticed and became a popular phrase in economic texts.

"How Zelenskiy's team of TV writers helps his victory message hit home" (to hit home = to reach a target). "Home" is referred to as something, which makes sense, so we perceive everything sensuously.

A phraseological combination (combination) is a completely clear expression that contains a component used in its direct meaning. This is the most obvious type of phraseological unit.

"…because they no longer meet lenders' standards" (to meet standards = to satisfy requirements)

"The Artemis 1 was poised to make a second attempt…" (to make an attempt = to try)

In conclusion, phraseological units are an effective language device that is often used in headlines and texts of mass media discourse. They perform the role of laconizing of media speech, and also perform informative, expressive, and other functions. These phrases improve and decorate the text by its wide variety.

References

1. Англо-український фразеологічний словник / кклад. К. Т. Баранцев. – 2-ге вид., випр. – К.: Т-во «Знання», КОО, 2005. – 1056 с.

2. Kerechenko S., Baranova S. The use of phraseologisms in modern English mass media discourse. *International humanitarian university herald. philology*. 2020. Vol. 1, no. 45. P. 147–150. URL: https://doi.org/10.32841/2409-1154.2020.45-1.35.

3. News, sport and opinion from the Guardian's global edition | The Guardian. *the Guardian*. URL: https://www.theguardian.com/international.

4. Revenko V. V. Phraseological units in the headlines of modern British and American web-based media. *Transcarpathian Philological Studies*. 2019. Vol. 11, no. 1. P. 133–136. URL: https://doi.org/10.32782/tps2663-4880/2019.11-1.26.

5. The New York Times – Breaking News, US News, World News and Videos. *The New York Times – Breaking News, US News, World News and Videos*. URL: https://www.nytimes.com/.

Khrebtak Sofiia,
Faculty of Trade and Marketing,
course II, group 2, speciality Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior lecturer at the Department of Foreign Philology and Translation, SUTE

NEOLOGISMS' SIGNIFICANCE IN TRANSLATION

Modern translation covers a diverse range of cultural, linguistic, and sociological aspects and peculiarities of both source and target languages. It is a well-known fact that nowadays progress and discoveries in the translation field are as rich as ever. However, languages are constantly changing, thus requiring philologists and translators to improve their skills and enrich their knowledge. Such alterations can be caused by multiple factors such as simplification, cultural changes, the creation of new words that describe the invention of new technologies, scientific discoveries, and historical events. The latter is clearly illustrated by the phenomena of neologisms.

This term is not in any way new to philologists, as it was first used way back in the latter part of the 18th century [1, p. 14]. Briefly, 'neologism' stands for newly created words, morphemes and expressions. As the definition suggests, it is an unstable linguistic category, as its main criterion is novelty, which, naturally, passes over time. Its origin's period also helps to comprehend the issue, as the words that would have been considered neologisms in the 18th century are either commonly used or outdated nowadays.

The significance of neologisms in modern-day life cannot be overestimated. New words surround us daily in every aspect of our life, scientific and professional areas, politics, work and study spaces, casual conversations and leisure activities. As it may seem easier for translators and philologists to deal with new words with almost unlimited resources provided by the world wide web, they still have to face various hardships and obstacles while working and studying newly created words and terms.

The most common issue is the attitude that society has towards neologisms. It is thought, yet in fact, the reaction of publicity is often vehemently opposed to new words and terms. The main rationale behind this is the so-called ″pollution″ of language. Some groups of people simply refuse to use new words since they originate from other languages, most often English. And translators, being part of society, either face immense pressure or share the same opinion, hence it impacts the way language develops and causes a detrimental impact on natural linguistic processes and progress. To prevent it, translators and philologists must follow proper ways and techniques of neologisms translation [2]:

1. ***Transliteration.*** The concept of transliteration requires replacing letters of the original language with respective letters of the target language according to its rules. The structure of the word usually remains relatively similar to the original, but it sounds different and looks different. E.g, the English neologism 'telephone' was transliterated into Greek as τηλέφωνο, and each of the characters was strictly selected according to Greek orthography and spelling rules.

2. ***Transcription.*** It is similar to the previous technique, yet the main difference is that the main objective of transcription is to imitate the way words sound. This method follows orthographic rules less strictly and often adapts them to stay as close to the sound of the source language as possible. E.g, in Japanese such neologism as 'globalization' was borrowed from English. Although it is written with the help of Japanese hieroglyphs (グローバリゼーション), it sounds like 'guroobaruruzashon' that is clearly phonetically similar to the original.

3. ***Calquing.*** This technique is not multipurpose, as it is used when words and word combinations and their meanings match in both the source and target language. Such modern phenomena as cancel culture is a great example of a neologism that can be easily translated into almost every language since it consists of basic words and can be literally word by word.

E.g, in Spanish: la cultura (= culture) de la cancelación (=cancel), in Ukrainian: культура (= culture) відміни (=cancel), etc.

4. ***Description.*** The main concept of this method is giving a stylistically proper definition, description or explanation of neologism. It is reasonable to use the descriptive method when the target language has no equivalents or analogues for the neologism yet. The main difference between the usage of transliteration/transcription and description is that the first two are used in cases of already well-known foreign words or proper names (e.g social network, product or brand names, etc.), and it is inappropriate to blindly transform words that are not established in the target language. But by explaining new words and terms it is possible to prevent confusion that otherwise recipients may receive. It is also possible to combine the above-mentioned techniques to start the process of neologism's integration into new languages.

5. ***Analogy.*** This technique should be used when the neologism is not borrowed from other languages and has its variant in the target language. Thus, the task of the translator is to find a word or phrase that matches the meaning of neologism in the source language. E.g. the names of household appliances once used to be neologisms, but the majority of languages have their analogue words for the devices.

Summing up, we can say that although translators and philologists are familiar with the term 'neologism', the practical side of the subject creates several dilemmas and difficulties. Neologisms' existence and 'life cycle' are eternal, they are constantly emerging, developing and changing, thus the issue of their translation is still urgent and relevant these days, and it always will be. Yet, simply following already existing ways of translation, and ignoring exploration of past examples not only lead to missed opportunities but also affects the development of philology in general. Hence, one of the main objectives for modern translators and philologists is to find new ways to translate or adapt neologisms.

References

1. Дзюбіна, О. І. Структура, Семантика та прагматика сленгових неологізмів соціальних мереж Twitter та Facebook (на матеріалі англійської мови): автореф. дис. … канд. філол. наук: 10.01.02. Львів, 2016. Ст. 14.

2. Forough Sayadi, The Translation of Neologisms. *Translation Journal, 2011* [Електронний ресурс] URL: https://translationjournal.net/journal/56neologisms.htm (дата звернення: 13.04.2023).

Kulyk Yuliana, Sydoruk Elizaveta,
Faculty of Trade and Marketing,
I year of studying, group 2,
specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Mykhailova Nelia,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

INNOVATIVE TECHNOLOGIES FOR LEARNING LANGUAGES

One of the important directions of the state educational policy is the integration of Ukrainian education into the European and world educational space. Today, the study of a foreign language is an important component of the professional training of various students' profiles. Teachers need to know the latest methods of teaching a foreign language, special teaching techniques in order to choose the right method according to the level of knowledge and interests of students.

The organization of the educational process in foreign languages at the current stage involves the improvement of foreign language communicative competence in various types of speech activity. To determine what we need to learn a foreign language effectively, we must first understand what we put into this phrase. Any action is considered effective if its goal is achieved within an acceptable period of time. If the terms of each of those who perform any work may be different, the goal in a global sense for all those who study a foreign language is the same: to master the language at a level that allows communication.

Modern innovative technologies in education are the use of information and communication technologies, project work, work with educational computer and multimedia programs, remote technologies in learning foreign languages, creating presentations in the Microsoft PowerPoint software environment, using the resources of the worldwide Internet. These technologies help implement a person-oriented approach in education, provide individualization and differentiation of education taking into account human abilities, all levels of knowledge.

Innovative methods of teaching foreign languages which are based on an innovative approach are aimed at the development of self-improvement of the individual and at the disclosure of his reserve capabilities and creative potential.

Modern communicative methodology offers a wide implementation of the educational process of active non-standard methods and forms of work for better conscious assimilation of the material. In practice, the following forms of work turned out to be quite effective: individual, pair, group and team work.

The following forms of pair and group work are the most effective:

- inside / outside circles;
- brain storm;
- jigsaw reading;
- think-pair-share;
- pair-interviews and others.

These forms of work contribute to the expansion of students' knowledge and skills. In the process of communication students learn to solve complex problems based on the analysis of circumstances and relevant information, expressing alternative opinions, making balanced decisions, communicating with different people, participating in discussions.

A multimedia complex consisting of an interactive whiteboard, a personal computer and a multimedia projector is also used like an important means. Such complex combines all advantages of modern computer technologies and leads the learning process to a qualitatively new level.

Work with computer educational programs will be widely used in foreign language classes. They include:

- learning vocabulary;
- practicing pronunciation;
- study of dialogic and monologic language;
- study of writing;
- practice of grammatical phenomena.

The possibilities of using Internet resources are huge. The global Internet network creates conditions for obtaining any necessary information for students and teachers, which is located in any part of the globe: ethnographic material, news from the life of young people, articles from newspapers and magazines, watching films in foreign languages, searching for electronic textbooks, the possibility of communication with foreign peers.

In order to learn a foreign language to be effective, foreign language communication is important. Thanks to such foreign services for learning English the students can always improve their levels:

BBC Learning English – an opportunity to learn British English from the lower intermediate level. There are many directions, video and audio material with texts and transcriptions. One of the sections is devoted to specifically for working on pronunciation;

Livemocha is a real social network for learning foreign languages. Livemocha is a community of enthusiasts, teachers, linguists and, of course, everyone who is just learning a foreign language. Community members help each other learn. Native speakers can correct errors completed tasks. There is also the practice of texting. Video or audio chat will provide best practice;

Loyalbooks – has more than 7,000 free audiobooks in English. Download your favorite book, listen in class, on the way to work, at home, at any free moment and learn the language;

LinguaLeo – this service implements the method of interval repetition in the form of a test with two answer options, which allows you to repeat and learn vocabulary very quickly;

Memrise is a free site, the menu is in 4 languages, there is also a mobile version for Android and iPhone. 300 ready-made courses exist, however, the user has the opportunity to create your own personal course on any topic.

Creating an artificial foreign language environment in the process of learning foreign languages and it is one of the important problematic issues of modern methodology. It is primarily related to the implementation of mass education in two of the four main types of speech activity: listening and speaking (conditional-communicative or communicative). To achieve this goal technical teaching aids are used.

As for conclusion, students receive new emotions, which contribute to better assimilation of professional information in a foreign language, and in particular to memorization, affects the development of key competencies, enriches the learning process and increases its productivity with the help of innovative technologies in foreign language classes. There is a successful formation of students' professionally oriented foreign language skills for use in future activities. After all, in the conditions of an open labor market, readiness for professional communication in a foreign language environment significantly contributes to the successful professional self-realization and mobility of young professionals.

References

1. Афанасьєва Л. В. Інноваційні підходи до вивчення іноземної мови професійного спрямування (впровадження мультимедійних технологій) / Л.В. Афанас’єва // Актуальні проблеми іншомовної комуні-

кації: лінгвістичні, методичні та соціально-психологічні аспекти: зб. матеріалів всеукраїнської науково-методичної Інтернет-конференції. – Луцьк: РВВ Луцького НТУ, 2014. С.11–13.1.

2. Гапонова С. В. Сучасні методи викладання іноземних мов за кордоном. Іноземні мови. 1997. № 4.

3. Загальноєвропейські рекомендації з мовної освіти: вивчення, викладання, оцінювання. Наук. ред. українського видання док пед. наук С.Ю. Ніколаєва Київ: Ленвіт, 2003.

4. Купчинська О. В. Інноваційні технології у вивченні і викладанні іноземних мов / О.В. Купчинська// Актуальні проблеми іншомовної комунікації: лінгвістичні, методичні та соціально-психологічні аспекти: зб. матеріалів всеукраїнської науково-методичної Інтернет-конференції. Луцьк: РВВ Луцького НТУ, 2014. – С. 32–35.

5. Davison Ch. Information Technology and Innovation in Language Education / Chris Davison // Hong Kong: Hong Kong University Press, 2005. – 304 p.

Lishtaba Stanislav,
Faculty of Trade and Marketing,
course II, group 20, specialty
Entrepreneurship, trade and exchange activities,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Belova Victoria,***
Candidate of Pedagogical Sciences,
Associate Professor at the Department of Modern European Languages,
State University of Trade and Economics

FOREIGN LANGUAGE AS AN INTEGRAL PART OF THE PROFESSIONAL ACTIVITY OF SPECIALISTS IN THE FIELD OF ENTREPRENEURSHIP

Language is the main source of communication. It is a means of transmitting information and exchanging ideas. There are thousands of languages in the world. Learning any foreign language opens up new opportunities for us and makes our spiritual world richer. Knowledge of foreign languages is the key to success in the modern world, where communication in foreign languages and processing of huge amounts of information is becoming increasingly important.

Among foreign languages, English occupies a special place in the modern world. First, it is the official language of international business and trade, the Internet and technology, science and the arts. Secondly, it accounts for 80% of the business language space. Each of us increasingly encounters it in communication with partners at work and on vacation. Thirdly, English is increasingly used in filling out questionnaires, writing resumes, and in business and private correspondence. Therefore, mastering the language is not only an indicator of a person's high cultural level, but also a guarantee of his or her successful professional activity.

Today, Ukraine is on the path of integration into the European and global space. Every year, more and more new sectors of the national economy are conquering global markets. Over the past decade, the sphere of entrepreneurship, trade and stock exchange activities has been developing particularly rapidly. Undoubtedly, the business sector is one of the most promising in Ukraine. In this regard, it becomes extremely important to define the role and importance of this type of business in the modern economy, determine the dynamics of its development in our country, and compare the trends in the formation of this business in the regions of Ukraine in order to make useful contributions to the specifics of the development of innovations in the market of trade services.

This area of activity requires a serious reflection on global experience and close attention to the prospects for its use in the Ukrainian market. Domestic companies are rapidly conquering the international arena, and Ukrainian products have become a real global brand. Today, the business and trade sector is in great need of professionally trained, highly qualified specialists who not only have knowledge and understanding of the theoretical foundations of business economics, the basics of the functioning of the modern economy, carry out professional activities in accordance with applicable laws and regulations, skillfully use professional argumentation to convey information, ideas, problems and ways to solve them to specialists and non-specialists in the field of economic activity, but also have oral and written skills [1, p. 5].

Every entrepreneur should understand that English is the most popular communication tool that allows you to feel confident in negotiations and effectively establish contact with the global market. It is not only a means of international trade, but is also becoming increasingly important for interstate trade and communication.

Knowledge of a language, both native and foreign, is also important for successful business or career development. "For people in business, communication is essential, because the ability to negotiate with business people, to choose the right words, to make correct and standard decisions is their main task, and their future career depends on it. After all, business is a professional activity in which people establish contact with each other, exchange important information in order to make plans and achieve their goals in the future" [2, p. 172].

Today, in order to get a prestigious job or start your own business, you need to be fluent in English. This is due to the fact that large organizations have foreign enterprises among their suppliers and buyers, and, accordingly, negotiations, agreements, and contracts are conducted in the international language – English. A good command of this language enables entrepreneurs to communicate freely with business partners and read international business publications. A foreign language is used for traditional and online search for professional information, its analysis and processing, correspondence and telephone conversations, access to the latest technologies, etc. Therefore, successful professional activity in the field of entrepreneurship is impossible without knowledge of English, in particular.

Knowledge of foreign languages is an important reserve for raising professional level, enriching knowledge in the specialty and successful professional activity. The deeper and more diverse the language culture of a business specialist, the more successful his or her professional activities are.

It is worth noting that students of the State University of Trade and Economics majoring in 076 "Entrepreneurship, Trade and Exchange Activities" have the opportunity to learn English for professional purposes as part of their studies. This will enable future entrepreneurs to: acquire additional knowledge that will ensure fluency in English; become a tool for additional information from foreign sources; help to gain additional advantages in the labor market (employers are willing to hire a specialist who speaks a foreign language); at the request of applicants, master English at the B2 (upper intermediate) level.

Thus, qualitative changes in the country's economic life, development of entrepreneurial activity, expansion of foreign economic relations of enterprises and access to the international market all depend to a large extent on the intelligence, qualifications and professionalism of employees. One of the most important needs today is the availability and training of competitive specialists to work in business, trade, and economics, who are fluent in foreign languages and are able to communicate and cooperate with foreign partners, as the success of companies depends on establishing and maintaining friendly, business partnerships. To achieve effective performance, company personnel need to develop business communication skills and abilities, the basis of which is English.

References

1. Власенко І. Г., Шарко В. В. Освітньо-професійна програма «Підприємництво, торгівля та біржова діяльність». URL: http://vtei.com.ua/doc/2020/opp2020/opp_ptbd_mb.pdf

2. Роженко О. В. Конспект лекцій з дисципліни «Підприємництво і бізнес-освіта». Кривий Ріг, 2017. 216 с.

Madzharova Diana,
Fakultät für Rechnungswesen und Finanzen,
IV. Jahrgang, Gruppe FIP-41d, Fachgebiet 035
germanische Sprachen
und Literatur (einschließlich Übersetzung), die erste ist Englisch
Handels- und Wirtschaftsinstitut Winnyzja
Staatliche Hochschule für Handel und Wirtschaft
Winnyzja, Ukraine
Akademische Betreuerin ***Osaulchyk Olha,***
Kandidatin der Wissenschaften. päd. Wissenschaften,
Assoziierter Professor, Institut für ausländische Philologie und
Übersetzung, HW SHHW

SPRACHLICHE BESONDERHEITEN UND GRUNDLAGEN ZUM ERLERNEN DER ÖSTERREICHISCHEN ART DER DEUTSCHEN SPRACHE

Österreich gehört zu den stabilsten Ländern Europasim sozioökonomischen Sinne. Es ist ein relativ kleines, hochentwickeltes Industrieland mit intensiver Landwirtschaft, einem verzweigten Verkehrssystem, entwickelten Bereichen des Handels, der Dienstleistungen und des Tourismus.

Nach den Ergebnissen der Rangliste ist der ″Better Life Index″von der Organisation für wirtschaftliche Zusammenarbeit und Entwicklung, Österreich hathohe überdurchschnittliche Ergebnisse in Bezug der Beschäftigung und Einkommen, subjektives Wohlbefinden, persönliche Sicherheit, soziale Beziehungen, Umweltqualität, Bildung und berufliche Ausbildung, aber etwas schlechtere Ergebnisse in Bezug vom bürgerschaftlichen Engagement [3].

Die sprachliche Situation in Österreich sieht wie das folgende aus. Die größte ethnische Gruppe im Land sind deutschsprachige Österreicher, die im Alltag die österreichisch-bayerischen Dialekte der deutschen

Sprache oder einen der alemannischen Dialekte sprechen. Nach der Verfassung des Landes (Art. 8) ist Deutsch die Amtssprache im Staat. Gleichzeitig verwenden die Österreicher das österreichische Deutsch, eine nationale Art der deutschen Sprache, die die phonetischen, lexikalischen und grammatikalischen Merkmale der Sprache der Österreicher widerspiegelt. Das österreichische Deutsch ist ein normalisierter Standard; sein Lexikon ist im österreichischen Wörterbuch genannt, auch die Rechtschreibung, die 1951 auf Initiative des österreichischen Ministeriums für Bildung, Kunst und Kultur herausgegeben wurde.

Darüber hinaus wurde der Status der regionalen Amtssprache im Land eingeführt. So können Einwohner des Burgenlandes offiziell auf Kroatisch, Ungarisch oder Deutsch kommunizieren.

Es ist auch hinzuweisen, dass die Verbreitung des österreichischen Deutsches über den österreichischen Staat hinausgeht. Aus historischen Gründen kann man im österreichischen Deutsch in Bayern, Süddeutschland und der Schweiz Anzeichen sprechen. Es gibt auch Sprachphänomene, die Österreich, das gesamte Süddeutschland, die Schweiz, so zu sagen, den gesamten deutschsprachigen Raum, miteinander verbinden. Somit ist eine sprachliche Abgrenzung zwischen Österreich und Deutschland fast unmöglich [2].

Im Alltag spricht man die Österreicher Dialekte, die sich in den einzelnen Bundesländern stark voneinander unterscheiden. Ein Einwohner Wiens spricht anders als ein Einwohner aus Kärnten oder Tirol. In acht österreichischen Bundesländern wird Bayerisch-Österreichisch gesprochen, in Vorarlberg wird alemannischer Dialekt gesprochen.

Wir wollen auch einige Merkmale der Verwendung der österreichischen Art der deutschen Spracheziegen, die in Tabelle 1 dargestellt sind.

Tabelle 1. Phonetische Merkmale der österreichischen Art der deutschen Sprache [4]

Das Diphthong "ei« wird im Westen durch »oa« und im Osten durch »AA" ersetzt	
zwei Steine	zwoa Stoana, zwaa Staana
Das Diphthong "eu« wird durch »ei" ersetzt	
Deutsch, neu	Deitsch, neich
Es gibt Abkürzungen in Präfixen und Suffixen. Zum Beispiel wird das Präfix ge-auf [g] (g'macht) verkürzt. In Suffixen wird [b] vor [n] auf [m] verkürzt	
haben [ˈhaːbn̩], leben [ˈleːbn̩]	haben [ho:m], leben [le:m]
«i» wird durch «ia» ersetzt	
Brief	Briaf
«u» wird durch «ua» ersetzt	
Zu	zua
Es gibt noch einige Abkürzungen	
ich, zu Hause	I,zhaus

Einige lexikalische Merkmale existieren vor allem im Bereich der Amtssprache und im Bereich der Lebensmittel. Einige Beispiele für unterschiedliche Verwendungen von Wörtern mit gleicher Bedeutung sind in Tabelle 2 dargestellt.

Tabelle 2. Lexikalische Merkmale der Verwendung der österreichischen Art der deutschen Sprache [4]

Deutsche Version	Österreichische Variante	Ukrainische Übersetzung
Bundesrat	Nationalrat	Федеральна рада
Unterschreiben	unterfertigen	Підписати
Gebührenmarke	Stempelmarke	Гонорар
Pfändung	Exekution	Напад
Kartoffeln	Erdäpfel	Картопля
Tomaten	Paradeiser	Помідори
Aprikosen	Marillen	Абрикоси
Pflaumenmus	Powidl	Сливове варення
Süβspeise	Mehlspeise	Десерт
Sahne	Obers	Крем

Bis 18. Jahrhundert hatte die italienische Sprache einen wesentlichen Einfluss auf die Entstehung und Entwicklung des österreichischen Deutschen, da Österreich und Italien sehr enge kulturelle und wirtschaftliche Beziehungen hatten. Dabei hat Latein auch die Bildung einer modernen Variante des österreichischen Deutschs beeinflusst. Bis 19. Jahrhundert war Latein die Amtssprache in Österreich, daher sind viele lateinische Wörter und wortbildende Elemente im österreichischen Deutsch erhalten geblieben. Einige Beispiele für österreichische Wörter mit italienischem und lateinischem Einfluss sind in Tabelle 3 dargestellt.

Tabelle 3. Der Einfluss des Italienischen und Lateinischen Sprachen auf die Bildung der österreichischen Art der deutschen Sprache [1]

Österreichische Variante	Deutsche Version	Ukrainische Übersetzung
Baraber (Ital. Einfluss)	Arbeiter	Робітник
Fierant (Ital. Einfluss)	Marktfahrer	Маркетолог
refundieren (Laten. Einfluss)	zurückerstatten	Відшкодовувати
Remuneration (Laten. Einfluss)	Vergütung	Компенсація

Auch die deutsche Sprache wurde in Österreich stark von einigen anderen Sprachen beeinflusst. Insbesondere Englisch (im Sportbereich) :*Keeper (österrichisch) – Tormann (deutsch), Forward (österreichisch) – Stürmer (deutsch)*; einige slowenische Ausleihen sind in den Kärntner

Bundesländern erhalten geblieben (z. B. *Keusche, Pinze, Potitze, Jause*); Tschechisch und Slowenisch haben wenig Einfluss, aber einige Wörter sind in der Küchensprache (*Brimsen, Haluschka, Kaluppe, Kolacce, Kren, Skubanki*). Immer weniger Einfluss auf das Österreichische hat die ungarische Sprache.

Daher kann man die vorgehende Information zusammenfassen: Österreich hat durch den Einsatz von Ausleihen aus verschiedenen Sprachen Europas gleiche Kommunikationsmöglichkeiten mit allen anderen deutschsprachigen Regionen. Die in Österreich verbreitete Aussage "Österreicherund Deutsche haben eine gemeinsame, aber nicht dieselbe Sprache" (Österreicher und Deutsche haben eine gemeinsame, aber nicht dieselbe Sprache) spiegelt ihren Wunsch nach nationaler Identifizierung durch ihre Sprache wider. Meiner Meinung nachdas ist derWunschevon nationaler Identifizierung, dass der der signifikante Unterschied in Wortschatz, Grammatik, Phonetik der deutschen Sprache und des österreichischen Deutsches erklärt.

References

1. Bovsunovska Yu. V., Danzl L. S. Sprachliche Merkmale der österreichischen Version der deutschen Sprache. S. 32–36. URL: https:// jvestnik-sss.donnu.edu.ua/article/view/6154/6183
2. Zheludenko M. O. Österreichisch Deutsch: Merkmale des Vokabulars, der Grammatik, der Wortbildung. Nationale Luftfahrtuniversität. 2021. URL: http://surl.li/gcdtx
3. Sprachwissenschaften in deutschsprachigen Ländern (Schweiz, Österreich, Liechtenstein, Luxemburg). ElearningSumDU. URL: http:// surl.li/gcdtz
4. Maksymenko M. A. Österreichische und Schweizer Varianten der deutschen Literatursprache. Wissenschaftliche Arbeit. 2009. T. 119, Nr. 106. S. 31–35. URL: https://lib.chmnu.edu.ua/pdf/naukpraci/movoznavtvo/ 2010/119-106-7.pdf

Malega Daria,
Fakultät für Gaststättenwesen, Hotelwirtschaft und Tourismus, Studienjahr 2, Gruppe 15a, Studiengang "Gaststättenwesen und Hotelwirtschaft", Staatliche Universität für Handel und Wirtschaft, Kyjiw, Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Malynovska Iryna,***
Lehrkraft des Lehrstuhls für Fremdphilologie und Übersetzung, SUTE

DIE GLOBALISIERUNG UND IHR EINFLUSS AUF DIE PHILOLOGIE

Die Philologie ist seit Jahrhunderten ein wesentlicher Bestandteil der Geisteswissenschaften. Es handelt sich um die Untersuchung von Sprachen und Texten, um deren Bedeutung und Kontext zu verstehen. Im 21. Jahrhundert stehen die Philologischen Wissenschaften jedoch vor einer Vielzahl von Herausforderungen, die es zu bewältigen gilt.

Eine der größten Herausforderungen für die philologischen Wissenschaften im 21. Jahrhundert ist die Globalisierung. In einer globalisierten Welt müssen Philologen nun mehr denn je Sprachbarrieren überwinden und sich mit Texten und Kulturen aus der ganzen Welt auseinandersetzen. Dies erfordert eine breitere Kenntnis von Sprachen und Kulturen sowie eine bessere Zusammenarbeit zwischen Philologen aus verschiedenen Ländern und Kulturen.

Die Globalisierung hat erhebliche Auswirkungen auf die Sprache. Mit der zunehmenden Vernetzung der Welt kommen Menschen aus verschiedenen Ländern und Kulturen immer häufiger miteinander in Kontakt. Dies hat zur Verbreitung von Sprachen und zur Entwicklung neuer Kommunikationsformen geführt.

Eine der sichtbarsten Auswirkungen der Globalisierung auf die Sprache ist die Verbreitung des Englischen. Englisch ist zur Lingua Franca der Geschäftswelt geworden und wird auch in Wissenschaft, Wissenschaft und Technologie sowie in den Medien häufig verwendet. Dies hat zu einer Zunahme der Menschen geführt, die Englisch als Zweitsprache lernen, und hat auch zur Entwicklung neuer Formen des Englischen geführt, wie "Singlish" in Singapur und "Spanglish" in den Vereinigten Staaten.

Ein weiterer Einfluss der Globalisierung auf die Sprache ist die zunehmende Mehrsprachigkeit. Da Menschen mehr reisen und verschiedenen Sprachen und Kulturen ausgesetzt sind, lernen sie eher mehrere Sprachen. Dies hat zu einer Zunahme der Verwendung von Hybridsprachen wie "Franglais" in Frankreich und "Denglisch" geführt.

In Bezug auf das Thema Sprache erstrecken sich die Auswirkungen der Globalisierung auf eine "globale gemeinsame Sprache", in der sie eine Vielzahl von Möglichkeiten für alle beteiligten Parteien bietet, sich gegenseitig zu verstehen. Daher können wir mehr Möglichkeiten in Bezug auf die internationale Zusammenarbeit erkunden und erleben.

Die Globalisierung wird auch durch die Existenz der Mehrsprachigkeit erleichtert, so dass zahlreiche Sprachen entweder von einzelnen Personen oder von derselben Nation verwendet werden. Mit einer solchen Verbreitung internationaler Sprachen wie Englisch, Französisch, Chinesisch usw. als Sprache von politischer und wirtschaftlicher Stärke ermutigt dies diejenigen, die diese Sprachen nicht sprechen, zu lernen, wie man sie spricht, So erhöhen sie ihre Fähigkeit, in die Globalisierung einzutauchen.

In den letzten Jahrhunderten kamen die Sprachvariationen und die Verbreitung einer Lingua Franca durch Migration (Relocation Diffusion) und Eroberung (hierarchische Diffusion).

Eine Sprache, die als gemeinsame Sprache zwischen Muttersprachlern angenommen wird, deren Muttersprachen unterschiedlich sind, aber für die Zwecke einer gemeinsamen Sprache für Wirtschaft, Handel und Politik angenommen werden [1].

Theoretisch sollte die Globalisierung den Weg für das Lernen und die Verbreitung von Sprachen öffnen, aber heutzutage sehen wir, dass sie tatsächlich einigen Sprachen mehr schadet als nützt. Ein klares Beispiel ist Isländisch, die offizielle Sprache Islands. Das Land liegt im Norden Europas mit mehr als 350.000 Einwohnern. Heutzutage bevorzugt die Bevölkerung den Gebrauch von Englisch, da es breiter verbreitet und anscheinend nützlicher ist. Dies bedeutet, dass, wenn die Verwendung von Isländisch unter Muttersprachlern weiter abnimmt, sie schließlich verschwinden wird, wie es bei anderen Sprachen geschehen ist [2].

Genau wie das Isländische gibt es viele andere Beispiele, wie die verschiedenen indigenen Sprachen Lateinamerikas (Quechua, Guaraní, Aymara usw.). Obwohl diese Sprachen von Millionen von Menschen gesprochen werden, wurden sie nach und nach durch Spanisch ersetzt, das weit verbreiteter ist. Es bleiben immer weniger Muttersprachler dieser Sprachen übrig, und es wird ein Tag kommen, an dem, wenn wir das Lernen und die Verwendung dieser Sprachen nicht bewahren oder fördern, sie verschwinden und mit ihnen die ganze Kultur und Geschichte, die sie hinter sich haben.

Umberto Eco erklärte: "Die große Gefahr der Globalisierung besteht darin, dass sie uns zu einer gemeinsamen Megasprache drängt." Und wir beginnen zu erkennen, dass er recht hatte. Die Sprecher von

Minderheitensprachen legen sie beiseite, um sich auf häufiger verwendete Sprachen wie Englisch, Chinesisch oder Spanisch zu konzentrieren.

Globale Interdependenzen werden zu einer objektiven Realität, da der Informationsaustausch in mehrere Richtungen stattfindet: soziokulturell und technologisch, zwischen Staat und Zivilgesellschaft, und diese Prozesse können nicht ignoriert werden. Die Existenz anderer Kulturen völlig zu ignorieren bedeutet, die eigene Individualität zu verleugnen, die von der Natur gegeben und im Evolutionsprozess geformt wird.Im Zusammenhang mit der Entwicklung der Technologie, der Entstehung neuer Technologien, der engen Interaktion verschiedener Weltkulturen, der Entlehnung anderer Sprachen ist absolut unvermeidlich. Daraus lässt sich schließen, dass lexikalische Neoplasien das Vokabular der Sprache bereicherten und den Gesetzen und Normen ihrer Grammatik, Wortbildung und Phonetik folgten.

Liste der verwendeten quellen

1. Auswirkungen der Globalisierung auf die Sprache | Unerwartetes Covid-19. Zing-Sprachen. URL: https://zinglanguages.com/effects-of-globalization-on-language/ (Zugriff am: 19.04.2023).
2. Globalisierung und ihre Auswirkungen auf die Sprachen | Transwort. URL: https://www.transword.net/en/la-globalizacion-y-su-repercusion-en-las-lenguas/ (Zugriff am: 19.04.2023).

Nechay Anna,
Faculty of Trade and Marketing,
course II, group 2, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

INFORMATION TECHNOLOGIES IN TRANSLATION ACTIVITIES

Our world is developing rapidly therefore, information technologies are more relevant than ever for philologists. In recent years, the character and requirements of a translator have changed, and to be a successful modern professional, we have to work not only with paper books and letters but also with modern techniques. First, with the advent of the computer, great changes have affected written translation. Currently, the translator has a keyboard and Microsoft Word, with the help of which customers require not only a simple translation but also a correct design of a document, which will be similar to the original and will have such a standard that is acceptable in a specific country.

It is impossible not to mention the advent of the Internet, which has opened up many opportunities for us. Using it provides us with much quick information for our translation work. Also, it allows us to work with e-mail and various video chats, which improves our communication with an employer. Consequently, in-demand translators already work with information technologies.

Today's employers demand fast and quality work, so a translator must be able to use the latest technologies to save time. Having many devices, we can easily have breakfast in a cafe with our laptop, and we can deal with translation without problems using the Internet, which is available for everyone. Such technologies save time, and online editors and dictionaries will make our work great [4].

Using the Internet, we can find many different dictionaries. They have thousands of synonyms and explanations for various inconceivable idioms and slang. Other languages have interesting idioms in their culture. Therefore, sometimes we can come across incomprehensible words by us in the text. For example, "Rain cats and dogs" is not translated into Ukrainian as "дощ котів і собак"; it is translated as "ллє як з відра". Another word that can be difficult for us is slang. You may not always find such words in simple dictionaries, but we have Urban Dictionary that specializes in trendy youth expressions. For example, "Cock Up" [1] is not translated as "Півень вгору" this expression has a rather excellent translation as "Помилка, повний провал". In this manner, for a correct translation, a translator must be able to use the Internet to find an explanation for something new and not spend hours thinking [5].

Translators often use computer-aided translation but try to avoid exploiting machine translation. Artificial intelligence is still poor, so online translators cannot replace high-quality human translation. The computer-aided translation is done by a human, in this case, the computer does your work faster and corrects your mistakes in words and grammar. Only a machine takes part in machine translation, which does not take into consideration the context and translates everything literally. It will rarely give you a correct translation of idioms and slang [5].

Thematic applications will automatically highlight our mistakes in words or faults in grammar when writing, which can help us make our work more grammatically correct and less error-prone. It is no secret that Microsoft Word has good features for editing and evaluating words, and we have a great online platform founded by Ukrainians, it is Grammarly. It is an online service based on artificial intelligence, with the help of which your text will become better and clear. This information technology giant will provide its synonyms so that your translation text has variety. Working late, we cannot notice our mistakes, but with such technologies, not a single mistake can hide from us [5].

Information technology helps us even in interpreting. An example for us is the quick use of dictionaries that we have on a personal digital assistant. On the other hand, using technology, you can make a semi-automatic list of terms when you are preparing for interpreting in an unfamiliar area [3].

Different projects require different information technologies. We all use Microsoft Office Pro (PowerPoint, Microsoft Word, and Microsoft Excel), but a translator may have to work with Adobe Acrobat to work with other kinds of documents. Moreover, we also have various programs for translating audio or making a voiceover for a film, such as AVS Audio Editor, Movavi Video Editor, VirtualDub, and Adobe Audition. Therefore, a professional cannot avoid working with information technologies because employers demand more and more modern methods [2].

Today, communication with the employer has become simpler. We have Google Gmail, with the help of which communication has become faster without pigeons and mailboxes. In addition, we have such platforms as Zoom, Skype, Teams, and Google Meet, which allow us to meet our client directly and discuss all issues after understanding exactly what translation he or she wants and in what format it needs to be done [4].

Information technology has changed our lives and brought enormous advantages to our area of job. The translator's work has become faster, better, and more informative with constantly new slang, thematic terms, and idioms. Learning languages is becoming easier and the latest technologies are increasing the interest of young people, but this is another topic.

References

1. Іванова Е. ТОП 70 слів з англійського сленгу. Endlishdom. (19 серпня 2022). URL: https://www.englishdom.com/blog/top-70-sliv-z-anglijskogo-slengu/ (дата звернення: 09.04.2023).

2. Ageicheva A., Vypovska A. ICT Usage Peculiarities in Startup Projects Translation. «Young Scientist». 2020. № 7.1 (83.1). P. 1–4. DOI: https://doi.org//10.32839/2304-5809/2020-83.1-1

3. Claudio Fantinuoli. ″Specialized corpora from the Web and term extraction for simultaneous interpreters″. Wacky! Working papers on the Web as Corpus Ed. M. Baroni and S. Bernardini. Bologna: GEDIT. 2006. P. 173–190.

4. Karin Kelley. Why are Employability Skills Important? (Mar 30, 2023). URL: https://www.simplilearn.com/why-are-employability-skills-important-article (access date: 11.04.2023).

5. Martin Kay. The Proper Place of Men and Machines in Language Translation. Palo Alto: Xerox Palo Alto Research Center. 1997. P. 1–20.

Pochtar Anastasia,
Faculty of Trade and Marketing,
course II, group 2, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

THE ENGLISH LANGUAGE AS THE TOOL FOR THE DEVELOPMENT OF THE COMMUNICATIVE SPACE OF UKRAINE

″As many languages you know, as many times you are a person″ is exactly what a well-known proverb says. After all, each language is a key that opens the door to something new, allows you to understand the nuances of another culture, and opens new perspectives. In general, a person who knows languages is versatile and freer in communicating with other people.

Today, the importance of a foreign language is growing. And it is the English language that is considered one of the most popular languages in the world, so it is deservedly called the world language. It is not for nothing that the number of people, who use the English language in their lives, is increasing every day. And this proves to all of us that English integrates people.

Knowing a foreign language is synonymous with the word ″opportunities″ because it is the ability to ″open doors″ in both professional and personal life. If we talk about English, it is the language of opportunities and everyone will agree with that. No wonder this language is spoken in nearly all countries of the world.

There are countless reasons to start learning and developing English, here are a few of them: to study, work, intern abroad, search for business partners, comfortable rest without a language barrier, career growth and self-development.

Knowledge of the English language is undoubtedly an indicator of competitiveness and, of course, a transferable personality. Everyone has known for a long time that now it is much easier for those, who know and develop their foreign language, to find a prestigious and at the same time highly paid job. And in the labour market, this tendency only grows every year. This means that by learning English, you are investing in your prosperous future! [4].

The applicability and role of learning the English language in the modern world have been studied by many scientists, among them E. Sokur, S. Karasyov, D. Kristal, and many others. Also, many scientists paid attention to the study of the place of the English language, as the language of international communication from the social, political, administrative, as well as philosophical perspectives, among them: V. Mamontova, S. Shatylova, R. Sviridon, and many others. The analysis of certain scientific literature indicates the constant interest of scientists, linguists, and teachers in this topic [1].

In the modern world, the importance of the English language is quite considerable. Recently, this language was unknown and foreign to us, and today it is multinational. Now, in all countries of the world, the study and development of the English language are of great significance. Almost every person dreams of learning it at least at a basic level. However, a large number of people do not understand the matter and necessity of this language in the modern world [2].

English is the language of business. According to the latest research, statistics show that today there are very few jobs that do not require knowledge of the English language. After all, more and more prestigious companies cooperate with clients from abroad, so it is almost impossible not to use the English language. In addition, it is very functional for business communication and almost always serves as the official language of transnational companies when concluding agreements and negotiations with foreign partners [3].

English is the language of self-development. Even our everyday life is English because most sites on the Internet are in English. And it shows that only one language gives you admission to almost all knowledge. In addition, you have the opportunity to participate in different conferences on many interesting issues without interpreters [4].

English is the language of education. Undoubtedly, the function of English in today's world is obvious to students, especially those who want to get a proper education. This means that knowing this language permits you to study at any university, which is important for a large number of Ukrainian students [3]. It is impossible to pass by and not to mention that the majority of literature is written in English, thereby providing wider access and multifaceted information, because translating books or any other literature is not always a good option. According to statistics, university graduates very often characterize the study of the English language as the most important discipline they completed at universities.

English is a leading medium for international trade. It is through it that UN representatives conduct negotiations on war and peace, meetings of heads of state, all kinds of summits, the most important agreements are concluded, and the most important laws are adopted. The Olympic Games and international competitions are not an exception. The most famous studies are created in this language. Therefore, it became a ″pass″ to opportunities and the whole world in general [3].

English is the language of the modern generation. Knowing a foreign language makes it possible to easily use not only games for entertainment but also many useful applications without feeling discomfort [4]. Everyone has repeatedly heard that young people have special slang for communication. So slang is not an exception to the use of the English language. After all, there is a large number of English words (anglicisms) in youth speech, and in the Ukrainian community, it is slang. And, of course, watching movies and series is a favorite activity of all young people. Almost all prevalent movies or series are available in English at the beginning of their release. Therefore, there is one smaller advantage, if you understand English, you will not have to wait for your favorite TV series to be translated and dubbed into your born language. But sometimes the translation is not a good option, a lot is lost during the dubbing of films/series.

English is travel without a language barrier. Nowadays, international travel has become commonplace for many of us. However, for your vacation to be comfortable and pleasant, you need to know at least basic English. After all, vacationing abroad requires knowledge of the local language or international English. Therefore, it is not surprising that for a large number of people, the easiest option is to use English. At least minimal knowledge will help you do basic things as a tourist: communicate with yourself in stores or at train stations, book tickets or read necessary information [4].

Eventually, it can be said that English plays an extremely significant part in the life of Ukrainian society. This is exactly the language that affects absolutely all spheres of our life, starting from the professional sphere, and ending with a simple personal life, which undoubtedly opens up many possibilities for us. And, of course, it is only our choice – to use this opportunity or not!

References

1. Бабятинська Ю. О., Гусейнова К. С., Гроза І. М. Глобалізація англійської мови в міжкультурній комунікації. Науковий вісник Міжнародного гуманітарного університету. 2019. № 43 (4). С. 174–176. URL: http://vestnik-philology.mgu.od.ua/archive/v43/part_4/43.pdf
2. Воронкова В. Г. Становлення інформаційного суспільства як цивілізаційної парадигми розвитку сучасної України за доби глобалізації: теоретико-методологічні та праксеологічні виміри : монографія. Запоріжжя : ЗДІА. 2017. 270 с. URL:https://dspace.znu.edu.ua/jspui/handle/12345/406
3. Juan Bravo. The Impact of the English Language in our Society. [Електронний ресурс] URL: https://www.translateday.com/impact-english-language-in-our-society (access date: 2.04.2023).
4. Kendall Dick. Why is it Important to Learn a Foreign Language? [Електронний ресурс] URL: https://www.goabroad.com/articles/language-study-abroad/why-is-it-important-to-learn-a-foreign-language (access date: 31.03.2023).

Shulha Yevheniia,
Faculty of Trade and Marketing,
course II, group 2, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

AI VS TRANSLATORS

In March 2023, the first AI-written and illustrated book was published in Ukraine [1]. Ironically, the novel tells a story of the colonization of Mars, a surreal, fantastical concept that, much like the concept of artificial intelligence has fascinated humanity for decades. The event, however, begs the question: if AI can create its very own original literary piece, can it successfully translate works with much less effort and time spent than a professional translator? If so, does it mean that now, when the new age of technology is here, human translation will not be as sought-after? The concern is very real. In 2019 computer scientist Kai-Fu Lee told CBS' 60 Minutes that he believes AI will replace 40% of jobs within 15 years [4]. Will the profession of translator be among those 40 percent?

To answer this question, we will have to look at both sides of the coin that is AI. What is good about it, and what is bad? In a globalized world everything is moving fast thus the need for a precise quick translation grows by the day – this is where AI's services come in since its output speed is its best feature. As a result, it is often said that AI could become a translator's best friend for first drafts when working with large amounts of content. In addition, a free-of-charge friend at that – most AI software products are gratis with pro versions. International businesses also can benefit from AI translation services by implementing them in localization engineering – AI has proved to be quite good at adapting content into different languages and can do so much quicker than humans do. The result, however, most likely will have to be looked through and possibly edited by a traditional translator. As of now, neural machine translation is widely used for customer support in the form of chatbots; it can be rather challenging at times, with machines malfunctioning untimely or possibly misunderstanding the customer request [3] but due to its self-learning ability it will continue to develop, and get better.

Despite its beyond doubt impressive development and recent progress, today's AI is far from perfect. With no wit of its own, it has a hard time recognizing and communicating sarcastic language, the word play is usually lost on it and figurativeness is also something AI struggles to put into words. Ultimately, the problem lies with the nature of the machinery itself. The craft of translation largely relies on culture and human experience, with emphasis on the *human experience*. Ever wondered why works of fiction translated by smart tools read as extremely bland or completely inaccurate at times? AI may operate over 30 languages and provide quicker results, but humans have a more practical grasp on language and its peculiarities, especially if we are talking about professionally trained translators and interpreters who dedicate their whole lives to learning all the ins and outs of their job. Thus, we are more likely to deliver a clear, culturally relevant product – we actively use languages every day, and the ability to share a message and paraphrase to explain something is in our blood. So, to a certain extent, our own human experiences and understanding of written or spoken words help achieve the ultimate goal of translation, which is the communication of meaning. Perhaps this is one of the reasons why if there is a popular literary work, then there is more than one translation of it. In addition, everyone's take on it differs in several ways, from the translator's own decision on what onomastics should be transliterated and which ones should be translated literally to the undertones used throughout the book. It can be argued, that much like working professionals, state-of-the-art translation technologies never stop their learning process, absorbing large amounts of data daily. However, language and translation are tricky, they form a broad concept full of possibilities that can overwhelm even the best of experts; while AI software may provide a precise translation by rules it does not mean that the result will not be oddly constructed or will be easy to follow. Not to mention the battle of poetry and AI, which the latter miserably loses.

Table 1

The comparative table of AI and human translation

Original	ChatGPT	DeepL	Oleksa Logvynenko
"Okay, okay," I said. I figured the hell with it. "Bring me a Coke." He started to go away, but I called him back. "Can'tcha stick a little rum in it or something?" I asked him. I asked him very nicely and all. "I can't sit in a corny place like this cold sober. Can'tcha stick a little rum in it or something?" "I'm very sorry, sir. ." he said and beat it on me [5]	"Добре, добре," кажу я. Я вирішив на фіг з цим. "Принеси мені Кока-колу." Він почав йти геть, але я покликав його назад. "Чи не можеш ти додати трішки рому чи що-небудь?" Я його гарно попросив. "Я не можу сидіти в такому звичайному місці тверезим. Чи не можеш додати трішки рому чи що-небудь?" "Дуже шкода, сір," – сказав він і втік з мого поля зору	"Гаразд, гаразд", – сказав я. Я подумав, якого біса. "Принеси мені кока-колу". Він почав відходити, але я покликав його назад. "А ти не можеш додати туди трохи рому чи ще чогось?" запитав я його. Я попросив його дуже ввічливо і все таке. "Я не можу сидіти в такому банальному місці, як це, тверезим. Чи не могли б ви влити туди трохи рому чи ще чогось?" "Мені дуже шкода, сер. ." – сказав він і вдарив по мені	– Добре, добре, – кажу. Іди ти, думаю… – Принесіть кока-коли. Тільки-но він одійшов, як я знов покликав його до себе. – Ви б не могли хлюпнути туди хоч трошки рому чи чогось такого? – питаю. Питаю так ввічливо, привітно. – Бо кругом усі вже напідпитку, а я ще й не нюхав. Може б хлюпнули мені хоч трошки рому або чогось такого? – Вибачте, сер, не можу, – відповів офіціант і вшився [2]

Source: created by author.

The comparative table below demonstrates the translations of an excerpt from "The Catcher in the Rye" by J. D. Salinger (Chapter 10, p. 69 (may vary)) to prove AI’s struggles with literary translation, particularly with tone adjustment, slang, idioms, and formatting dialogues according to the standards of the Ukrainian language, as compared to a professional adaptation by Oleksa Logvynenko from 1984 [2].

Seeing AI’s attempts at translating, it is hard to believe that its rendition could exist by itself with no help of some serious proofreading and editing. It is worth noting, that while both DeepL and ChatGPT seem to be the most popular tools among users, they are free and their translation quality might be lower than other paid machine translation services like memoQ.

From today's perspective, we can all admit that over the last decades, neural machine translation and artificial intelligence have come a long way. However, with so many challenges in accurately translating languages with significant linguistic and cultural differences, it is undeniable that they still have an even longer way to go before there is a real danger facing the relevance of translators and interpreters. However, we should not renounce the idea of AI working on an equal footing with people, or even possibly taking over certain jobs, including translating ones, in the future. Only time will tell just how close these groundbreaking technologies will be able to imitate the human mind. As for now, AI makes translators’ jobs easier and its days of being a stand-alone, sole translator are distant.

REFERENCES

1. Кудряшова В. Дитячу книгу, написану й проілюстровану в співавторстві зі штучним інтелектом, випустили в Україні. *The Village Україна, 2023.* [Електронний ресурс] URL: https://www.the-village.com.ua/village/culture/culture-news/336781-dityachu-knigu-napisanu-y-proilyustrovanu-v-spivavtorstvi-zi-shtuchnim-intelektom-vipustili-v-ukrayini

2. Селінджер Д. Над прірвою у житі. *Київ: Молодь, 1984.* С. 89–91.

3. Attaoua S. Guesmia C. A multilingual chatbot for supporting mobile companies complaints. *A Dissertation in Fulfillment for the Requirement of the Degree of MASTER, 2022.* P. 44–45.

4. Pelley S. Facial and emotional recognition; how one man is advancing artificial intelligence. *CBS News, 2019.* [Електронний ресурс] URL: https://www.cbsnews.com/news/60-minutes-ai-facial-and-emotional-recognition-how-one-man-is-advancing-artificial-intelligence/

5. Salinger J. D. The Catcher in the Rye. *Little, Brown and Company, 1951.* P. 69 (may vary).

Stelmashenko Alina,
Faculty of trade and marketing,
course III,group 3, specialty Germanic languages and literatures,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Drozdova Yuliia,***
Associate Professor of the Department of Foreign Philology and Translation, SUTE

ZOOMORPHIC PHRASEOLOGICAL UNITS IN THE ENGLISH LANGUAGE

The study of phraseology through the interrelation of its semantics and pragmatics makes it possible to implement a comprehensive approach to the study and analysis of phraseological models. Phraseology reflects, first of all, national characteristics, categories of good and evil, ideas of native speakers, the history of the people, life and worldview. Zoomorphic vocabulary plays a significant role in reflecting the national and cultural characteristics of society. Zoonyms as separate lexical units and as components of established expressions are common in all languages of the world. Zoolectics reflects the characteristic features of the understanding of extra-linguistic reality that are reflected in language. The study is devoted to the analysis of phraseological units with components of animal names. The relevance of this article lies in the fact that phraseological units containing the names of animals constitute a large part of the vocabulary, are often used, attract the attention of researchers, but remain insufficiently studied. The purpose of the research is to analyze the ethnocultural features of phraseological units with zoomorphic components and the linguistic means of their expression in modern English. These features reflect cultural and national stereotypes and, when used in language, reproduce the mentality characteristic of the linguistic and cultural community.

The object of the study is phraseological units with the "name of the animal" component. The subject of the study is the semantics of phraseological units with a component denoting animals, and methods of their translation into Ukrainian from English. The originality of the research consists in establishing positive and negative contexts through the use of selected phraseological units with a component of zoomorphic vocabulary.

English phraseology is extremely diverse and has a centuries-old history. Phraseology is considered a treasury of language, because it is in phraseology that the history of the people, culture and everyday life are reflected. Phraseologisms have a folk character. In addition to national phraseology, there are many international phraseological units in the English language. Archaic elements are preserved in some phraseology. At the current stage of research, when characterizing zoomorphic phraseology, it is necessary to note the importance of such features as emotionality, imagery, and evaluability. For example: the black dog is on one´s back – to lining'. Phraseological units with an animal component, like all evaluative vocabulary, contribute to the expression of feelings, reactions, emotional life of a person as a whole, form and mark a valuable picture of the world, in particular, the evaluation of objects from the ethical and aesthetic norms of this language group (good – bad, black – white). They characterize the semantic variant, which includes the basis of the nomination, to which the value of the characteristic is added, which complicates the structure of the variant and introduces a qualitative change. The linguistic specificity of this meaning is revealed in the fact that the content of the characteristic is determined not only by the qualities of a real object outside the language object (in the case of a zoonym – an animal), but by the qualities attributed to it. the object of the collective linguistic consciousness.

Linguistic imagery arises at the intersection of two systems: aesthetic, supralinguistic (fiction) and linguistic (language design). The semantics of linguistic imagery includes two types of reflection, namely the reflection of reality in words and the reflection of reality by artistic means. Comparisons can be divided into logical (non-figurative) and figurative. For example, greedy like a pig, like a drowned rat. Zoonyms can function as independent lexical units, can be part of various phraseological combinations, idioms, proverbs, sayings: fight like a cat with a dog – fight fiercely like a bat from hell – very quickly. Domestic animals – cats and dogs – played a significant role in people's lives. However, positive qualities were not always attributed to these animals. For example, the British believed that a cat symbolizes an unfriendly person (to bell the cat – to dare"). Phraseologisms with the lexical unit dog have a negative character in most cases, although a dog is perceived by a person as a friendly animal (for example, dogtired "tired like a dog").

Phraseological units with the names of animals and birds reflect both positive and negative human traits, special attention should be paid to the group with the names of animals that represent only negative qualities. In English, these are the names of wild animals: ape, bear, beaver, fox, monkey, rat, skunk, wolf; names of domestic animals: donkey, donkey, goat, boar, mule, pig; names of wild birds: coot, coot, jay, peacock, pigeon, rook, vulture; a black dog on his back; catch a bear before selling its skin; cook the goose yourself, every bird loves its nest.

Potentially, any name of an animal can be used for a zoomorphic name of a person, but in practice the range of animals is narrowed down to a more or less accessible number, mainly those with which a person (by habitat) is related. The same animals can play different roles in the lives of different ethnic groups and be valued differently by them. During the analysis of phraseological units with the names of animals in the English language, we found 30 names of animals. The most frequent among them are monkey "monkey", donkey "donkey", bear "bear", beaver "beaver", bull "bull", camel "camel", cat "cat", calf "calf", cow "cow", dog "dog", donkey "donkey", fox "fox", goat "goat", hare "hare", pig "boar", horse "horse", lamb "lamb", leopard "leopard", lion "lion», monkey "monkey", mule "mule", ox "ox", pig "pig", and more than 20 names of birds: chicken "chicken", rooster "rooster", coot "lynx", crow "crow", dotterel "pigeon", pigeon "pigeon", duck "duck", eagle "eagle", goose "goose".

The research material allows us to distinguish 3 semantic types of the English language:

1) Phraseological units characterizing a person from a positive side: a busy bee has no time to be sad;

2) Phraseological models that give a person an unrestrained assessment: every ass likes to bray;

3) Phraseologisms indicating the perception of a certain event: a big fish eats a small fish.

Consideration of the features of the translation of phraseological units with the names of animals is based on the classification of O. V. Kunin, who singles out the following ways of translating phraseological units:

- full counterpart (as brave as a lion; as quiet as a mouse);
- partial lexical equivalent (scornful dogs eat dirty puddings – "pride will not lead to good"; there are more ways than one way to kill a cat – "there are several ways to achieve the goal");
- partial grammatical equivalent (never look a gift horse in the mouth – "don't look a gift horse in the mouth");
- overtonal translation (cat didn't fight – "do not fit in"; cook your own goose – "hurt yourself");
- descriptive translation (give you a lot of horse manure – "she bragged a lot"; like a bat out of hell – "whatever, very quickly");
- literal translation (like a cat on hot bricks – "like a cat on hot bricks"; a cat has nine lives – "a cat has nine lives").

Analyzing phraseological units with the "animal name" component, we note that there is no simple way of translating from one language to another. This is due to the adequate reproduction of not only the content, but also the expressive and stylistic coloring of phraseological units, which prompts translators to seek a solution to this problem in a specific case.

Phraseological study is of crucial importance for the study of the characteristics of a specific people, the formation of an idea about the speakers of the language and their worldview. Phraseologisms with zoonyms can be divided into three semantic groups: phraseological units characterizing a person from a positive side; Idioms that give a person an unsurpassed assessment and idioms that indicate the perception of a certain event. Examining the peculiarities of phraseological units and their translations, we come to the conclusion that the meaning of linguistic means found in various sources serves to convey them in another language. It is often difficult to translate phraseological units according to the usual principles of translation and requires a deep understanding of linguistic identity. The meaning of many phraseological units has its own specificity, and sometimes only a certain knowledge of the mentality of the people will help to translate the phrase correctly. A lexeme-zoonym plays a significant role in the semantic structure of phraseological units, determining their semantic originality. Due to its symbolic meaning, such a lexeme is part of a phraseology that reflects the behavior of a certain animal.

References

1. Broslavskaja, E. M. (2001), «Ethnocultural features of zoomorphisms in Russian, Ukrainian and English languages», Journal of International Slavonic University [«Etnokul'turnye osobennosti zoomorfizmov v russkom, ukrainskom i anglijskom jazykakh», Vestnik Mezhdunarodnogo Slavianskogo universiteta], Kharkov, t. 4, No 6, pp. 49–52.

2. The Concise Oxford Dictionary of English Etymology / Ed. T. F. Hoad. – Oxford University Press, 1996 // Excess : www.oxfordreference. com.

3. Yarova L.O. Features of interlingual equivalents of English zoo phraseology in the aspect of translation / L. O. Yarova // Culture of the Black Sea Peoples – № 5. – Vol. 3. – Simferopol, 2003. – P. 150–155.

Sydorchuk Yuliia,
Faculty of trade and marketing,
course I, group 8, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Debych Mariia,***
Doctor of Sciences in Pedagogy, Associate Professor,
Senior Researcher, Associate Professor of the Department of Modern European Languages, SUTE

FOREIGN LANGUAGE PROFICIENCY AS A DECISIVE FACTOR IN CAREER PROSPECT

In recent years, foreign language proficiency has become one of the most important factors influencing employment decisions. Employers look for employees with a high foreign language level. On the europa.jobs portal, only 18 jobs are offered with no language required. These are skilled workers trained to do specific tasks – carpenter, plumber, electrician, driver [3].

In the table 1 a percentage of Ukrainians speaking English is given. Unfortunately, the results are not encouraging. Several studies confirm the fact that Ukraine is among the top 10 countries in the world with the lowest English proficiency [1; 2].

Table 1

English language proficiency in Ukraine

Knowledge of the English language is below average	56%
Communicative level	24%
Knowledge of the English language is above average	18%

Although, it is worth noting that 89% of respondents emphasized that they studied English. Undoubtedly, young people have the best command of the English language. They had more opportunities to learn English from an early age (English lessons at school), as well as access to all kinds of language tools: English-language films, books, apps, platforms for learning foreign languages, and in the general popularization of American culture.

Nevertheless, such opportunities are now available to the older generation as well. It is worth considering the fact that it is never too late to learn a language, and knowledge of English gives every employee a chance for a higher salary, regardless of age. Nowadays, knowledge of a foreign language is almost as important as work experience.

A lot of our compatriots were forced to leave native country because of war. In this case, the process of adaptation will go much better and faster if one can speak English and starts learning the language of the country.

The results of the study show that workers are aware of the connection between the English language proficiency and earnings: [2]

- 43% of surveyed Ukrainians believe that without a good command of English, the chances of getting a higher salary are extremely small;
- among people who earn up to 320 EUR net/month, only 0.6% claim to be fluent in English and as many as 60% confirm their lack of knowledge of foreign languages;
- among people who earn between 530 and 750 EUR net/month, only 6% claim to be fluent in English, and 31% do not know it at all;
- 83% of respondents believe that knowledge of the English language gives a chance to find a dream job;
- in turn, 68% are convinced that not knowing the language minimizes the chances of getting a good salary.

There is also a relationship between the level of English and education. 65% of respondents who do not speak English are people who graduated from vocational schools. And 22% of graduates of higher education institutions claim a high level of English [2].

The fact that employers require employees to know foreign languages is not a myth. Very often, knowledge of the language is a decisive factor in employment. Moreover, employers make sure that the language fluency of the future employee is at the best level. Unfortunately, many people still indicate a high level of foreign language skills in their resume, which has nothing to do with real knowledge.

Knowledge of the English language ranks third among the most common requirements of employers. This is evidenced by the fact that in 2021 such a requirement appears in vacancies more often than last year (the frequency increased by as much as 8 percentage points). Of course, not every position requires fluency in English. It all depends on the employee's duties and other competencies. If this employee has specialized knowledge and skills, as well as many years of experience in a similar position, the expectations regarding his language level may be somewhat lower [2].

Not every employee is required to speak the language, for example, at the C1 level. For some positions, knowledge at the B1 or B2 level is acceptable. It depends on the following:

• contact with a client – if an employee does not have direct contact with a client, he does not need to be fluent in a foreign language; on the other hand, an employee who has daily contacts with foreign clients is required to know the language at least at the B2 level (usually C1 or C2);

• Fluency in a given foreign language at the C1 level is most often required from employees of the IT, financial or sales departments.

English is the most common and necessary language in the workplace. However, many companies also operate in other labor markets, not only in English-speaking ones. Such enterprises are looking for employees with a fluent knowledge of less common languages.

Most often mentioned: Polish, German, French, Spanish, and Russian. Many employers consider knowledge of English as a basic competence. In turn, knowledge of a second language becomes an additional plus that guarantees a better career prospect and a higher salary.

To reveal the students' opinion on the importance of English for their future career a short research was done. The students were suggested to answer the following questions:

1. Do you like how English is taught at the university?

1. Yes
2. No
3. Partly

2. What activities do you like most of all?

1. Reading
2. Writing
3. Speaking

3. How do you learn English?

1. Only in the university
2. Additionally (social networks)
3. With a tutor

4. Do you think that knowledge of the English language gives a greater opportunity to get a job?

1. Yes
2. No

5. Have you improved your English at the university?

1. Yes
2. No
3. Partly

Table 2

Results of the survey

1	2	3	4	5
1. 75%	1. 62,5%	1. 31,3%	1. 100%	1. 62,5%
2. 12,5%	2. 0%	2. 62,5%	2. 0%	2. 0%
3. 12,5%	3. 37,5%	3. 6,2%	3. -	3. 37,5%

The table 2 shows the results of the survey. 17 students replied the questionnaire in the telegram group. Most students like how English is taught at the university (75%), reading is the best activity for 62,5% of respondents. A great number of students (62,5%) learn English using social networks. All respondents agree that knowledge of the English language gives a greater opportunity to get a job. 62,5% consider that they have improved English at the university.

References

1. Болайто Р., Вест Р. Інтернаціоналізація українських університетів у розрізі англійської мови: Проект «Англійська мова для університетів». К.: «Видавництво «Сталь», 2017. 154 с. URL: https://www.britishcouncil.org.ua/sites/default/files/2017-10-04_ukraine_report_h5_en.pdf.

2. Знання іноземних мов є вирішальним фактором при визначенні розміру зарплати – правда чи міф? URL: https://ua.europa.jobs/art-znannja-inozemnych-mov/#:~:text.

3. No language required. URL: https://en.europa.jobs/work-no-language-required.

Tsyhanok Anna, Sidorova Diana,
Faculty of Trade and Marketing,
course I, group 2, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Mykhailova Nelia,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

ARTIFICIAL INTELLIGENCE IN ENGLISH LANGUAGE LEARNING

Artificial intelligence (AI) is rapidly transforming the education sector by providing innovative solutions for teaching and learning. One of the most significant benefits of it in education is its ability to offer personalized learning experiences that are tailored to individual students' needs and preferences. Artificial intelligence algorithms can analyze vast amounts of data on student performance to identify knowledge gaps, learning styles, and strengths, and use this information to create customized learning plans. Additionally, it-powered learning platforms can provide students with real-time feedback and support, which can help them to improve their skills more rapidly. By automating many administrative tasks, it can also help educators to save time and focus more on student engagement and learning outcomes. Furthermore, artificial intelligence can improve accessibility and equity in education by enabling more students to access high-quality education, regardless of their location or background. Despite these benefits, AI in education is still in its early stages, and there are many challenges that need to be addressed, including ethical concerns, data privacy, and the need for human input and expertise to guide the learning process. Nonetheless, the potential of it in education is immense, and it is an exciting time to explore its possibilities.

Artificial intelligence can be a powerful tool to develop students' English vocabulary. Here are a few ways AI can be used for this purpose:

Vocabulary learning apps: There are many vocabulary learning apps that use artificial intelligence to personalize the learning experience for each student. These apps use algorithms to track the student's progress and adapt the learning materials to their needs. Some popular examples include Duolingo, Babbel, and Memrise.

Language learning chatbots: Chatbots can be used to simulate conversation with a native English speaker, which can help students improve their vocabulary in context. These chatbots can use natural language processing algorithms to understand the student's input and respond accordingly. Some examples of language learning chatbots include Replika and Mitsuku.

Text analysis tools: AI -powered text analysis tools can help students identify patterns in English vocabulary usage and improve their understanding of the language. These tools can analyze texts to identify frequently used words, collocations, and other language patterns. Some examples of text analysis tools include Grammarly and Textio.

There should be an analyzing of the artificial intelligence potential for automatic correction of grammatical errors in English writing.

Automatic correction of grammatical errors is a key area where artificial intelligence can enhance the process of learning English. Artificial intelligence algorithms can be trained on large datasets to recognize and correct common grammatical errors in English writing. By analyzing the context and structure of a sentence, artificial intelligence can suggest the most appropriate correction for a given error. This can save students and teachers time in identifying, correcting errors and provide more accurate feedback on writing assignments. However, while AI can help with automatic correction of errors, it should not replace human feedback and evaluation, as language learning is a complex process that involves more than just grammatical correctness.

Artificial intelligence (AI) has the potential to greatly impact the process of learning English in distance education. Here are some of the ways AI can make a difference:

Personalized learning: artificial intelligence can be used to tailor the learning experience to each individual student. By analyzing student data, it can identify areas where a student is struggling and provide targeted feedback and support. This can help students learn at their own pace and focus on areas where they need the most help.

Adaptive assessments: it can also be used to create adaptive assessments that adjust the difficulty level of questions based on a student's performance. This can provide more accurate assessments of a student's language proficiency and help them focus on areas where they need improvement.

Intelligent tutoring systems: artificial intelligence – powered tutoring systems can provide students with individualized feedback and support. These systems can analyze a student's responses and provide feedback in real-time, helping them to correct mistakes and learn more effectively.

Intelligent retrieval has the potential to greatly enhance the process of learning English in distance education by providing personalized learning experiences, targeted feedback, and more accurate assessments.

The use of artificial intelligence in teaching English in secondary schools is a growing trend, but its effectiveness is still largely unexplored. To evaluate its effectiveness, feedback from both teachers and students is necessary. Teachers who use it in their English language classrooms can provide insights into the benefits and challenges of using this technology for teaching. They can also offer suggestions for improvement and provide feedback on the impact of AI on their teaching practices and student learning outcomes. Similarly, students who learn with intelligent retrieval can share their experiences and opinions on the effectiveness of the technology in enhancing their language learning. Student feedback can provide insights into the engagement levels, motivation, and progress made with it compared to traditional teaching methods. The evaluation of the effectiveness of artificial intelligence in teaching English in secondary schools is crucial to better understand how it can enhance learning outcomes and teaching practices. The feedback from teachers and students can guide the development of artificial intelligence-powered tools and resources that are effective, engaging, and beneficial to all stakeholders involved in English language education.

In conclusion, the integration of artificial intelligence in English language learning has the potential to revolutionize the way we teach and learn the language. By providing personalized learning experiences, targeted feedback, and more accurate assessments, AI-powered tools and resources can enhance the learning outcomes of students in secondary schools and distance education. The use of AI in language learning is still in its early stages, and there are many challenges that need to be addressed. Ethical concerns, data privacy, and the need for human input and expertise are just a few examples. The benefits of using AI in English language learning are immense, and it is an exciting time to explore its possibilities.

References

1. Штучний інтелект замінить вивчення іноземних мов?. *Англійська мова у Києві*. URL: https://enguide.ua/magazine/shtuchniy-intelekt-zaminit-vivchennya-inozemnih-mov (дата звернення: 21.04.2023).

2. Як вивчити англійську із ChatGPT? – LinguoDan. *LinguoDan*. URL: https://linguodan.com/learn-english-with-chatgpt/(дата звернення: 21.04.2023).

3. AI та освіта: як штучний інтелект вплине на шкільну освіту. *LB.ua*. URL: https://lb.ua/blog/olena_vyshniakova/547626_ai_osvita_yak_shtuchniy_intelekt.html(дата звернення: 21.04.2023).

4. AI in English language learning | cambridge english. *World of Better Learning | Cambridge University Press*. URL: https://www.cambridge.org/elt/blog/2020/03/09/artificial-intelligence-english-language-learning/(date of access: 21.04.2023).

5. Artificial intelligence: is it the best tool for learning English?. *eLearning Industry*. URL: https://elearningindustry.com/artificial-intelligence-best-tool-learning-english(date of access: 21.04.2023).

Vernyhora Dariia,
Faculty of Trade and Marketing,
course II, group 2, specialty Philology,
State University of Trade and Economics,
*Kyiv***,** *Ukraine*
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

EXPLORING TECHNOLOGICAL METAPHORS OF DIGITALIZATION AND HOW THEY AFFECT OUR UNDERSTANDING OF TECHNOLOGY

Technological metaphors are metaphors that are used to provide a better understanding of the nature and functionality of digital technologies more simply compared to acquiring knowledge solely through technical terms. With the ongoing evolution and integration of technology into our daily lives, the use of technological metaphors has become more prevalent.

The main objectives of employing such metaphors are:

● Simplifying complex concepts. Technological metaphors are used to facilitate understanding of technical processes by comparing specific technological concepts to familiar and relatable processes. For example, the desktop metaphor is used to describe the graphical user interface (GUI) of a computer by analogizing it with the physical desktop of an office, with icons representing files and folders and the trash bin serving as the location for deleted files;

● Bridging knowledge gaps. Metaphors are also used to expand one's understanding of the topic by giving a broader perspective on the problem. For example, the term ″digital footprint″ refers to the impact that a user makes while being on the Internet. By comparing the impact to a footprint it becomes more facile to perceive the concept of user's data being collected while using the Internet;

● Shaping perception. Technological metaphors are used to mold the perception of complicated terms. For example, the concept of ″smart″ is a metaphor that is commonly used to describe advanced features and functionalities of electronic devices (e.g. ″smart house″, ″smart TV″).

However, it must be acknowledged that there are *limitations* to using metaphors. The main pitfall is it can oversimplify the concept that is being explained and thus, create biases and misconceptions on the examined topic [3, p. 37].

Therefore, it is important to consider the potential drawbacks of using technological metaphors and to use them appropriately to prevent any misinterpretations or false conclusions about the technology. For example, comparing Artificial Intelligence (AI) to a brain through the use of metaphor might create an impression that AI has a mind of its own and is conscious, which is not reality. Such a comparison can result in expectations that are impractical and cause an overestimation of the technology's abilities.

Technological metaphors create an impact on social interactions. Although it can be characterized differently: with positive, neutral and negative influences. For example, the metaphor ″social network″ is used to emphasize the interconnectedness of the Internet community, which does not tend to be perceived as having a negative influence on social experiences with technology. On the contrary, the metaphor "chronically online" describes a person who spends a substantial amount of time using the Internet. Such an expression might interfere with the relevance of the perception of social interactions online by less active users.

All the new communication technologies are extensions of humans (Marshall McLuhan, 1964). In addition, technological progress has led to the emergence of metaphorical language that has entered the popular discourse, not implying a connection to technology. For example, this resulted in the ensuing use of the word ″wired″, which, in informal language might mean ″being nervous or thrilled due to consumed caffeinated beverages or ingested substances″ [1].

In the future humanity's predisposition to digitalization (especially AI) will likely increase due to the feeling of connection to technology through metaphors. The similarity between AI and the human brain, which is often attributed to it, cultivates the hope that someday it might become possible to create a non-human system that would be able to perform the functions of a human brain [2].

To conclude, technological metaphors now are a significant part of human life. They assist in a more profound understanding of different topics and shape the perception of technology.

References

1. Cambridge Dictionary. 2023. [Електронний ресурс] URL: https://dictionary.cambridge.org/dictionary/english/wired (дата звернення: 20.04.2023).

2. Johanna T. Wallenborn. AI is a flying blue brain. How metaphors influence our visions about AI. 2022. [Електронний ресурс] URL: https://www.hiig.de/en/ai-metaphors/ (дата звернення: 20.04.2023).

3. McClure, Ashley. Humanizing Technical Communication with Metaphor. 2009. [Електронний ресурс] URL: https://stars.library.ucf.edu/cgi/viewcontent.cgi?article=5076&context=etd (дата звернення: 20.04.2023).

Vitushko Veronika,
Faculty of Trade and Marketing,
course II, group 2, specialty Philology,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

ARTIFICIAL INTELLIGENCE AS AN ALTERNATIVE TO TRANSLATORS AND COPYWRITERS

Artificial intelligence, or AI, has been a topic of growing interest among many scientists and researchers for years. One of the most notable advances in its development is in the field of machine learning [1]. AI-powered machine learning models are designed to learn from data to perform specific tasks. One of the main advancements in machine learning is the development of deep learning, which employs neural networks to learn tasks from large amounts of training data. While AI has been used for many applications, such as game creation and natural language processing, it is also playing an increasingly prominent role in fields such as medicine, science, education and art. And the art of using the right words in the right places is one of the most complicated processes for AI because all the shades of human intonation and feeling are hard to express for people, what can we expect from a program, which is led only by its code? However, as AI continues to evolve and become more advanced, the need for accurate and efficient translation of it becomes more important than ever before.

Translating AI is the process of converting the language of AI algorithms and systems into a different language, allowing individuals who speak different languages to interact with and use these systems. This is becoming increasingly important as AI technology is being developed and deployed around the world, and as businesses and organizations seek to expand their global reach.

One of the key challenges in translating AI is that many AI algorithms and systems are highly technical and complex [2]. They often rely on specialized vocabulary and terminology that may not have direct translations into other languages. For example, such terms as ″machine learning″ or ″neural networks″ may not have direct translations in some, more primitive languages, making it difficult for individuals who speak those languages to fully understand and utilize these technologies.

To overcome these challenges, organizations and researchers are developing specialized tools and techniques for translating AI. These include machine translation tools that use algorithms to automatically translate technical languages and terminology, as well as specialized glossaries and dictionaries that provide translations for specific technical terms.

Another challenge in translating AI is the need to ensure accuracy and consistency in translations. Inaccurate translations can lead to errors in AI systems, which can have serious consequences, such as incorrect diagnoses in medical applications or incorrect predictions in financial forecasting. To ensure accuracy and consistency, organizations may employ human translators to check AI's work and correct it if necessary.

However, no matter how complicated the translation may be, there's one more task that may be a great challenge for AI – writing texts.

As creative people, we have always been sure: no machine can be as emotional, poetic and touching as human beings. And for this research, we have chosen some AI examples and spent a certain time talking to them to understand, whether our prejudice is fair or not.

Virtual assistants like Siri, for example, are not a new thing for us. A decade ago, of course, they excited people and still can scare a child fiddling with a parent's phone. But it's one of the first generations of AI in everyday life [3], quite primitive in comparison to modern.

A well-known chat (ChatGPT) is much more interesting as an example of developed technology. Who can say that they have never heard of neural networks, which can generate texts and do many other interesting things? We have tried it on a few types of texts and have to admit: it does work well. Of course, it can miss some important information, and it does not give you a feeling of working with real people but being personalized isn't its task. And as a text generator, it does much better than we expected.

But there's one more example. And the source was a bit unexpected for us: TikTok. Everybody knows it. Character.ai is a network with an unusual function: it imitates fictional characters and real people. By giving it all the settings such as important information about a person or examples of messages it should generate, you can create a certain «branch» of this artificial intelligence, a character, which will talk to you. It is a real miracle of modern science. And now we can surely say: the future of writing sooner or later will be after AI.

But translators will be needed much longer. Anyway, no machine can clearly understand and express all the aspects and shades of every word. And writers, who create novels not for money but for the sake of art, will find their readers because even if AI can create almost any text, lively fantasy, and good writing skills are valuable at any time.

So the conclusion is that artificial intelligence develops so fast that takes more and more areas under its influence. Now, when it succeeded in the creation of texts and images, it will be much harder and sometimes even pointless for people of art to withstand it. But specialist with high professional skills, like translators or, especially, editors, won't lose their places so easily.

And even if it's a real challenge of today, we will handle it if continue developing our skills and knowledge.

References

1. Глибовець М. М., Олецький О. В. Штучний інтелект. Київ: Києво-Могилянська академія, 2002. 364 с.
2. Засоби штучного інтелекту / Р. О. Ткаченко та ін. Львів: Львівська політехніка, 2014. 204 с.
3. Шаховська Н. Б., Камінський Р. М., Вовк О. Б. Системи штучного інтелекту. Львів: Львівська політехніка, 2018. 392 с.

Zhomir Oleksandra,
Fakultät für Romano-Germanische Philologie,
course IV, group FNB 1 19, speciality Sprache und Literatur (Deutsch),
Kyiver Borys Grinchenko Universität,
Kyiv, Ukraine
Wissenschaftliche Betreuerin: ***Sazhko Liliya,***
Kandidat der Pädagogischen Wissenschaften, Professor,
Professor der Lehrstuhl für Romano-Germanische Philologie,
Kyiver Borys Grinchenko Universität

ANGLIZISMEN IN MODERNEN DEUTSCHSPRACHIGEN MASSENMEDIEN

Englische Lehnwörter zeigen eine Ausdruckskraft auf hohem Niveau, die jedoch recht schnell schwächelt. Oft verwenden die Autoren von Online-Zeitungstexten englische Anleihen für pragmatische und kommunikative Zwecke.

Die Neuheitswirkung tritt bei Verwendung englischer Wörter ein, die in der Empfängersprache weniger bekannt und dort noch nicht fest verankert sind. In diesem Zusammenhang ist die journalistische Sprache die Hauptquelle für die Verbreitung englischer Lehnwörter, da es eine der wichtigsten Aufgaben der Massenmedien ist, die Aufmerksamkeit der Leser zu gewinnen.

Unbekannte Anglizismen werden im Text deutscher Online-Zeitungen oft grafisch hervorgehoben: kursiv oder in Anführungszeichen gesetzt. Sie beinhalten jene Wörter, die neue Bedeutungen geben. Darüber hinaus werden diese Anglizismen später oft durch muttersprachliche Äquivalente ersetzt. So finden wir im Spiegel in einem Artikel folgendes Beispiel:

Beispiel 1: *Im "**Science**"-Kommentar bewerten Nicholas Conard und Michael Bolus von der Universität Tübingen die Ergebnisse zwar als solide, allerdings seien die Zusammenhänge einem vermutlich sehr komplizierten* [5].

Die englische Entlehnung *"Science"* weist in diesem Fall auf die Zugehörigkeit zum wissenschaftlichen Stil hin, da der englischsprachige Raum eine führende Position in der Entwicklung der Wissenschaft einnimmt.

Im Werbeartikel begegnen uns Anglizismen, die teilweise in Anführungszeichen gesetzt sind:

Beispiel: *"**Full Service**" fliegen, wenig zahlen Ihr Erfolg ist unser Business* [6]. In diesem Satz wird der Anglizismus Full Service in Anführungszeichen gesetzt, um die ausländische Herkunft zu verdeutlichen.

Eine weitere Stilfunktion ist die Farbübertragung. Viele Anglizismen, die oft durch Zitate vermittelt werden, werden in Online-Zeitungen verwendet, um ein relevantes Umfeld oder eine soziale Gruppe zu veranschaulichen. So ist es beispielsweise mit Hilfe von Anglizismen nicht schwer, jungen Menschen die Sprache zu vermitteln. Beispielsweise wird in einem Artikel über eine junge Lehrerin anstelle des deutschen Wortes *die Kleidung* das englische Lehnwort ***Outfits*** verwendet.

Journalisten verwenden Terminologie, um einen professionellen Ton zu vermitteln. Auf diese Weise erhält der Artikel besondere Kompetenz, Genauigkeit und Wissenschaftlichkeit. Anglizismen in der Funktion, einen professionellen Eindruck in der Presse zu vermitteln am häufigsten verwendet, was auf die wachsende Bedeutung der Fachsprache in der Landessprache zurückzuführen ist. Anglizismen finden sich am häufigsten in folgenden Bereichen: Massenmedien, Sport, Musik, Wirtschaft und Finanzen, Kunst, Technik und Verkehr, Politik und Gesellschaft, Mode und Kosmetik, Tourismus, Wissenschaft.

In einem Artikel über die zukünftige Online-Verfügbarkeit von Lehrbüchern an deutschen Hochschulen wird auf Computervokabular zurückgegriffen.

Die meisten Entlehnungen gehören zu dieser Gruppe, vor allem wegen ihrer grafischen Ungewöhnlichkeit, wegen ihres unerschöpflichen pragmatischen Wertes. Damit einher geht eine große semantische Unsicherheit. Diese Kombination aus Ungewöhnlichkeit und Unsicherheit gilt als typisches Merkmal der Werbesprache, die sehr ausdrucksstark ist. Vergleichen wir das deutsche Wort das *Hemd* und den Anglizismus ***Shirt***. Im ersten Fall stellen wir uns ein gewöhnliches Hemd vor, während wir im zweiten Fall von verschiedenen ***T-Shirts*** sprechen können. Daher ist das Wort Hemd in der Werbung in seiner Variation begrenzt. In dieser Hinsicht können Anglizismen auch Euphemismen sein.

Der deutsche Ausdruck ″Alleinstehende Frauen″ wird oft durch Single-Frauen ersetzt, weil er weicher klingt.

Beispiel: *Partnersuche in den spanischen Dörfern: Die **Single-Frauen** rollen an* [5].

Die Ungewöhnlichkeit der Anglizismen in Kombination mit den spezifischen Mechanismen der englischen Wortbildung bringt auch Veränderungen in der deutschen Sprache mit sich, beispielsweise die im Englischen beliebte Wortverunreinigung. Betrachten wir das Wort *Brunch*, was ″*Frühstück*″ und Mittagessen bedeutet, also ″Frühstück, ein Snack, der sich in ein Mittagessen verwandelt″[1, p. 233].

Im Spiegel verwendet der Autor des Artikels gleich mehrere Internationalismen:

Große indische Online-Kaufhäuser schließen ihre Websites und konzentrieren sich auf Apps: In einem Land, in dem es mehr Smartphones als Computer gibt, scheint diese Strategie Sinn zu ergeben [5].

Anglizismen können einem journalistischen Text auch eine besondere Note verleihen, oft werden sie verwendet, um Humor, Ironie oder Parodie (je nach Kontext) zu vermitteln. In der folgenden Passage verleiht der Anglizismus dem Text Ironie.

Beispiel: *Nur als cool galten die Gibbs nie. In schöner Regelmäßigkeit wurden die drei verspottet: Weil ihre Stimmen zu hoch waren, ihre Zähne zu breit, ihr Haar zu geföhnt und ihr ganzes Image überhaupt viel zu bieder war* [3].

Beispiel: *Ich fühle mich fit genug, um mitzufahren. Fr einen Platz ganz vorn wird es sicher nicht reichen, aber bestimt für eine Leistung im Bereich meines Teamkollegen* [3].

Mit Hilfe der lexikalischen Einheit *fit* bewertet der Journalist das Wohlbefinden des Athleten, und die Verwendung von *Team* (ein komplexes Mischwort Teamt + Kollegen) weist darauf hin, dass Hülkenberg Mitglied eines ausländischen Teams ist, d.h. ein Fall ist die charaktero-logische Funktion des englischen Wortes vorhanden. Andere Anleihen haben eine inhaltliche und konzeptionelle Bedeutung, sind also auch stilistisch gefärbt.

So, Anglizismen haben die gleichen stilistischen Funktionen in journalistischen Texten der deutschen Sprache: Neuheitswirkung, Übertragung lokaler, sozialer oder wissenschaftlicher Prägungen, Sprachökonomie, Ausdruck von Variation, pragmatische und kommunikative Werte sowie die Übertragung von Ironie oder Parodie.

Literatur

1. Коробова І. О. Проблема запозичень у сучасній лінгвоукраї-ністиці. *Література та культура Полісся*. Філологічні науки. 2015. Вип. 80. С. 232–242.

2. Лисенко О. А. Освоєння німецькомовних запозичень в україн-ській науково-технічній термінології. Автореф. дис. канд. філол. наук. Харків, 1999. 21 с.

3. Росавицька М. Адаптація англійських запозичень у сучасній німецькій мові. Сучасні проблеми лінгвістики, літературознавства та методики викладання мови і літератури. Вип. 2. Вінниця, Нілан-ЛТД, 2016. С. 84–86.

4. Семчинський С. В. Взаємодія мов і фактори лінгвістичного розвитку. Українська мова і література в школі. 1973. № 7. С. 25–37.

5. Сімонок В. П. Семантико-функціональний аналіз іншомовної лексики в сучасній українській мовній картині світу. Харків, Основа, 2000. 331 с.

Zlatieva Mariia,
Faculty of Restaurant, Hotel and Tourism Business,
course II, group 15a, specialty Hotel and Restaurant Business,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Khmil Oksana,***
Lecturer of the Department of Foreign Philology and Translation, SUTE

EMERGING PERSPECTIVES AND EVOLVING DYNAMICS IN THE USAGE OF ENGLISH AS A UNIVERSAL LANGUAGE FOR COMMUNICATION

English has become the de facto language of international communication in many fields, including business, education, science, and diplomacy. As a result, the importance of learning English as a second language has increased significantly, and it is now taught in most countries around the world. However, the use of English as a global language has also created new challenges and perspectives that need to be considered.

Crystal (1997) posits that the usage of English in the contemporary era has surpassed that of any other language in history, making it the international language of choice. There is much contention regarding the exact number of English speakers, but it is estimated that around 380 million people have English as their first language. However, the language is spoken by more than a billion individuals as an additional language, predominantly to communicate with fellow non-native speakers from diverse cultural and linguistic backgrounds. Due to this shift in demographics, individuals from traditional "core" English-speaking countries make up a minority of English speakers worldwide, and "native speakers" no longer hold sole authority in determining the language's usage on the international stage [1].

One of the main challenges is the issue of language proficiency. Many people who speak English as a second language may not be proficient enough to communicate effectively, which can lead to misunderstandings. Pronunciation plays an important and significant part in human speech and communication. Correct pronunciation is the precondition of meaningful speech. That is why to convey the actual meaning and message of the delivered speech, it must be sounded and articulated correctly [2].

Another challenge is the potential loss of cultural diversity. As English becomes more prevalent as an international language, there is a risk that other languages and cultures may become marginalized. This can have a negative impact on the preservation of cultural heritage and can also result in the loss of unique perspectives and ideas [3].

Despite these challenges, there are also many perspectives on the use of English as a global language. One positive aspect is that it promotes international understanding and cooperation, it can lead to greater collaboration with people across borders.

Additionally, the use of English as a global language can also facilitate economic growth and development. It can provide individuals with greater access to job opportunities and can also help businesses to expand their reach globally.

In this connection, it is urgent to estimate the number of people using English in various areas of their lives.

The purpose of the work is to facilitate communication between people from different countries who do not share a common native language. In accordance with the formulated purpose, the tasks of this study are:

1) Analysis of the number of people who speak this language
2) Identifying new language learning challenges
3) Engaging English language learning to reach a new level

The object of research is English language as International language and the subject of research is the opportunities, provided by knowledge of English.

The applied research methods are: complex data analysis of information sources, a systematic approach to the grouping of defining features, spread of English as an international language and formulation of conclusions.

In my opinion, if we consider and analyze the entire array and scale of learning English, we can see that more and more people are involved in this field. Learning English allows people from different countries and cultures to communicate effectively, which contributes to the establishment of contacts and the expansion of opportunities for business, scientific and cultural cooperation. The study and dissemination of English as an international language is an important aspect of globalization and intercultural exchange, and requires ongoing research and the development of effective strategies to promote effective communication and cooperation between people from different countries and cultures.

However, the spread of English also causes some problems, such as inequality in access to language education and the dominance of English-speaking culture. Therefore, it is important to maintain multilingualism and cultural diversity in international communication.

In conclusion, the use of English as an international language of communication presents both challenges and perspectives. While it can lead to greater understanding and economic growth, there is also a risk of language proficiency issues and cultural homogenization. As such, it is important to find a balance between promoting the use of English as a global language while also preserving cultural diversity and promoting language proficiency.

References

1. Michael Clyne, Professor Farzad Sharifian. Monash University (Australia) English as an international language: Challenges and possibilities. URL: https://www.researchgate.net/publication/250079417_English_as_an_international_language_Challenges_and_possibilities
2. Mostafa Faruk Ahamed. Jazan University, Saudi Arabia. The Asian Conference on Language Learning 2013. Official Conference Proceedings. Difficulties and Challenges in Teaching English as the Second and Foreign Language. [2, p. 274] URL: file:///C:/Users/masha/Downloads/Telegram%20Desktop/ACLL2013_0140.pdf
3. Katie Reynolds. 13 benefits and challenges of cultural diversity in the workplace. URL: https://www.hult.edu/blog/benefits-challenges-cultural-diversity-workplace/

Zlatieva Mariia, Zlatieva Paraskoviia,
Fakultät für Gaststättenwesen, Hotelwirtschaft und Tourismus, Studienjahr 2, Gruppe 15a, Studiengang "Gaststättenwesen und Hotelwirtschaft",
Staatliche Universität für Handel und Wirtschaft, Kyjiw, Kyjiw, Ukraine
Wissenschaftliche Betreuerin: ***Malynovska Iryna,***
Lehrkraft des Lehrstuhls für Fremdphilologie und Übersetzung, SUHW

FREMDSPRACHLICHE EINFLÜSSE AUF DIE HISTORISCHE ENTWICKLUNG DER DEUTSCHEN SPRACHE

Die Geschichte der deutschen Sprache reicht bis ins 8. Jahrhundert zurück, als sich das Althochdeutsche als Sprache der germanischen Stämme im heutigen Deutschland, Österreich und der Schweiz entwickelte. Die Entwicklung der deutschen Sprache steht in engem Zusammenhang mit der Entwicklung der protogermanischen Sprache, die als Abkömmling der hypothetischen proto-indogermanischen Sprache gilt.

Der Einfluss von Fremdsprachen auf die Entstehung des Deutschen war im Laufe der Jahrhunderte beträchtlich. Insbesondere das Latein, das Französische und das Englische haben das Deutsche stark beeinflusst. Während des Mittelalters war das Latein die Sprache der Kirche und der Gelehrten, und es wurden zahlreiche lateinische Lehnwörter ins Deutsche übernommen. Auch aus der lateinischen Sprache wurden viele Wörter entlehnt, die Rechtsbegriffe bezeichnen, sowie ganze Rechtsgrundsätze [1]. Im 17. Jahrhundert hatte das Französische einen großen Einfluss auf das Deutsche, insbesondere in der Literatur und im höfischen Leben. Im 20. Jahrhundert wurde das Englische zur führenden Fremdsprache und hat zahlreiche englische Lehnwörter und Ausdrücke ins Deutsche gebracht. Aufgrund der wachsenden Popularität englischsprachiger Medien und der Verwendung von Englisch als Sprache der internationalen Kommunikation ist eine beträchtliche Anzahl von Wörtern, die aus dem Englischen entlehnt sind, in vielen Sprachen erschienen [2].

Latein. Wörter, die in den VI-VIII-Jahrhunderten in die deutsche Sprache entlehnt wurden, wurden so sorgfältig angepasst und verändert, dass sie sich jetzt praktisch nicht mehr von Muttersprachlern unterscheiden und nicht vorgeben, entlehnt zu sein. Zum Beispiel: schreiben – scrībere, die Straße – via strata, das Kloster – claustrum.

Französisch. Im Deutschen tauchen eine Reihe von französischen lexikalischen Lehnwörtern auf. Zum Beispiel: Appetit, Audienz und mit ihnen Wortbildung, Rechtschreibung, phonetische, morphologische Entlehnungen. So gibt es beispielsweise im Deutschen viele Wörter, die aus dem Französischen kommen und eine französische Aussprache haben, wie zum Beispiel "Gourmet" oder "Café". Wörter werden mit High Life, Mode und militärischen Angelegenheiten in Verbindung gebracht. Zum Beispel: die Armee – armé, die Garnison – garnison, elegant – élégant [3].

Italienisch. Entlehnungen aus dem Italienischen werden von Substantiven dominiert wie: die Bank, der Cappuccino, die Frikadelle. Wörter, die sich auf die Finanz- und Handelsbereiche beziehen: netto, brutto, das Risiko – risico [4].

Englisch. Ein weiterer großer Einfluss auf die deutsche Sprache kommt aus dem Englischen. Mit der Globalisierung und der zunehmenden Bedeutung des Englischen als Weltsprache haben viele englische Wörter und Ausdrücke ihren Weg in den deutschen Sprachgebrauch gefunden. Vor allem in der Technik, Wissenschaft und Wirtschaft sind viele englische Begriffe gebräuchlich geworden, die oft keine direkte deutsche Entsprechung haben. In den Bereichen Politik und Handel werden neue aus dem Englischen übernommen: die City, der Bankomat, das Meeting, der Ventilator, der Virtuose. Sowie Worte aus dem Journalismus und der Printproduktion: die Yellow Press, der Reporter, das Interview, der Comic. Das moderne Deutsch, was das gesellschaftspolitische Vokabular betrifft, wird aktiv mit neuen internationalen Wörtern, insbesondere solchen englischen Ursprungs, ergänzt. Zu dieser Wortgruppe gehören Abkürzungen, die in den Medien und im politischen Diskurs immer wieder verwendet werden und zu einem wichtigen Bestandteil des Vokabulars vieler Sprecher werden. Zu den Wörtern, die Teil der deutschen Sprache geworden sind, gehören beispielsweise Abkürzungen: die NATO, die UNO, die UN, die USA [3].

In diesem Zusammenhang ist es relevant, den Umfang der Entlehnung von Fremdwörtern in die deutsche Sprache abzuschätzen.

Unserer Meinung nach haben Lehnwörter einen erheblichen Einfluss auf die deutsche Sprache, erweitern ihren Wortschatz und bereichern ihre kulturellen und sprachlichen Sphären. Sie können die Ausdruckskraft der Sprache erhöhen, sie genauer und bequemer für die Kommunikation auf internationaler Ebene machen. Bei übermäßigem Gebrauch von Entlehnungen kann es jedoch zu einer Verzerrung der grammatikalischen und phonetischen Normen der deutschen Sprache kommen. Die Geschichte hat einen großen Einfluss auf die deutsche Sprache. Die Veränderungen, die sich in den verschiedenen Entwicklungsstadien der deutschen Sprache vollzogen haben, spiegeln die kulturelle, soziale und politische Geschichte Deutschlands wider. Historische Ereignisse, wie die beiden Weltkriege, beeinflussten die deutsche Sprache durch die Einführung neuer Wörter und Begriffe, die sich auf militärtechnische, politische und soziale Veränderungen beziehen. Kulturelle und literarische Traditionen beeinflussen auch die deutsche Sprache, einschließlich der Verwendung von Dialekten und regionalen Unterschieden in Wortschatz und Grammatik.

Insgesamt lässt sich sagen, dass die Geschichte der deutschen Sprache von einer Vielzahl von Einflüssen geprägt wurde, die zu ihrer heutigen Form beigetragen haben. Trotz der zahlreichen Veränderungen im Laufe der Jahrhunderte bleibt das Deutsche jedoch eine lebendige Sprache, die sich ständig weiterentwickelt und an die Bedürfnisse der heutigen Zeit anpasst.

Literaturverzeichnis

1. Lepuchowa N. I. Linguistik: Der Einfluss des Lateinischen auf die deutsche Fachsprache des Rechts. Staatliche Nizhensky-Universität, benannt nach Mykola Gogol. 2012. 106 S.

2. Deutsche Sprache: Alles über die deutsche Sprache und ihre Geschichte – Deutsch auf Ukrainisch. https://golernen.com/informatsiya-pro-nimechchynu/nimetska-mova/
3. Entlehnungen, Internationalismen und Fremdwörter im deutschen Wortschatz: Englische, französische und lateinische Lehnwörter im Deutschen. URL: https://vuzlit.com/837232/angliyskifrantsuzki_latinski_zapozichennya_nimetskiy_movi
4. Kiyko S. V., Kiyko Yu. Ye. Philologie. Journalismus: Einfluss der neuromanischen Sprachen auf die deutsche Sprache. Band 32 № 1. Jurij Fedkowytsch Nationale Universität Czernowitz, 2021. 189 S. URL: https://doi.org/10.32838/2710-4656/2021.1-1/33

Zlatieva Paraskoviia,
Faculty of Restaurant, Hotel and Tourism Business,
course II, group 15a, specialty Hotel and Restaurant Business,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Khmil Oksana,***
Lecturer of the Department of Foreign Philology and Translation, SUTE

USE OF MODERN INNOVATIVE TECHNOLOGIES IN TEACHING ENGLISH

English language teaching has evolved over the years with the emergence of modern and innovative technologies. These technologies have opened new doors in the world of language teaching, making it easier. English for Specific Purposes (ESP) is a type of language learning that focuses on teaching English for specific professional or academic purposes. This approach aims to equip students with the necessary language skills to communicate effectively in specific fields and situations. ESP also recognizes that there are both permanent and variable characteristics of a foreign language for specific purposes. Permanent characteristics include the specific vocabulary, grammar, and communication skills required for a particular profession or academic discipline. Variable characteristics include the context and situation in which the language is used, which may vary depending on the specific workplace or academic environment [1].

Innovative technologies in language lessons enhance student interest, engagement, and motivation. This leads to improved language skills, creativity, and critical thinking through independent creative work.

Artificial intelligence can be used in education. It is being increasingly used to develop intelligent learning systems, dialogue-based learning systems, research-based learning environments, automated writing assessment, and interview agents for students. AI in education is that it can provide personalized and adaptive learning experiences for students based on their individual needs and abilities. AI tools can also help identify areas where students may be struggling and provide targeted interventions to support their learning [2].

Learning through open data. Authenticity is a crucial factor in using shared data in education. This data should reflect real-world processes and situations, especially those relevant to professional work that have a tangible impact on society. By exposing students to this information, they can develop a stronger understanding of their local and global communities, identify potential issues, and take steps towards addressing them [2].

As digital technology continues to transform education, ethical considerations around the use of information have become increasingly complex. Issues such as ownership of data, interpretation of information, and protection of privacy must be addressed to avoid potential harm. To mitigate these risks, educational institutions should establish data ethics policies, obtain consent from students for data usage, and analyze student feedback to improve teaching systems.

Creating opportunities for students to develop their understanding of information use ethics is also important. Collaboration between institutes and universities can further increase the effectiveness of information exchange in the digital era. Overall, it is crucial for educators to prioritize ethical considerations when using digital technology in education to ensure a safe and productive learning environment for all [2].

In this connection it is urgent to use innovative technologies for implementation in the educational process in the study of the English language.

The purpose of the work is to examine contemporary pedagogical techniques for instructing and acquiring proficiency in the English language. It aims to uncover and illustrate the educational prospects associated with the utilization of inventive technologies for instructing and acquiring English language skills. In accordance with the formulated purpose, the tasks of this study are:

1) Analysis of new innovations in pedagogical process;
2) Introduction of innovative technologies in language learning;
3) Promotion of innovative technologies in all areas of pedagogy.

The object of research is innovative technologies and the subject of research is the opportunities provided by modern technologies.

The applied research methods are: complex data analysis of information sources, a systematic approach to the grouping of defining features, spread of innovative technologies and their usage.

In my opinion, if we consider and analyze the entire array and scale innovative educational technologies have become an excellent means of enhancing the learning process's efficiency. Information technology have several advantages over conventional teaching methods, allowing for customized teaching of various speech activities, encouraging individualized approaches, and enhancing student independence. Innovative technologies in education come with unique benefits, each with its own distinct advantages. Nonetheless, these approaches all share a common characteristic: a collaborative learning environment where students actively participate in the educational process alongside their teachers.

In conclusion, these technologies have the potential to enhance the learning process's effectiveness, encourage collaboration, and increase student participation, leading to greater engagement and motivation. The use of multimedia and information technology in language instruction allows for customized learning and an individualized approach to teaching. Moreover, incorporating innovative technologies in language education can improve students' computer skills and general cultural development, resulting in more well-rounded individuals. Overall, innovative technologies in language education hold significant promise for enhancing the learning experience and enabling students to master the English language as a living, creative process.

References

1. Use of modern innovative technologies in the process of learning English among students of non-philological specialties. Olha Reida. Kateryna Ivlieva. Dina Huliieva. URL: https://uej.undip.org.ua/index.php/journal/article/download/290/228/250
2. Balikova, C. (2021). Use of modern innovative technologies in teaching English. URL: https://ojs.ukrlogos.in.ua/index.php/interconf/article/view/11412

SECTION 4

INTERNATIONAL TRADE AND LAW

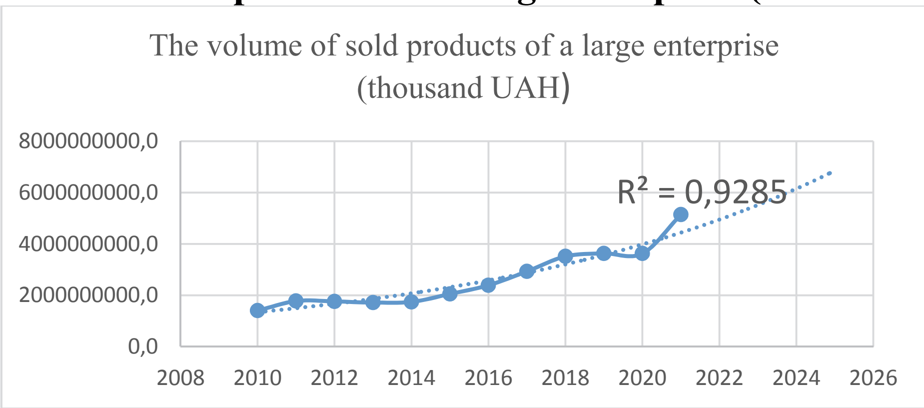
Asamova Daria,
Faculty of International Trade and Law,
course 2, group 3a, specialty International Economics,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology
and Translation, SUTE

CALCULATIONS OF THE VOLUMES OF THE SOLD PRODUCTS OF LARGE AND MEDIUM-SIZED ENTERPRISES IN 2022–2025

Every year, the State Statistics Service of Ukraine publishes indicators of enterprise activity, including the volume of sold products (goods, services) of enterprises by types of economic activity with a division into large, medium, small and micro enterprises [1]. In connection with the political situation in Ukraine, the coincidence and analysis of statistical data are significantly complicated. Currently, we officially have statistics up to and including 2021. The purpose of this work is to calculate the volume of sales of large and medium-sized enterprises in 2022–2025 using trend lines. The obtained data will serve as a comparative basis for actual indicators. Thus, gaps between actual and estimated values will indicate how the economic activity of enterprises suffered in war conditions. An exponential trend line was used to determine the values of future periods. The value of the reliability of the approximation varies from 92% to 95%, so there is a high probability of the reliability of the results obtained.

Picture 1

The volume of sold products of a large enterprise (thousand UAH)

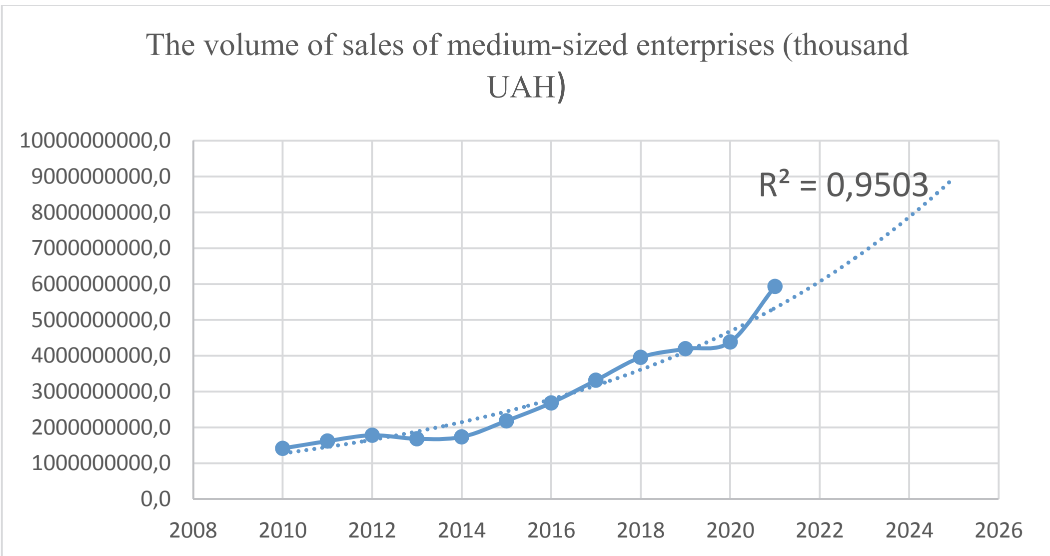


Source: developed by the author based on [1]

The actual figures will certainly be significantly lower because the full-scale war has put Ukraine's economy in an unstable position. Logistics routes have been affected, and now it is necessary to abandon supplies from/through the Russian Federation. The investment climate has worsened, and the costs of enterprises are only increasing: the purchasing power of Ukrainians has decreased, there was no electricity for some time, and also part of the territories became unusable due to active hostilities and occupation.

Picture 2

The volume of sales of medium-sized enterprises (thousand UAH)



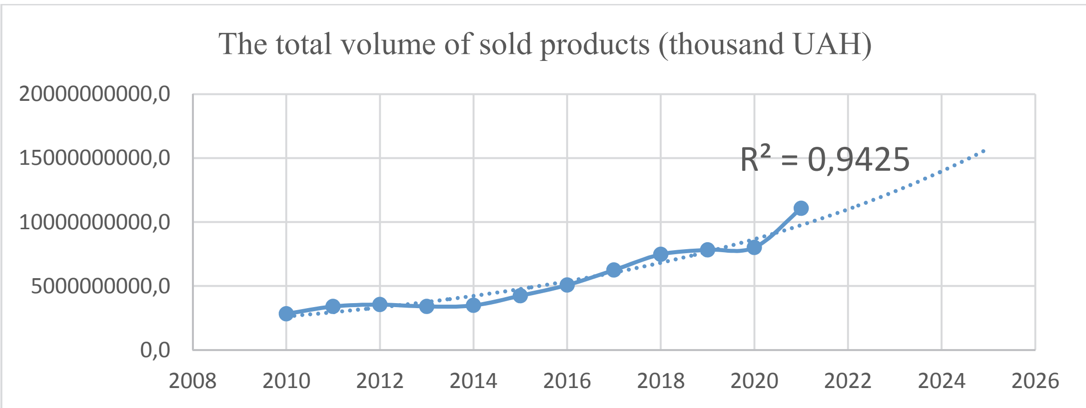
Source: developed by the author based on [1]

As can be seen from the diagrams, medium-sized enterprises are developing more rapidly. Compared to 2010, in 2021, the volume of production of a large enterprise increased by 3.7 times, and that of an average one by 4.2 times. These are basic indicators, with 2010 as the basis of comparison. Such indicators are determined by the fact that the state largely supports the development of small and medium-sized businesses. Also, Ukraine tends towards demonopolization. In addition, it is worth understanding that it is more difficult for a large enterprise to develop and revive its pace because it exhausts opportunities for further progress. Usually, large enterprises focus more on maintaining their existing position.

Indicators of the realized products of small and micro-enterprises are not suitable for linear, exponential, logarithmic and power functions, because the approximation reliability value is less than 0.85, so it is impossible to claim that the data will be reliable. On the other hand, small and micro-enterprises have almost no influence on the total volume of products sold, because over the past 12 years, their share has not exceeded 7.67% and every year it is decreasing: in 2021, the indicator reached 1.75%.

Picture 3

The total volume of sold products (thousand UAH)



Source: developed by the author based on [1]

Conclusions: in 2024, according to calculations, the volume of sales of large enterprises will amount to UAH 6,000 billion, which is 1.17 from the indicator of 2021, that is, it will increase by 17%. Similarly, the volume of sales of medium-sized enterprises will amount to UAH 8,000 billion, which is 1.35 times the figure for 2021, that is, it will increase by 35%.

References

1. Volume of sold products (goods, services) of large, medium, small and micro enterprises by types of economic activity (2010-2021). State Statistics Service of Ukraine. 2022. [Електронний ресурс]. URL: https://ukrstat.gov.ua/operativ (accessed: 25.03.2023).

Bichok Sofia,
Faculty of International Trade and Law,
course II, group 11, specialty Financial Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Soshko Oksana,***
Candidate of Philology, Associate Professor
of the Department of Foreign Philology and Translation, SUTE

WAYS OF EXPANDING AND STRENGTHENING THE STRATEGY OF IMPLEMENTING THE ELECTRONIC GOVERNMENT SYSTEM DURING MARTIAL LAW

Before the outbreak of a full-scale war in Ukraine, the development of e-governance was quite prudent and balanced, but the beginning of hostilities throughout our country accelerated and scaled up the process of creating new services that were not relevant before, but are extremely important today. That is why the Ministry of Digital Transformation of Ukraine had to deviate from its original plans to implement the Strategy for Digital Development in Peacetime in accordance with the requirements of the new realities of life. Given that a significant number of people are in the temporarily occupied territories, have lost their documents or have been forced to leave their homes, there has been a significant increase in demand for electronic services.

That is why the main goal now is to cooperate with national and international IT professionals in order to form a strong IT army for the defence and protection of our country in a short time.

The results of this work are as follows:

− Launching a crypto fund to raise funds for the military (category "Helping the Army") and humanitarian needs.

− Implementation of a mechanism for restoring critical infrastructure based on Telegram across Ukraine.

– Creation of the E-Enemy chatbot to collect information about saboteurs and track enemy equipment [1].

– Diia. Digital Education was launched on the basis of the Diia platform – a portal for teaching adults and children.

– Diia. Business, a platform for entrepreneurs, refugees and temporarily displaced persons from Ukraine working abroad, was launched [2].

– The eDocument application contains passport data and taxpayer cards, which is useful for those who have lost their documents during the forced evacuation or cannot access them [3].

– A unified portal for collecting donations to support Ukraine, UNITED24, was launched, increasing the number of charitable donations to support the army, healthcare, rebuilding destroyed infrastructure, raising funds for the drone army and supporting digitalisation.

– Launch of the Register of Damaged or Destroyed Property – the eReconstruction system.

– Implementation of Diia. ″Barrier-free″ was launched to improve the emotional state, accessibility and comfort of using benefits.

It is also worth noting Ukraine's integration into the European Union's Digital Single Market during martial law. In order to bring the provisions of national legislation closer to European requirements in the field of electronic trust services, on 1 December 2022, the Verkhovna Rada of Ukraine adopted a law on improving electronic identification. This document ensures the continuous maintenance of electronic signatures regardless of the termination of the activities of such signature providers and provides opportunities for remote online identification of a person without the need for physical presence when obtaining a qualified electronic signature. This will allow Ukrainians to use qualified signatures obtained in the EU to obtain services in Ukraine. It will also simplify electronic interaction with European partners when doing business [4].

Today, the Government of Ukraine already has its own promising digitalisation programmers and tasks to be implemented in the short term:

– Launching national mobile roaming throughout Ukraine.

– Fully restore the operation of the Unified State Open Data Web Portal and ensure that open data sets are published again.

– Enabling children to register for pre-school and school education through an electronic cabinet and an electronic queue. Obtaining an e-certificate for children of school education institutions (e-school and e-education systems).

– Creating a system for online marriage registration. Electronic register of registered marriages.

– Upgrading the Vulyk 2.0 software system to Vulyk 3.0, a software system for the automation of administrative service centres as a subsystem of the Electronic Interaction System of Executive Authorities.

It is also known that since 2016, the European Union has been supporting Ukraine's digital development and providing financial assistance in this area in the amount of more than EUR 50 million. Currently, there is a project supported by the EU, which runs from November 2022 to April 2025 – Digital Transformation for Ukraine (DT4UA).

However, despite all the fruitful work of the Ministry of Digital Policy of Ukraine, there are still a number of shortcomings that existed in peacetime and became more noticeable under martial law: lack of appropriate technical capabilities and access to the Internet; privacy protection issues; insufficient number of qualified IT personnel; imperfect legal framework that would be adapted to wartime and international standards; force majeure issues; low public awareness and, accordingly, distrust of electronic.

Thus, the imposition of martial law in the context of Russia's full-scale invasion of Ukraine has significantly affected the functioning of e-government tools, which has caused some restrictions and inconveniences for citizens and legal entities. However, it is worth remembering that most of these problems are related to security aspects and are not permanent.

In addition, in our opinion, the Government of Ukraine should pay attention to the following appropriate areas of development in order to minimise problems and obstacles in the field of digitalisation: developing digital interoperability based on the experience of European countries; working to promote e-government among the population; focusing on overcoming the problem of Internet accessibility; working to better protect electronic services and data privacy; and seeking sources of funding for projects to diversify them through profitable international grants.

References

1. Дія. Цифрова держава. Проєкти: веб-сайт. URL: https://plan2.diia.gov.ua/projects (дата звернення: 21.04.2023).

2. Мстислав Банік про кібервійну Мінцифри, нові послуги Дії і StarLink-інтернет: веб-сайт. URL: https://24tv.ua/pishetsya-istoriya-mstislav-banik-pro-kiberviynu-mintsifri-novi_n1909055 (дата звернення: 21.04.2023).

3. Про внесення змін до деяких законодаавчих актів України щодо забезпечення укладення угоди між Україною та Європейським

Союзом про взаємне визнання кваліфікованих електронних довірчих послуг та імплементації законодавства Європейського Союзу у сфері електронної ідентифікації: Закон України від 01.12.2022 р. № 2801-IX URL: https://itd.rada.gov.ua/billInfo/Bills/pubFile/976024 (дата звернення: 21.04.2023).

4. Федоров М. Цифровізація України: до, під час і після повномасштабної війни. Українська правда: веб-сайт. URL: https://www.pravda.com.ua/columns/2022/05/27/7348844/ (дата звернення: 21.04.2023).

Bozhko Dariia,
Faculty of International Trade and Law,
course I, group 2a, specialty International Economics,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zaitseva Iryna,***
PhD in Pedagogy, Associate Professor,
Associate Professor at the Department of Foreign Philology and Translation, SUTE

DEVELOPMENT OF E-COMMERCE AND ITS IMPACT ON INTERNATIONAL TRADE

Verkhovna Rada of Ukraine passed the Law «On Electronic Commerce» [1] in September 2015. It describes e-commerce as a for-profit relationship. These connections develop as a result of activities taken in connection with the purchase, modification, or termination of civil rights and obligations. They can be carried out remotely using information and communication systems, therefore the participants of these relations have rights and obligations of a property nature [1].

E-commerce in the narrow sense refers to business that is done over the Internet. In a spreading sense, this might be thought of as a type an entrepreneurial activity in the global network. And the activity that covers all commercial and financial transactions is e-commerce as a business sector. E-commerce is a business area that encompasses all commercial and financial operations. It is conducted through business processes associated with these operations and the worldwide Internet [2].

In terms of cost and speed, electronic data interchange over the Internet is more effective than the traditional method. Thus, users are able to exchange data, do financial calculations, and negotiate online. And the subjects of these relations might be people and organizations, financial institutions, companies that make goods and services, suppliers, and customers (buyers) [3].

The rise of electronic commerce has been aided by the widespread adoption of information and communication technology. All facets of market relations are covered by the information, technology, and technological capabilities currently available. Electronic commerce is now a necessary component of daily life at the current stage of social development. Positive growth dynamics are produced in the economy as a result of using its technologies [4].

The existence of a commercial agreement, the execution or conclusion of which occurs on the Internet, and the absence of physical participants should be highlighted while investigating issues related to electronic commerce. As a result, one person transfers ownership of a good or service to another. The following sorts of processes are included in electronic commerce: online marketing, Internet interactions with product providers, after-sales service, payment systems, logistics, and product delivery [5].

E-commerce has a lot of benefits. One of them is reduction brings down the cost of goods and services, which raises online sales. The utilization of contemporary data transmission methods has made commercial activities more practical. For instance, the procedure of exchanging papers is substantially streamlined: counterparties are supplied electronic versions of documents like prices, invoices, stock quotes, purchase orders, etc. rather than printed copies. The same thing is taking place in the area of electronic transfers (payments). Financial institutions play a part in crediting and debiting money from consumer accounts and have built an efficient interaction mechanism [6].

Medium- and small-sized enterprises can successfully compete with big multinational companies in worldwide trade because of electronic commerce. Small businesses that actively use the Internet in the US have experienced 46% faster growth than those that do not [7].

One of the factors driving the expansion of small Internet firms was the worldwide financial and economic crisis of 2008. There are significantly more initiatives with 10 or fewer participants now. Growth in this area continues despite the tendency for corporate activity to decline generally. This is because some young specialists decided to start their own businesses in the context of a general decline in commercial activity and a reduction in the population. Additionally, starting a business online doesn't involve a significant financial commitment. All enterprises find e-commerce to be appealing due to this benefit. Many businesses were driven to make drastic cuts in staff and spending by the crisis. Numerous companies were unable to afford costly advertising and commercials. The importance of the Internet has increased greatly in this regard. In addition, it happened because of the strong potential of sales prospects for services and goods [7]. The global economy is increasingly relying on e-commerce. However, macroregions vary in the rate of this direction's development. The Asia-Pacific region is the undisputed leader in this market. It outperforms North America (at the expense of China) in terms of turnover by a number of two. This tendency is mostly explained by Asia's favorable economic development and digitalization [8].

However, compared to the traditional market, the new one is less transparent and civilized. This is frequently a result of the nature of virtual technology. The worldwide nature of e-commerce, however, is both a significant engine of growth and a major barrier to the development of efficient financial and legal instruments to legalize the industry. Commodity-currency relationships can occasionally be challenging to control using the nation's standards and regulations. Regardless of jurisdiction, domestic and international online trade should be governed by the same standards. However, there isn't just one method of governmental regulation anymore. With the exception of the USA and a few other nations that have implemented market self-regulation, there is a definite tendency to embrace protectionist policies in many nations in order to stimulate national (domestic) producers and internet retailers [7].

The steady increase in Internet users, particularly those using mobile devices (tablets, smartphones), is the primary driver of development in the e-commerce industry [8]. In order to reduce the expenses of any processes and transactions that may be moved to the global network, it is also advised to take into consideration the overall worldwide trend toward the digitization of society. In order to reduce the expenses of any processes and transactions that may be moved to the global network, it is also advised to take into consideration the overall worldwide trend toward the digitization of society. Experts predict that China will continue to dominate the global e-commerce business, growing at a rate of 26% annually, mostly due to export retail sales. Growth rates are expected to be quite high in other developing countries: India (24%), Indonesia, and South Korea (over 20%). Demographics (big population) and mobile internet penetration are important market growth factors in these locations. E-commerce will have a big impact on the expansion of markets in developed countries like Japan, Germany, the United States, and Great Britain.

The growth and spread of electronic commerce have an impact on faster globalization and information sharing. One of the most significant worldwide trends in the growth of the economy and trade is the development of electronic commerce.

References

1. Закон України «Про електронну комерцію» від 3 вересня 2015 року № 675-VIII // Відомості Верховної Ради України. 2015. № 45. Ст. 410. URL: https://zakon.rada.gov.ua/laws/show/675-19#Text (дата звернення: 19.04.2023)

2. Статистичні дані дослідницького агентства «INSIDER INTELLIGENCE e-Marketer». URL: https://www.insiderintelligence.com/topics/industry/ecommerce-sales (дата звернення: 20.04.2023).

3. Царьов Р.Ю. Електронна комерція: навчальний посібник. Одеса: ОНАЗ ім. О.С. Попова, 2010. 112 с.

4. Ярова М. Що українці купують в інтернеті – дослідження TNS. URL: https://ain.ua/2015/04/03/chto-ukraincy-pokupayut-v-internete-issledovanie-tns (дата звернення: 18.03.2023).

5. B2C e-commerce as percentage of global GDP in Western Europe from 2009 to 2018.URL: https://www.statista.com/statistics/324588/b2c-e-commerce-as-percentage-of-gdp-western-europe/ (accessed: 13.03.2023).

6. Eurostat data: Share of enterprises' turnover on e-commerce. URL: http://ec.europa.eu/eurostat/tgm/table.do?tab=table&init=1&language=en&pcode=tin00110&plugin=1 (accessed: 17.03.2023).

7. Tirbakh L., Chaban G. Development Of The Electronic Trade Market In The World Economy And In The Acroeconomic Conditions Of Ukraine. *Економічний вісник університету.* 2020. Випуск № 46. С. 133–138.

8. Worldwide Retail and Ecommerce Sales: eMarketer's Estimates for 2016–2021. URL: https://www.emarketer.com/Report/Worldwide-Retail-Ecommerce-Sales-eMarketers-Estimates-20162021/20020 (accessed: 02.04.2023).

Cherenok Yulia,
Faculty of International Trade and Law,
course II, group 23, specialty International Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Yuvkovetska Yulia,***
PhD in Philosophy, Associate Professor of the Department of Foreign Philology and Translation, SUTE

THE IMPACT OF THE FIRST WORLD WAR ON THE DEVELOPMENT OF INTERNATIONAL LAW

War… It carries fear, shock, loss, and death. One of the largest of them is the First World War. 38 states took part in this bloodshed, as a result of which about 10,000,000 soldiers died. And it all started with just one shot.

On June 28, 1914, a student from Serbia, Gavril Princip, assassinated the Austro-Hungarian Archduke Franz Ferdinand. Most countries seemed to be waiting for an excuse to start a war. Here it is. Relations between the world's leading countries at the time were quite controversial. Uneven economic development, the arms race, the territorial redistribution of an already divided world, militarization, and the impossibility of resolving problems through diplomacy have all catalyzed the beginning of hostilities.

Two main military and political forces were formed: The Entente and the Triple Alliance. The former included Russia, France and Great Britain. The second includes Germany, Austria-Hungary and the Kingdom of Italy.

After the assassination of the archduke, Austria-Hungary issued an ultimatum to Serbia to punish the perpetrators of the murder and allow the Austro-Hungarian police into its territory. If Serbia refuses to comply, Austria will start a war. The country agreed to meet the conditions only in part, so confrontation was inevitable. Russia, like the entire Entente, sided with Serbia. A war has begun that will go down in history for a long time and will be remembered by many.

The fighting dragged on for four long years. There are many innovations, such as trenches, barbed wire, tanks, machine guns, snipers, steel helmets and chemical weapons, the creation of which humanity will feel for a long time. The scale of the territories in which the hostilities took place is simply astounding – about 2.5–4 thousand kilometers. About 21,000,000 soldiers were wounded and another 1,000,000 went missing [1].

The terrible bloodshed ended on March 3, 1918 with the signing of the Brest-Lithuania Peace Treaty between the Ukrainian People's Republic and the Fourth Alliance (Germany, Austria-Hungary, the Ottoman Empire and the Kingdom of Bulgaria).

The main provisions of the agreement were:

- Ukraine's withdrawal from the First World War;
- Establishing economic relations;
- Renewal of pre-war borders between Austria-Hungary and Ukraine;
- Germany and Austria-Hungary were obliged to help Ukraine in the fight against the Bolsheviks;
- Ukraine has committed to supply these countries with agricultural products.

As a result of the Brest-Lithuania Peace Treaty, Ukraine has become a subject of international law. It has finally come to be seen as an independent, equal state with rights and responsibilities.

Also important for the international law of the twentieth century is the Peace of Versailles, signed on June 28, 1919 between the victorious states: Great Britain, the French Republic, the United States, the Kingdom of Italy, Belgium and Japan, and the defeated German Empire [2].

The main provisions of the agreement:

- Germany was found guilty at the beginning of the First World War, lost the rights to all its colonies, it was inflicted damage and reparations to the Allies;
- Abolished conscription in Germany;
- The number of the land army could not exceed 100 thousand;
- Liquidation of the German General Staff;
- Change in service life: soldiers – 12 years, officers – 25 years;
- Ban on submarines and aircraft, heavy artillery and tanks;
- Military training in institutions was prohibited;
- Anschluss with Austria was banned for the formation of 1 state;
- The army was intended to maintain order inside Germany;
- The country had to extradite war criminals.

The Peace of Versailles is considered particularly humiliating and cruel. Many believe that it was he who led to the great social instability of Germany and the power of the Nazis.

We should also mention the Peace of Saint-Germain, which was adopted on September 10, 1919. It was also signed by the victorious states: The United States, Japan, Great Britain, Italy and France, and many other participants in the First World War, including Austria [3].

Substantive provisions:

- Austria-Hungary split into: Austria, the Kingdom of Hungary, Yugoslavia, Czechoslovakia;
- The name "German Austria" was banned;
- Austria recognized the independence of its former territories;
- Ban on Anschluss with Germany;
- Austria paid reparations to the victorious countries as a fishing fleet;
- Prohibition of its own navy and military aircraft;
- The army – no more than 30 thousand soldiers.

The Peace of Saint-Germain summed up the war for "German Austria" and witnessed the disintegration of Austria-Hungary. He created many new territorial problems and only intensified the discontent of the defeated states.

Also important for international law in the postwar period are the Neuilly, Trianon and Sevres peace treaties.

The Neuilly Peace Treaty was signed on November 27, 1919 with Bulgaria. Under his terms, the country lost the territory of Western Thrace and lost access to the Aegean Sea. The army – no more than 20 thousand military. Bulgaria must pay reparations within 37 years.

The Peace of Trianon was signed on June 4, 1920 with Hungary. Under the terms of the treaty, the country lost access to the Adriatic Sea, Hungary renounced all its former territories. Conscription was prohibited. Army – no more than 35 thousand. The country was obliged to pay reparations to the victorious states.

The Sevres Peace Treaty was signed on August 10, 1920 with Turkey. Under this agreement, the country lost its rights to Sudan, recognized the annexation of Cyprus, lost possession of Europe and the Arabian Peninsula, the Aegean islands. Army – more than 50 thousand. A capitulation regime remained throughout Turkey, turning it into a semi-colony [4].

Thus, the First World War greatly influenced the further formation of international law, relations between states and the division of territories.

References

1. Wikipedia: [Електронне джерело]. URL: https://en.wikipedia.org/wiki/World_War_I (дата звернення: 05.06.2023).

2. Wikipedia: [Електронне джерело]. URL: https://uk.wikipedia.org/wiki/%D0%9C%D0%B8%D1%80%D0%BD%D1%96_%D0%B4%D0%BE%D0%B3%D0%BE%D0%B2%D0%BE%D1%80%D0%B8_%D0%B2%D0%BF%D1%80%D0%BE%D0%B4%D0%BE%D0%B2%D0%B6_1919- (дата звернення: 05.04.2023).

3. Wikipedia: [Електронне джерело]. URL: https://uk.wikipedia.org/wiki/%D0%A1%D0%B5%D0%BD-%D0%96%D0%B5%D1%80%D0%BC%D0%B5%D0%BD%D1%81%D1%8C%D0%BA%D0%B8%D0%B9_%D0%BC%D0%B8%D1%80%D0%BD%D0%B8%D0%B9_%D0%B4%D0%BE%D0%B3%D0%BE%D0%B2%D1%96%D1%80_(1919) (дата звернення: 05.04.2023).
4. Всесвітня історія XX століття. URL: https://uahistory.co/book/world/6.html (дата звернення: 07.04.2023).

Chernov Oleksandr,
Faculty of International Trade and Law,
course II, group 3a, specialty International Economics,
State University of Trade and Economics, Kyiv, Ukraine,
*Scientific supervisor **Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology
and Translation of SUTE

INTERNET CONNECTION AS THE PRECONDITION FOR THE NATIONAL DEVELOPMENT

From the very beginning of its long, but impetuous development, the Internet penetration rate is a benchmark for all the countries to compare their connection to the global network that binds all the continents and countries. As more than half of the world's population – 60%, according to The World Bank– is deeply connected to the web, a question of the correlation between the economic, as well as social development and Internet coverage promptly arises [5].

Every country shows its very own pace of enlarging the internet network. This way, every third inhabitant in Africa and every fourth in South Asia have Internet connection, report The World Bank analysts [2], while people on the other continents, namely North America and Europe, can vastly use the World Web, comparing to the other continents, notes another source – Pew Research Center, an organisation based in the USA that provides a deep look into sociological and demographical problems [3]. In Europe, also stated in the report, the internet accessibility rate tends to be close to 80%, showing rapid annual growth and in North America it reaches an astonishing 89% which ensures that almost every person in these countries has regular and stable connection. According to the same institution, 72% of the population in the Middle East has network access, while in Latin America – 64%, in the Pacific region – 58%, and in Africa – only 25. This shows a great gap between all the countries and gives the ground for further extensive analysis.

So, these data provoke an important question to be discussed: the interconnection between the accessibility of the web and human development in a specific country. The researchers from the Indonesian Islam University endeavoured to find an answer to this problem, having issued the article that explored the current situation and gave future forecasts. According to Ahmad Pratama and Moneer Al-Shaikh, the researchers who work closely with the demographical data and sociological phenomenon, point out that there is a high positive correlation between the growth in the human development index and internet penetration in 2000-2010 (R = 0,82), while the other studied statistics shows moderate positive correlation coefficient, but it's still remaining on the high level (R = 0,72) [4]. Jonas Hjort and Camilla Sacchetto from The World Bank also specify that a high number of internet subscribers gives a chance to receive not only more information, but also information of great quality [2] which can theoretically lead to better learning opportunities, and this way improve human development index indicators.

In addition to the human development, the high internet rates give an opportunity for business to flourish, point out The World Bank researchers, as well as the scientists from McKinsey Global Institute [1, 2]. The first one clearly states that there is a positive impact of the Internet on the productivity of a firm as it can lower the administrative burden. Not only is it beneficial for the business, but also for the consumer as they have a larger product range and price-checking programmes instigating competition.

By all counts, and with proven results, the Internet can be called the moving force of our today's highly globalised world. Every country tries to enlarge its subscriber base at its own pace. The best results can be seen in the examples of North American and European countries, not so fast the Internet starts to appear in African and Asian countries. The rate of internet penetration also shows a positive correlation with the human development index, pointing at the importance of its implication into people's routine. Internet connection also gives numerous benefits to the business, as well as the consumer.

References

1. James Manyika, Charles Roxburgh. The Impact of the Internet on Economic Growth and Prosperity. McKinsey Global Institute, 2011. URL: https://www.mckinsey.com/~/media/mckinsey/industries/technology

% 20media%20and%20telecommunications/high%20tech/our%20insights/ the%20great%20transformer/mgi_impact_of_internet_on_economic_growt h. pdf (reference date: 08.04.2023).

2. Jonas Hjort, Camilla Sacchetto. Can Internet Access Lead to Improved Economic Outcomes? The World Bank Blog, 5th April 2022, URL: https://blogs.worldbank.org/digital-development/can-internet-access-lead-improved-economic-outcomes (reference date: 08.04.2023).

3. Pew Research Center, Jacob Poushter: Internet Access Growing Worldwide but Remains Higher in Advanced Economies. URL: https:// www.pewresearch.org/global/2016/02/22/internet-access-growing-world wide-but-remains-higher-in-advanced-economies/ (reference date: 06.04.2023).

4. Pratama, Ahmad & Al-Shaikh, Moneer. (2012). Relation and Growth of Internet Penetration Rate with Human Development Level from 2000 to 2010. Communications of the IBIMA. DOI: 10.5171/2012.778309. URL: https://www.researchgate.net/publication/264893520_Relation_and_Growth_of_Internet_Penetration_Rate_with_Human_Development_Level_from_2000_to_2010 (reference date: 08.04.2023).

5. The World Bank: Individual Using the Internet. URL: https:// data. worldbank.org/indicator/IT.NET.USER.ZS (reference date: 08.04.2023).

Cherniavskyi Ihor,
Faculty of International Trade and Law,
course II, group 3a, specialty International Economics,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign
Philology and Translation, SUTE

THE IMPACT OF TECHNOLOGY ON SOCIAL AND ECONOMIC STRUCTURES

Technology has fundamentally transformed the way we live and work, and it has had a profound impact on social and economic structures. From the rise of the gig economy to the increasing use of artificial intelligence, technology is changing the way we interact with each other and with the world around us. In this article, the various ways in which technology is affecting social and economic structures and what this means for individuals, businesses, and society as a whole will be explored.

One of the most significant impacts of technology on social and economic structures is the digital divide. The digital divide is the gap between those who have access to technology and those who do not. While many people in developed countries have access to high-speed internet, smartphones, and other digital technologies, millions of people in developing countries do not. This has serious implications for economic development, education, and social mobility, as those without access to technology are often left behind [1].

Furthermore, the digital divide can worsen existing inequalities, as those who lack access to technology are often from communities such as low-income families, people of color, and rural populations. To address the digital divide, governments and businesses must work in the direction of providing access to technology for all, regardless of income or location.

Another impact of technology on social and economic structures is the rise of the gig economy. The gig economy refers to the growing trend of people working freelance or short-term jobs, often facilitated by online platforms such as Uber, Lyft, and Airbnb. While the gig economy can offer flexibility and opportunities for individuals to earn money on their terms, it also presents challenges for workers and businesses.

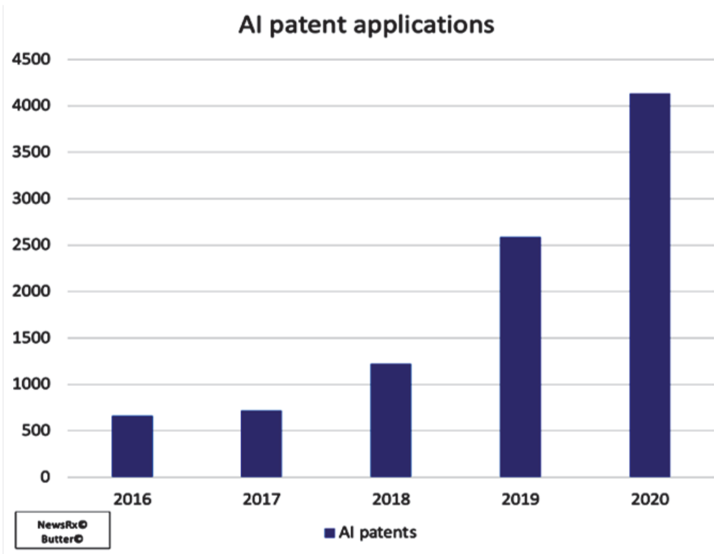
For workers, the gig economy can mean unstable income, lack of benefits, and little job security. For businesses, the gig economy can mean increased competition, legal challenges, and questions about worker classification. As such, policymakers need to consider how best to regulate the gig economy to ensure fair labor practices and protect the rights of workers.

Perhaps the greatest impact of technology on social and economic structures is the rise of artificial intelligence (AI). AI is already being used in a wide range of applications; from self-driving cars to virtual assistants and chatbots (Chat GPT and others), and its use is only expected to grow in the coming years. While AI has the potential to revolutionize industries and improve our lives in many ways, it also presents significant ethical and social challenges.

One concern with AI is the potential for job displacement, as machines and algorithms replace human workers in many industries. This could lead to increased inequality and social unrest if large numbers of people are unemployed. Additionally, there are concerns about the fairness and accountability of AI systems, particularly in areas such as criminal justice and finance. As such, policymakers, businesses, and individuals need to consider the ethical and social implications of AI and work to ensure that these technologies are developed responsibly and ethically.

Picture 1

AI patent applications for years 2016–2020



Source: https://ideas.newsrx.com/blog/six-graphs-about-this-year-in-technology-research

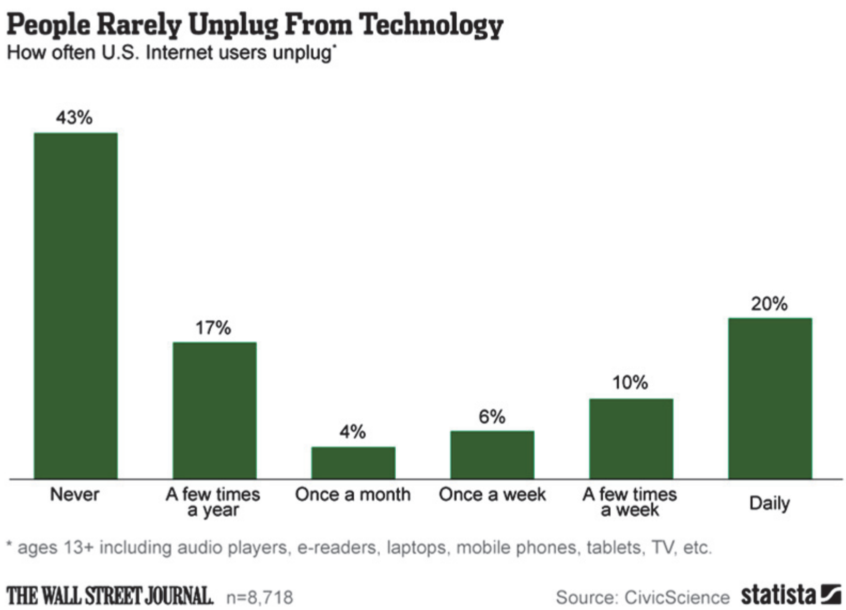
Technology has also had a profound impact on social structures, particularly through the rise of social media. Platforms such as Facebook, Twitter, and Instagram have fundamentally changed the way we communicate and interact with each other. While social media can be a powerful tool for connecting people and sharing information, it also has some drawbacks, especially for young people who may be vulnerable to the negative effects of constant online engagement.

To address these challenges, individuals, businesses, and policymakers need to work together to promote responsible and ethical use of social media. This can include measures such as education on digital citizenship and online safety, platform design changes to reduce the spread of misinformation and hate speech, and greater transparency and accountability from social media companies.

Some apps like Instagram and Tiktok also cause some serious effects on society. Due to its high stimulation content, it poses a big threat to the mental health of people. The videos that can be found on these platforms are often short, which makes a person switch to the next one very quickly, this action overstimulates the dopamine system, therefore the real world does not seem that interesting anymore. In my opinion, that is the main cause of depression or in some cases even suicide.

Picture 2

How many times people put devices off



Source: https://inlnk.ru/Vo59R6

As we reach the end, it is clear that technology has had a profound impact on our world, transforming social and economic structures in unprecedented ways. While we have seen many benefits from technology, we have also encountered significant challenges and risks that must be addressed. We cannot ignore the potential risks of technology, especially in the areas of privacy, security, and social interaction. Through education, regulation, and collaboration, we can harness the power of technology to create a more equitable world for all.

References

1. AI Patent Applications for Years 2016–2020 [Електронний ресурс] URL: https://ideas.newsrx.com/blog/six-graphs-about-this-year-in-technology-research (дата звернення: 12.04.2023).

2. How Many Times People Put Devices off [Електронний ресурс] URL: https://inlnk.ru/Vo59R6 (дата звернення: 12.04.2023).

3. The Digital Divide: Causes, Consequences, and Solutions. [Електронний Ресурс] URL: https://www.brookings.edu/research/the-digital-divide-causes-consequences-and-solutions/ (дата звернення: 12.04.2023).

Chernyshenko Kateryna,
course I, group 13, specialty International Relations and Economic Diplomacy,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleg,***
Candidate of Pedagogical Sciences,
Associate Professor of the Department of Modern European Languages, SUTE

IMPACT OF DIGITALIZATION ON CULTURAL DIPLOMACY

Cultural diplomacy is the practice of using cultural exchange, art, and other forms of expression to promote mutual understanding and cooperation between different cultures and countries. With the increasing digitalization of our world, cultural diplomacy has been transformed by the emergence of new digital technologies and platforms [1].

One of the most significant impacts of digitalization on cultural diplomacy is the democratization of cultural exchange. In the past, cultural exchange programs were largely limited to diplomats, government officials, and cultural elites. However, with the rise of digital technologies, cultural exchange has become more accessible to people around the world. Social media platforms, online video-sharing platforms, and other digital technologies have allowed individuals and organizations to share their culture and art with a global audience. This has facilitated the exchange of ideas and perspectives, creating a more inclusive and diverse cultural landscape. For modern Ukraine, in the context of the war, this has opened up the possibility of conducting a cultural front on the Internet, as Ukrainians can now independently disseminate their culture and fight for the correct representation in the media (comics, TV series, films, etc.), which obviously has a positive impact on the country's image. Thanks to digitalization, anyone with access to the Internet can participate in such diplomacy. For example, with the release of Atomic heart, a game from a Russian developer with a clear pro-communist agenda, Ukrainians managed to spread their message and get the game removed from most streaming services. Ukraine's Minister of Digital Transformation, Mykhailo Fedorov, was able to spread his call on Twitter and quickly found support among Ukrainians and other pro-Ukrainian people around the world [3].

Digitalization has also enabled the creation of virtual cultural exchanges. Virtual reality technologies, for example, allow individuals to experience cultural events and exhibitions from different parts of the world without physically being there. This has expanded the reach of cultural diplomacy, enabling people to engage with cultures and ideas that were previously inaccessible.

Digitalization became widespread in diplomacy with the onset of the pandemic in 2019. All events were transferred to the online format whenever possible. In turn, this required diplomats to be able to quickly adapt to new conditions. This task was best handled by those countries that had already been heavily influenced by technology in everyday life before 2019, such as South Korea.

Since one of the tasks of cultural diplomacy is to maintain a national image, showbiz stars and internationally renowned artists were quickly involved in cultural diplomacy.

South Korea was the first country to master the technology of holding international online concerts, which certainly had a good impact on the country's economy, as such events brought in a lot of money and once again showed the country as a modern country that boldly accepts the challenges of today.

The use of digital technologies has also increased the efficiency and effectiveness of cultural diplomacy. Diplomats and cultural organizations can now communicate and collaborate more easily and quickly, facilitating the planning and implementation of cultural exchange programs. Digital technologies also enable the tracking and analysis of cultural exchange programs, providing valuable insights into their impact and effectiveness [2].

It should be kept in mind that digitalization began to influence the conduct of cultural diplomacy long ago, as soon as computer technology became more widespread. The first achievements of digitalized cultural diplomacy that significantly influenced relations between countries include the well-known North Korean children's cartoon Hedgehog and Squirrel by SEC Studio, which began airing in 1977 and continued until the 10s of the 21st century. The subtext of the children's show is obviously political in the context of the confrontation between North Korea and South Korea, Japan and the United States in all its details.

However, digitalization has also brought challenges to cultural diplomacy. One of the main challenges is the risk of cultural homogenization. As cultural exchange becomes more accessible and globalized, there is a risk that cultural diversity may be eroded, and cultures may become diluted or assimilated. This highlights the need for careful curation and preservation of cultural exchange programs to ensure that they promote diversity and inclusivity [4].

Another challenge is the risk of digital divides. While digital technologies have facilitated cultural exchange, not all individuals and communities have equal access to these technologies. This may create barriers to participation in cultural exchange programs, perpetuating existing inequalities and exclusions

On the negative side, it can be said that cultural diplomacy has become more difficult for official bodies of states, since in the flow of diverse information, users do not always pay attention to information and cultural products created by the state and prefer foreign ones, which they consider to be of higher quality. In particular, this is an urgent problem for Ukraine, as it is difficult to raise the level of national consciousness of the population through cultural products, such as films or cinema, if the population by default perceives foreign products, such as American ones, as being of higher quality than domestic ones.

In conclusion, digitalization has brought about a significant transformation in cultural diplomacy, altering the way we interact with diverse cultures and ideas. Though digital technologies have made cultural exchange programs more accessible and efficient, they also come with obstacles that require attention. As we continue to navigate the digital sphere, it's crucial to guarantee that cultural exchange initiatives are curated and preserved in a manner that supports inclusivity, diversity, and mutual comprehension. It's important to address the challenges that arise in digital cultural diplomacy to ensure that global cultural engagement is accessible and inclusive for all, promoting mutual understanding and appreciation.

References

1. Матвійчук Н. В., Макарчук Б. Р. Діджиталізація публічної дипломатії Сполучених Штатів Америки за президентства Дональда Трампа. *Політичне життя*. 2021. № 2. С. 130–134. URL: https://doi.org/10.31558/2519-2949.2021.2.19 (дата звернення: 16.03.2023).

2. Шавель І. П. Дипломатія під час пандемії covid-19: її роль та наслідки у сфері дипломатії та міжнародних відносин. *Міжнародні відносини: теоретико-практичні аспекти*. 2020. № 6. URL: http://international-relations.knukim.edu.ua/article/view/218775/218426.

3. Bjola C., Cassidy J., Manor I. Public diplomacy in the digital age. *The Hague Journal of Diplomacy*. 2019. Vol. 14, no. 1–2. P. 83–101. URL: https://doi.org/10.1163/1871191x-14011032 (date of access: 16.03.2023).

4. Grincheva N. Cultural diplomacy under the ″digital lockdown″: pandemic challenges and opportunities in museum diplomacy. *Place branding and public diplomacy*. 2021. Vol. 18, no. 1. P. 8–11. URL: https://doi.org/10.1057/s41254-021-00237-z (date of access: 16.03.2023).

Chetvertak Mariia,
Faculty of International Trade and Law,
course 3, group 23, specialty International Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor Khmil Oksana,
Lecturer at the Department of Foreign Philology and Translation, SUTE

PREVENTION OF RELIGIOUS TERRORISM

Currently, the problem of religious terrorism is one of the most relevant and controversial in the international legal field. Some scholars equate religious, in particular Islamic, terrorism with international terrorism in general. However, this cannot be considered a correct statement.

First, not only Islam is involved in all terrorist acts committed on religious grounds. To a certain extent, terrorist attacks are present in other religions, such as Christianity, Judaism, Hinduism, etc. Second, the religious motive is not the only reason for the existence of international terrorism. Political, ethnic, ideological and other factors can also push certain individuals to commit crimes. It must be acknowledged that terrorist attacks committed on religious grounds are indeed striking in scale and consequences, which has a significant impact on international law and global security. However, international law doesn't distinguish religious terrorism as a separate type of crime; it, like any other type of terrorism, is considered in the context of international terrorism as a whole. That's why we will consider the international legal framework for combating and preventing international terrorism.

The international community has already developed certain effective legal mechanisms that help prevent terrorist attacks in advance, but new challenges require supplementation and improvement. The United Nations is the centre for the development of international legal instruments aimed at combating terrorism. With its assistance, a significant number of international treaties have been drafted and adopted. In general, the international legal framework includes documents of a universal and regional nature.

The following universal conventions form the legal basis for anti-terrorist cooperation:

− Convention on offences and Certain other acts committed on board aircraft, 1963,

– Convention for the suppression of unlawful seizure of aircraft, 1970,

– Convention for the suppression of unlawful acts against the safety of civil aviation, 1971,

– Convention on the Prevention and Punishment of Crimes against Internationally Protected Persons, including Diplomatic Agents, 1973,

– International Convention against the Taking of Hostages, 1979,

– Convention on the Physical Protection of Nuclear Material, 1980,

– Protocol for the Suppression of Unlawful Acts of Violence at Airports Serving International Civil Aviation, 1988,

– Convention for the Suppression of Unlawful Acts against the Safety of Maritime Navigation, 1988,

– Protocol for the Suppression of Unlawful Acts against the Safety of Fixed Platforms Located on the Continental Shelf, 1988,

– International Convention for the Suppression of Terrorist Bombings, 1997,

– International Convention for the Suppression of the Financing of Terrorism, 1999,

– International Convention for the Suppression of Acts of Nuclear Terrorism 2005 and others [1; p.98].

It's important to note that the UN defines the following objectives of its work in the first article of its Charter:

1. To maintain international peace and security and to that end to take effective collective measures.

2. To develop friendly relations among nations on the basis of respect for the principle of equal rights and self-determination of peoples, and to take other appropriate measures for the strengthening of universal peace.

3. To carry out international cooperation in solving international problems of economic, social, cultural and humanitarian nature.

4. To be a centre for coordinating the actions of nations in achieving these common goals [2; p. 7].

The UN Security Council is the body competent for the maintenance of peace and security. After the terrorist attacks of 11 September 2001, the international community started to work actively to counter terrorism. This resulted in the adoption of UN Security Council Resolution № 1373 in the same year. An important step was the establishment of the Counter-Terrorism Committee under this Resolution. It has a purpose to combine the efforts of different countries and international organisations into a single entity to detect the terrorist threat in a timely manner, as well as to improve the mechanism of information exchange, monitoring and preventive measures between countries.

In recent decades, it has become almost impossible to plan and execute a terrorist act without the use of weapons, explosives or objects. That's why, one of the features of international terrorism links with transnational organised crime, which actually controls the shadow market for such items. In contrast, the UN developed the Convention against Transnational Organised Crime and its Protocols in 2000. It also has a universal character, which is manifested in a wide range of measures aimed at preventing transnational organised crime. Among such measures are the establishment of an internal regime for regulation and control of the banking and financial sectors, as well as the prevention and detection of all forms of financial manipulation [3; p. 57].

Compliance with the established norms of international law largely prevents the spread of terrorism and reduces opportunities. The fight against terrorism must be based on consistency and unwavering determination. As practice shows, the effectiveness of countering terrorism directly depends on the accuracy of predicting potential terrorist attacks.

The UN General Assembly also adopted the Global Counter-Terrorism Strategy in 2006, which is still in force today. The content of this document is reviewed and modified every two years. The Global Counter-Terrorism Strategy provides for the following main areas of work of countries in the fight against terrorism:

1. Eliminating conditions conducive to the spread of terrorism.
2. Preventing and combating terrorism.
3. Strengthening the capacity of states to prevent and combat terrorism and strengthening the role of the UN system in this area.
4. Ensuring universal respect for human rights and the rule of law as a fundamental basis for the fight against terrorism [4; p. 32].

In view of the above, the religious motive isn't the only reason for the existence of international terrorism. That's why there is no legal regulation of exclusively religious terrorism, but it is carried out with the help of international documents aimed at combating international terrorism in general. It is carried out both at the universal and regional levels. Universal treaties are developed by the UN and its competent bodies. The legal framework includes numerous international conventions on combating terrorism in various fields.

It must be acknowledged that the creation of international law has significantly reduced the manifestations and opportunities of terrorism. Therefore, only simple comprehensive actions in the areas of prevention, detection, warning and response will help countries to strengthen both national and international security in general.

References

1. Волошина, А. Е. Міжнародний тероризм як глобальна проблема: авіаційний аспект. 2022. URL: https://dspace.nau.edu.ua/bitstream/NAU/55678/1/диплом%20fin%20%282%29.pdf (дата звернення: 01.04.2023).

2. Осадчук, Олександра Олександрівна. «Міжнародний тероризм як загроза національній безпеці.» (2022); с. 30; с. 32. URL: https://dspace.nau.edu.ua/bitstream/NAU/55659/1/ДИПЛОМ.pdf (дата звернення: 01.04.2023).

3. Шкребтієнко, А. Г. Особливості міжнародно-правового регулювання боротьби з тероризмом. *Міжнародне право: виклики сьогодення.* URL: https://knute.edu.ua/file/NzM1OQ==/b0c4aa391dda2434b93cbcf4756c7ebd.pdf#page=97 (дата звернення: 01.04.2023).

4. Charter of the United Nations. URL: https://unic.un.org/aroundworld/unics/common/documents/publications/uncharter/UN%20Charter_Ukrainian.pdf (date of access: 01.04.2023).

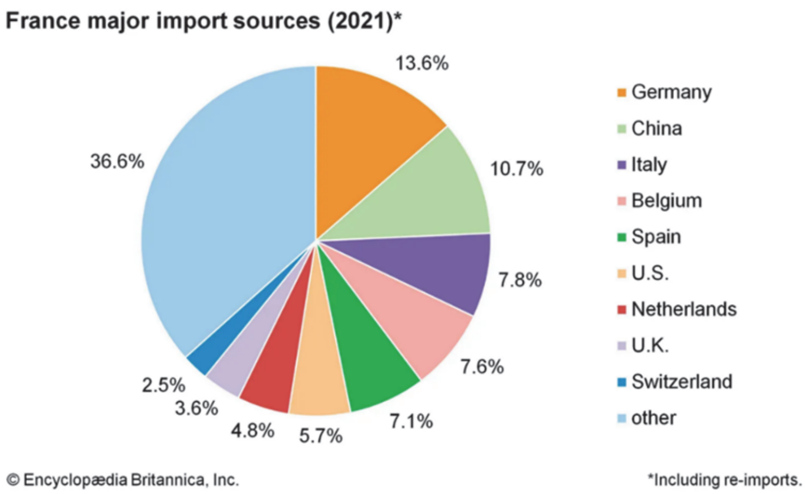
Deliierhiiev Artem, Dibrova Daria,
Faculty of International Trade and Law,
course I, group 7, specialty International Management,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zvarych Iryna,***
Doctor of Sciences (Pedagogics), Professor,
Professor at the Department of Foreign Philology and Translation, SUTE

IMPACT OF INTERNATIONAL TRADE IN THE MARKETS OF FRANCE, ITALY, GERMANY AND THE CZECH REPUBLIC

This article deals with international trade in the market of France, Italy, Germany and the Czech Republic.

France**,** a major global trading nation, has solidified its position as one of the top exporting countries worldwide, with exports accounting for over 20% of its GDP. The country boasts significant export markets in both industrial and agricultural sectors, ranking fourth in global trade behind the USA, Germany, and Japan. France's international trade relations have provided opportunities for employment and improved standards of living throughout Europe. Notably, the high satisfaction rate of consumers with French products is a testament to their quality. The integration policy

"French republican model" that appeared in the 60s the last century is well-known (Soriano & Cala, 2019) [1]. France also imports essential goods like equipment, chemicals, agricultural and industrial products like clothing and textiles. The country's foreign economic relations continue to grow, with the historical alliance between France and the US being one of the oldest and closest.



[2]

The diplomatic relations between the two countries date back to 1778 when they signed the Treaty of Amity and Commerce, the US's first-ever trade agreement.

The diagram in the picture [2] shows us the main sources of French imports for 2021, a share of which almost 14 percent is taken by Germany.

Italy has a rich history of trading and occupies a strategic position in the Mediterranean Sea, making it a valuable trading partner for Eastern Europe, North Africa, and the Middle East. Germany, France, the United States, the United Kingdom, and Spain are the top customers for Italian exports, which include high-quality goods manufactured in the country's innovative and specialized manufacturing sector. Italy's imports mainly consist of metal and engineering products, chemicals, vehicles, and minerals, primarily sourced from Germany, France, the United States, and the United Kingdom. As a major importer of energy, Italy relies heavily on oil from North Africa and the Middle East. Additionally, Italy is known for its production of luxury goods in the automotive, motorcycle, food, pharmaceutical, and packaging machinery industries. Italy is widely recognized and respected around the world for its contributions to the global market. The country is known for its exceptional food and wine, fashion and cosmetics, furniture, and design. Its economy relies heavily on foreign trade, particularly for the import of raw materials, especially energy sources. Therefore, foreign economic relations play a crucial role in the country's economy.

Germany is located in the central region of Europe, and has access to the sea and an extensive system of transport routes, because it is almost the most active participant in international trade in Europe. We all know about such well-known brands and brands as BMW, Adidas, Bosch, Fa, Hugo Boss, Puma, Nivea, Chanel, etc. German brewing and Bavarian sausages have become gastronomic symbols of the country; they are produced for export as well as other products. The country occupies a large share in the production of agricultural products in Europe and the world and actively exports them. Since the beginning of the war in Ukraine, Germany began to supply weapons and equipment to the Ukrainian army. The main world trade partners are Great Britain, Italy, France, the USA and the Netherlands.

The Czech Republic, as a member of the European Union, has very good market relations with many countries of the world. The main countries to which goods are exported are Germany, Slovakia, Poland, France, Austria, Italy, Great Britain, the Netherlands and Hungary. After the start of the war in Ukraine, the Czech Republic became one of the five largest suppliers of weapons to our country. The top exports in the country are: nuclear reactors, boilers, machines, equipment and mechanical devices; their parts, electrical machines and equipment, plastics, polymer materials and products from them, land transport vehicles, their parts and equipment, ferrous metal products. Also, the Czech Republic is known throughout the world for its beer, which accounts for a large portion of exports. The main trading partners of the Czech Republic are other EU countries, which account for about 72.4% of the country's imports. The country's geographical position, political situation, development of transport routes and culture made it an attractive partner in trade.

We looked at the economies of countries such as France, Italy, Germany and the Czech Republic and as *conclusion*, we can say that the German economy is the fourth largest in the world and accounted for one-quarter (24.7 percent) of the European Union's GDP in 2021 [3]. That makes it possible to characterize this country also as the most successful in international trade. France boasts the title of being the seventh-largest economy in the world, and following Germany and the UK, it is Europe's third-largest economy. Its robust manufacturing industry and ample agricultural resources are significant contributors to its economic stability. Based on the GDP (current US$), Italy held the eighth position in the world economy in 2021. Additionally, it ranked seventh in total exports and tenth in total imports. In terms of GDP (current US$), the Czech

Republic held the 45th position in the world economy in 2021, while it ranked 29th in both total exports and total imports. World trade is an integral part of economic development. Trade brings to the country the necessary products that it is unable to produce for one reason or another, and also leads to new cash flows to the country.

References

1. Germany – Country Commercial Guide. Market Overview. URL: https://www.trade.gov/country-commercial-guides/germany-market-overview (Last accessed:19.04.2023).
2. Iryna Zvarych, Alla Marushkevych, Yuliia Yuvkovetska, Olga Poliak, Liudmyla Levytska, Oksana Grynevych. Educational integration of forcibly displaced persons in the EU countries. *Apuntes Universitarios.* 2022. 13(1), 301–318. DOI: https://doi.org/10.17162/au.v13i1.1329 URL: https://apuntesuniversitarios.upeu.edu.pe/index.php/revapuntes/article/view/1329 (Last accessed: 19.04.2023).
3. Trade of France. URL: https://www.britannica.com/place/France/Trade (Last accessed: 19.04.2023).

Diachenko Mariia, Kryvonos Svitlana,
Faculty of International Trade and Law,
course I, group 8, specialty Civil Law and Procedure,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisors: ***Soshko Oksana,***
Candidate of Sciences in Philology,
Associate Professor of the Department of Foreign Philology and Translation, SUTE,
Podilchak Olha, Candidate of Sciences in Law,
Associate Professor of the Department of Legal Support of Business Activity, SUTE

IMPLEMENTATION OF THE RIGHTS OF IDPS

An internally displaced person (IDP) is a citizen of Ukraine, a foreigner or a stateless person, who is in the territory of Ukraine on legal grounds and has the right to permanent residence in Ukraine, intended to leave or leave his place of residence. as a result of or in order to avoid the negative consequences of armed conflict, temporary occupation, mass manifestations of violence, violations of human rights and emergency situations of a natural or man-made nature [1].

Today, 4,867,106 IDPs are officially registered in Ukraine, and according to international estimates, the number of internally displaced persons exceeds 7 million citizens. More than 4 million people registered for temporary protection in Europe [4].

In connection with the situation caused by the full-scale aggression of the Russian Federation against Ukraine, the number of IDPs has increased significantly. But since the beginning of forced migration, the state has taken significant steps to solve these problems. Among the main achievements in this area is the creation of a legislative framework, i.e., the Law of Ukraine "On Ensuring the Rights and Freedoms of Internally Displaced Persons", according to which the state granted displaced persons a special political and legal status, defining their rights, obligations and privileges. The only coordinating central authority responsible for the formation and implementation of state policy on IDPs (Ministry of Reintegration of Temporarily Occupied Territories), as well as the Unified Information Database on IDPs.

IDPs can exercise all the rights of a person and a citizen provided for by the legislation of Ukraine only if they have a certificate of registration. This certificate is a document that confirms the fact of internal displacement. In order to receive it, an internally displaced person must apply in person or through a legal representative with an application to be registered with the structural units for social protection of the population at the district state administrations. Also, such an application, if technologically possible, can be submitted through the Unified State Web Portal of Electronic Services.

Internally displaced persons in Ukraine have the right to participate in the election process on an equal basis with other citizens of the country. This means that they have the right to vote in general elections held in the region where they currently live or where they have been moved from. The legislation of Ukraine provides for special mechanisms that ensure the voting rights of internally displaced persons. For example, they can be registered in the voter list by their place of residence, or by the place from which they have been moved.

Ukrainian legislation does not allow restrictions on employment based on the status of an internally displaced person. This means that they cannot be refused work, only because of their status as a displaced person. By law, IDPs have the right to preserve their profession and qualifications. However, it must be taken into account that employment may be more difficult for such persons, as they may face such problems as lack of a confirmed work history, lack of references from a previous employer, and a change of residence.

The Ukrainian Constitution guarantees the right to education without any discrimination, including on the basis of place of residence. Internally displaced persons who have problems accessing education due to conflict and displacement can seek help from relevant services and authorities to access education. For internally displaced persons in Ukraine, there are special programs that promote their integration into society and help ensure their right to education. In particular, there are special secondary schools that provide education for internally displaced children and youth, as well as programs that provide opportunities for vocational education and professional development. Children who are internally displaced persons or victims of war and armed conflict and study in any pre-school, general education or vocational education institutions are entitled to free meals, regardless of the form of ownership and subordination of these institutions.

The Government of Ukraine cooperates with international organizations, such as the European Union, the United Nations and the Red Cross, to provide the necessary assistance to IDPs. In addition, the government develops and implements various programs to support IDPs, which include assistance in finding housing and employment, providing medical care and social support.

In general, the implementation of the rights of IDPs is an important component of the socio-economic development of Ukraine and the improvement of the quality of life of all its citizens. It is important to continue efforts to ensure the rights of IDPs and implement effective measures to improve their standard of living and their integration into society.

References

1. Закон України «Про забезпечення прав і свобод внутрішньо переміщених осіб» від 20.10.2014 № 1706-VII Ст.1 URL: https://zakon.rada.gov.ua/laws/show/1706-18#n5 (дата звернення 24.04.23).
2. Конституція України від 28 червня 1996 року Розділ II «Права, свободи та обов'язки людини і громадянина» Ст. 33, 53 URL: https://www.president.gov.ua/ua/documents/constitution/konstituciya-ukrayini-rozdil-ii (дата звернення 23.04.23).
3. Кухтик С.В., Деркаченко Ю.В. «Імміграція та адвокація прав біженців і внутрішньо переміщених осіб» Навчальний посібник 2018. С. 280–292

4. Міністерство з питань тимчасово окупованих територій «Мінреінтеграції звітує про роботу у 2022 році» опубліковано 10 січня 2023 року URL: https://minre.gov.ua/2023/01/10/minreintegracziyi-zvituye-pro-robotu-u-2022-roczi-2/ (дата звернення 22.04.23).

Hladyshko Tetiana,
Faculty of Restaurant, Hotel and Tourism Business,
course IV, group 19, speciality International Tourism,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Tryhub Inna,***
Senior Lecturer of the Department of Foreign Philology
and Translation, SUTE

DIGITAL MARKETING TRENDS IN THE TOURISM INDUSTRY

During the previous decade, the role of the presence of online marketing significantly increased and became an unavoidable part of every part of the economy. Still, the world is constantly changing, so businesses that want to stay profitable and successful need to learn how to forecast and adapt to new trends and tendencies in digital marketing.

Speaking about the tourism industry, it is a dynamic and competitive field that requires constant innovation and adaptation to keep up with changing consumer behaviors and technological advancements. Tourism businesses use social media as part of their digital marketing strategies to reach and engage with their customers, build brand loyalty and advertise.

In recent years, the industry has witnessed a significant shift towards digital marketing, driven by the increased use of smartphones, social media, and other digital platforms. This is demonstrated by the results of the following study made by Datereportal which shows that total quantity of social media users reached 4.76 billion in the beginning of 2023.It is equal to 59.4 percent of all the population on Earth. In addition, experts have estimated that about 92 % of internet users use social media almost every day [1]. This is why it is impossible to deny all the advantages that travel businesses can achieve if they develop their marketing strategy using social networks and other digital platforms.

A success story of an online marketing application is the promotion of the City of Hamburg brand through the transition from traditional forms of marketing to web-based advertising. After that Hamburg has become a major European tourist attraction due to using a range of such digital tools as marketing channels, including social media and online advertising. Hamburg is the second largest city in Germany and one of the most popular destinations in Europe, hosting about 6,2 million of visitors between January and November in 2022 [2].

Furthermore, online marketing has significantly revolutionized the tourism industry. First of all, it happened thanks to implementing an online booking system. According to Statista, in 2020, around 56% of all travel bookings were made online, up from 43% in 2017. This growth in online bookings has been largely driven by the rise of digital marketing channels, such as search engines, social media, and travel websites [3].

Secondly, social media platforms such as Facebook, Instagram, and Twitter have become essential channels for travel businesses to connect with potential customers. According to ″Demand Sage″, as of 2023, Instagram has over 1,3 billion active monthly users, and 75% of Instagram users take action, such as visiting a website or making a purchase, after seeing a post. This highlights the importance of social media marketing in the tourism industry [4].

Also, such marketing direction as SEO (Search Engine Optimization) if used correctly, can become a critical source of traffic for the businesses involved in travel and tourism. Because over 90 % of the potential clients are starting their search with a search query in Google.

After an investigation of numerous resources about 2022-2023 digital marketing trends, the most promising trends within the travel industry are the following: personalisation, MM (Social Media Marketing), virtual tours, AI-driven communication and some others.

Personalisation is a digital marketing trend that has gained significant traction in the tourism industry. It involves tailoring marketing messages and content to the individual needs and preferences of the customer. Personalization helps tourism businesses to create a more engaging and relevant experience for their customers, thereby increasing their satisfaction and loyalty.

Tourism businesses can use various tools to personalize their marketing efforts, such as email marketing, social media, and website personalization. For example, by collecting data on customer behavior and preferences, tourism businesses can send targeted email campaigns that offer personalized recommendations for travel destinations, activities, and accommodations.

Speaking about social media marketing, it will continue to make a significant impact on tourism businesses. Social media is an important tool of tourism marketing that can enhance the destination’s reputation. Given the above, tourism providers need to view social networking sites as a vital part of their marketing strategies. Kaplan and Haenlein found that through social media platforms tourist destinations contact prospective visitors at a relatively lower cost and at higher levels of efficiency when compared to traditional media tools [5, pp. 59–68]. It is evident from the literature that social media acts as the medium of interaction with substantial cost benefits to all the stakeholders [6, p.76].

Another digital marketing trend in the tourism business is the use of virtual tours. Virtual tours can be created using 360-degree cameras and can be shared on social media platforms, websites or booking platforms. This can help potential customers get a better sense of what the tourism business has to offer and can be especially helpful for those who may not be able to physically visit the location. To give an example, nowadays, many tour operators and travel agencies are using virtual tours during the sale process in order to introduce current offers to their customers.

One more digital tool in tourism is using of AI-driven communication. Almost all travel businesses aware of that powerful tool. Some examples of how Artificial Intellect can be used for communication in tourism include:

– Chatbots, AL-powered conversational interfaces that answer customer queries in real-time. They can be integrated into tourism websites or social media platforms to provide immediate support and assistance to customers;

– Voice assistants like Amazon`s Alexa or Google Assistant are used in hotels or travel accommodations to provide information about nearby attractions, recommend restaurants and suggest activities based on the customer`s preferences;

– AL-powered translation services are used to provide instant translations of customer queries and communication in different languages. However, this is helping tourists to overcome language barriers and communicate with locals in a more effective way [7].

To make a conclusion, with the rise of digital marketing tools, tourism businesses now have a much wider range of options to reach potential customers. For example, a tourism business could create targeted ads on social media platforms such as Facebook or Instagram, which can be specifically tailored to reach a certain demographic or geographic area. Additionally, they can use email marketing to keep in touch with past customers and offer promotions or updates on new products or services.

References

1. Chi Software, AI in Travel and Tourism: The Revolution Is Happening. Retrieved 29 March 2023 from: https://chisw.com/blog/ai-in-travel-and-hospitality/

2. Data Portal, DIGITAL AROUND THE WORLD. Retrieved 29 March 2023 from: https://datareportal.com/global-digital-overview

3. Joyeeta Chatterjee, Nigel Raylyn Dsilva. ″A study on the role of social media in promoting sustainable tourism in the states of Assam and Odisha″, p. 76.

4. Kaplan, A.M. and Haenlein, M. (2010), ″Users of the world, unite! The challenges and opportunities of social media″, Business Horizons, Vol. 53 No. 1, pp. 59–68.

5. Number of users in the Online Travel Booking market worldwide* from 2017 to 2023. Retrieved 30 March 2023 from: https://www.statista.com/forecasts/891342/number-of-users-in-the-online-travel-booking-market-worldwide

6. 71+ Instagram Statistics for Marketers In 2023 (Data & Trends). Retrieved 29 March 2023 from: https://www.demandsage.com/instagram-statistics/

7. TRBO, How Hamburg Moved from Traditional Destination Marketing to Strategic City Branding. Retrieved 28 March 2023 from: https://placebrandobserver.com/destination-marketing-city-branding-example-hamburg/

Kosarevska Alina,
Faculty of International Trade and Law,
course I, group 17, speciality International Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor Soshko Oksana,
Candidate of Sciences in Philology,
Associate Professor of the Department of Foreign
Philology and Translation, SUTE

CONTENT OF ADMINISTRATIVE LEGAL PROTECTION IN UKRAINE

Human civilization is developing in the globalized world in the conditions of the information society. Our state Ukraine cannot be aloof from these world processes, it has chosen the vector of its development aimed at the community of Europe, European values, and also strives to become a legal state with a civil society. Humanistic ideals create for the state aspects for the development of many aspects of social life, primarily in the legal field of our state. Administrative law, as one of the fundamental branches of public law, should contribute to these processes. All aspects of our existence need effective administrative and legal protection, primarily such as: life, honor, dignity of citizens, health, public order, state border, nature, animal and plant life, cultural heritage, etc. [2, p. 11].

Administrative-legal protection aims to regulate relations in matters of public administration (the word "administrative" comes from the Latin administratio – "management"). The task of administrative law is of great social importance. State power in the process of administration does not leave any sphere of public life unregulated, because everything must be in balance and under control, for the correct delineation of actions and the provision of equality in actions [1, p. 22].

The content of the subject of administrative and legal protection does not include issues related to the management activities of the public administration, which are developed using methods of encouragement and persuasion. Therefore, we cannot make doubtful comments regarding the thesis that the prevention of offenses and the restoration of violated rights, freedoms and legitimate interests of persons who are being considered by the state administration is a subject of administrative law, and this is precisely what forms the understanding of administrative-legal protection [2, p. 16].

The content of administrative and legal protection according to the methods of administrative activity of the public administration (the application of measures of administrative coercion) can be conditionally divided into three parts, or three more constituent aspects:

- the first aspect of administrative-legal protection is carried out by the public administration in the process of prevention and prevention of offenses: administrative-preventive protection or administrative-legal protection in the narrower sense;
- the second aspect of administrative-legal protection is carried out by the public administration in the process of restoring the violated right: administrative-legal protection, or administrative-legal protection in the highest sense;
- the third aspect is a combination of administrative-legal protection and the first and second levels, when the public management of the violated right is comprehensive and the restoration of the violated right: administrative-legal protection in the broadest sense [2, p. 23–24].

Thus, the content of administrative and legal protection consists in prevention, prevention of offenses and restoration of the violated rights and interests of individuals and legal entities.

References

1. Єлістратов А. Адміністративне право: Лекції (ред. та упоряд. В. Галунько, С. Діденко) Херсон, 2007. 268 с.
2. Єщук О.М. Адміністративно-правова охорона: теорія, практика та перспективи розвитку: монографія. Херсон, 2017. 396 с.

Kostykovych Sofiya,
Faculty of International Trade and Law,
course II, group 1, specialty International Economy,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nikolska Nina,***
Candidate of Pedagogical Sciences,
Associate Professor at the Department of Foreign
Philology and Translation, SUTE

THE RISK OF PROTECTIONISM AND TRADE WARS

As protectionist threats from the US administration and its trading partners have been followed by concrete measures, the risk of a trade war has increased sharply in 2018. There has been an increase in tension for some time, although they have eased somewhat on certain fronts, the risk of a new escalation is still high. The effects of the measures taken on the world economy and economic prospects for the euro area are expected to remain limited. If the trade tensions continue to grow, however, there could be significant adverse consequences. Economic sentiment has been affected by uncertainty in the area of protectionism and could be further reduced, threatening confidence and potentially triggering a larger impact on the world economy. The impact may also be enhanced by the complexity of interconnected international production chains.

In the last ten years, trade integration has slowed down. The process of integration into trade began after the Second World War. In the 1980s, with global trade in goods and services growing from 39% to 61% of world GDP, it picked up new momentum and enjoyed a golden age between 1990 and 2008. Since then, trade has slowed (to now 58% of world GDP), while protectionism has increased, driven by increasing non-tariff and, more recently, tariff barriers [2].

Trade and activities may be adversely affected by increased protectionism. Overall, the benefits of open trade are broadly endorsed by economists and there is a need to reduce the adverse impact it has had on some groups in society. The solution to this problem, however, is not by increasing trade barriers. The net economic benefits of this integration could be undermined by a withdrawal from trade integration. A turn away from protectionism might show the long-term advantages of stronger trade and investment relations while also disturbing international financial markets.

A new trend in trade process: trade wars. As was to be expected, protectionist notions grew after the Global Financial Crisis. Nevertheless, with the election of the new US president, these protectionist policies became a pretext for a trade war, particularly between the US and China. After the beginning of 2018, the Trump administration placed tariffs on several industries and particularly on Chinese goods. He justified the imposition of these tariffs by citing the bilateral trade deficit with China. Instead of unfair trade practices, the US's own macroeconomic policies are to blame for the trade deficit. [3] Consumption is essential to the US economy. In comparison to its trading partners, the US has extremely low savings rates. Hence, international saving fills the gap between saving and investment. This ultimately resulted in a trade deficit [1].

The likelihood that a trade war could spread to other countries and industries, much like the trade war experienced after the Great Depression, is the most terrifying fact. The tariff increases during that time greatly hindered trade and economic progress. Compared to that time, the world is now more connected. Parts of production are outsourced to various nations via global value chains (GVC). Also, today's financial linkages are more intricate. As a result, the cost of a trade war would likely be far more terrible.

Trade conflicts have major repercussions for the financial markets.

1) If manufacturing costs rise due to tariff increases, worldwide inflation would also rise, making monetary policy challenging. While some nations favor lower inflation and an appreciating currency, others prefer higher inflation and a depreciating currency. The other countries might also engage in the foreign exchange market to depreciate their currencies because a depreciated currency would provide the country a competitive edge. In this situation, a trade war would also involve a trade war. This would significantly lower the world's GDP [4–5].

2) As trade tensions increased, so did global uncertainty. Financial markets would suffer from global uncertainty. As investing in developing nations is regarded as dangerous, money would likely fly to safer climes.

The currencies of developing nations would decrease as a result. Foreign investors would view these countries as riskier if they had significant debt in foreign currencies; as a result, more capital would flow to safe havens. The weight of debt with foreign currency denominated would rise if the currencies depreciated. Furthermore, it would be more challenging to find funding given the pervasive uncertainty in the financial markets. In the worst instance, this process can result in a debt crisis [4].

3) Losses in sectors that were severely impacted by tariff increases would cause national stock markets to sag. By reducing aggregate demand, this would also have a positive wealth effect. Developed nations would likewise experience these consequences. Furthermore, the income and employment in wealthy nations will further decline due to the weak foreign demand of developing nations [4].

Given these costs, it is preferable to prevent trade wars and work to advance free trade. Trade disputes, though, appear to have causes that go beyond economic ones. They include political motives like the US attempting to preserve hegemonic dominance by undermining trade partners. So, developing nations, like Turkey, should be prepared for negative trade effects of political actions. The financial effects of these trade battles should be something we are conscious of. Developing nations should put the necessary mechanisms in place to protect foreign currency denominated debt in order to lessen the detrimental effects of the credit crisis.

References

1. *Ana Sayfa » DergiPark*. URL: https://dergipark.org.tr/tr/download/article-file/1012195 (date of access: 11.04.2023).
2. *Global Asset Management | Western Asset*. URL: https://www.westernasset.com/au/qe/pdfs/whitepapers/trade-wars-in-the-twenty-first-century-2018-08.pdf (date of access: 11.04.2023).
3. Public Responses to Foreign Protectionism: Evidence from the US-China Trade War – the Review of International Organizations. *Springer Link*. URL: https://link.springer.com/article/10.1007/s11558-022-09468-y (date of access: 11.04.2023).
4. Sectoral Impacts of Trade Wars. URL: https://deliverypdf.ssrn.com/delivery.php?ID=435099002092124082115093103074117107073086054036036018076114103116021120125018003109109126007076045021060025035115099020099012119089058007072097075087106064021125009082100126092073000121110025022068121093080094068096&EXT=pdf&INDEX=TRUE (date of access: 11.04.2023).

5. The Economic Implications of Rising Protectionism: A Euro Area and Global Perspective. *European Central Bank*. URL: https://www.ecb.europa.eu/pub/economic-bulletin/articles/2019/html/ecb.ebart201903_01~e589a502e5.en.html (date of access: 11.04.2023).

Kovtun Daria,
Faculty of International Trade and Law,
course II, group 15, specialty International Business,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nikolska Nina****,*
Candidate of Pedagogical Sciences,
Associate Professor of the Department of Foreign Philology and Translation, SUTE

NON-TARIFF REGULATION OF FOREIGN TRADE

Non-tariff methods of regulation are understood as a set of measures of a prohibitive and restrictive nature, which act for the purpose of protecting national producers, consumers and markets, as well as for the implementation of an effective national economic policy [3]. In global practice, states apply measures of non-tariff regulation in view of the economic, social, and political problems. Tariff and non-tariff methods of regulation were first proposed by the Secretariat of the General Agreement on Tariffs and Trade in the late 1960s. According to this Agreement, non-tariff methods of regulation are defined as "any actions, other than tariffs, that prevent the free flow of international trade." According to Art. 4 of the Customs Code of Ukraine, measures of non-tariff regulation of foreign economic activity are measures that are not related to the application of customs duties to goods that, in turn, move across the customs border of Ukraine, established in accordance with the law of prohibitions and/or restrictions aimed at protecting the internal market, public order and security, public morality, the protection of health and life of people and animals, the protection of the natural environment, the protection of the rights of consumers of goods imported into Ukraine, as well as the protection of the national cultural and historical heritage [4].

The leading countries in the use of non-tariff restrictions in world trade are the USA, Japan and the EU. The subjects, promoting the reduction of the use of non-tariff measures, are international organizations and multilateral international forums, including the World Trade Organization, the Organization for Economic Cooperation and Development, the Asia-Pacific Economic Cooperation, the UN International Conference on Trade and Development, and the UN Economic Commission for Europe.

In world and national practice, non-tariff restrictions can be classified into the following groups: quantitative, hidden, financial (Fig. 1) [6].

The EU is among the top three states and customs unions that lead in the number of anti-dumping investigations. Anti-dumping measures currently apply to approximately 0.5% of the total volume of goods imported into the customs territory of the European Union.

It has been confirmed by scientists that countries with a high level of income more often apply technical measures compared to non-technical ones.

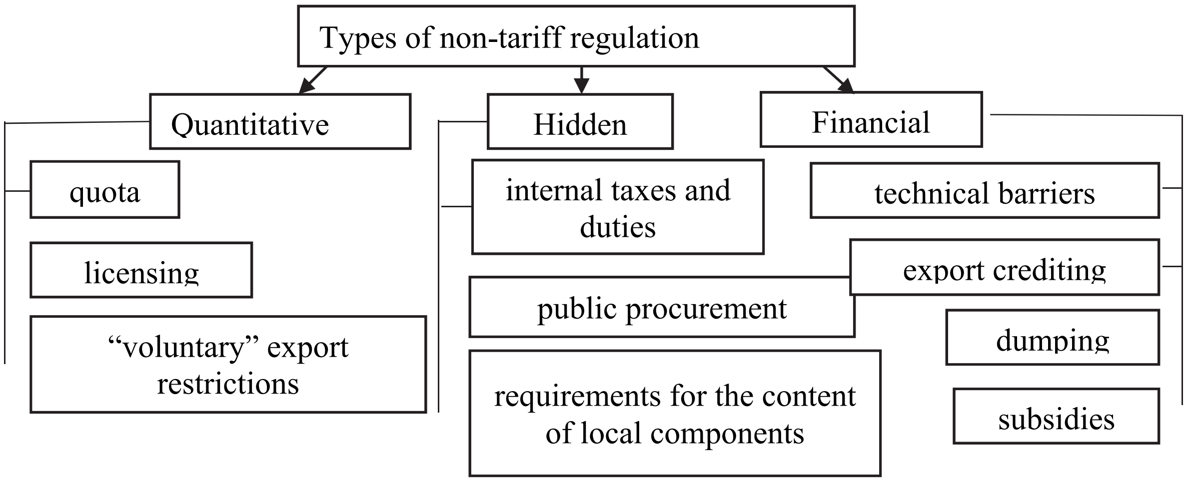


Fig. 1. Classification of types of non-tariff regulation

So, for example, the frequency index of the use of technical barriers in 2018 was 58%, quantitative 5% and price methods 1%. In developing countries, there was significant regional variation in the ratio of frequencies of use of technical and non-technical methods. For example, African and Latin American countries prefer technical protection measures, as the frequency of technical barriers was 37% in Africa and 30% in Latin America for the period of 2018, and the frequency of quantitative and price measures was lower: in Africa – 18% and 8%, respectively, in Latin America – 26% and 5%. In Asian countries, the use of technical barriers is inferior to non-technical ones: the use of technical methods occupied 11%, and the use of non-technical methods – 20% and 14%, respectively [5]. We come to the conclusion that developed countries use technical measures much more often and use non-technical measures significantly less compared to developing countries.

According to the data of the global database on measures of non-tariff regulation, the number of non-tariff measures used by different countries of the world for all product groups as of 2021 varied in four directions (Fig. 2).

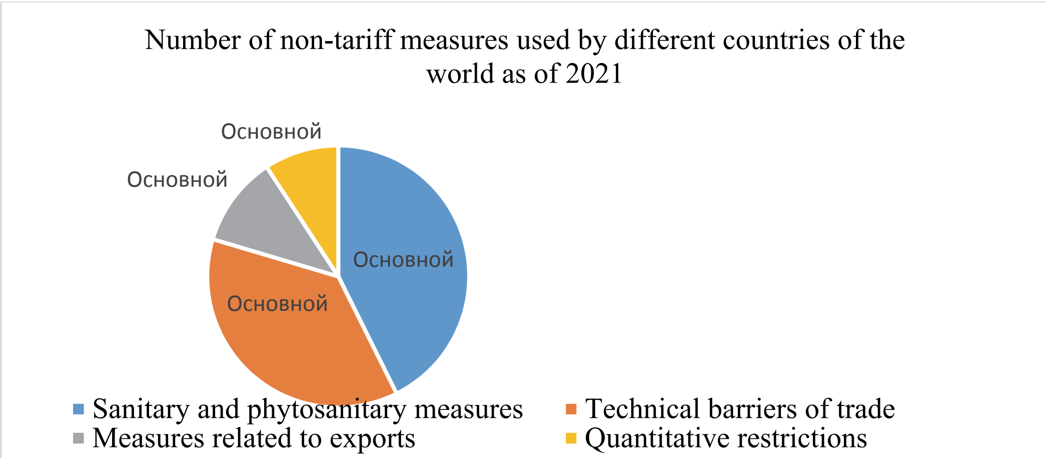


Fig. 2. Number of non-tariff measures used by different countries of the world as of 2021

At its current stage, Ukraine is creating an objective basis for in-depth integration into European markets, the characteristic features of which are high competitiveness and product saturation [1]. The practice of regulating foreign economic activity in EU countries shows that, despite the commitment to free market methods, which is expressed in a certain withdrawal of the state from direct intervention in the economy and a significant reduction in the use of customs and tariff instruments, the mostly hidden, use of non-tariff restrictions to protect national markets, in particular by members of the WTO [9].

It should be noted that there are a number of obstacles on the way to the further development of Ukraine's foreign economic relations with the EU countries, which limit the potential for economic growth of the parties. Today, there are still a number of tariff and non-tariff restrictions in trade between Ukraine and the EU. In the context of the COVID-19 pandemic, this trend has intensified, as a result, many other restrictive tools and support for domestic producers are in place [7].

So, how does it affect the Ukrainian market. The export markets of many countries will continue to use more and more new tariff and non-tariff restrictions. This situation will lead to the fact that imports of differentiated goods will look for open sales markets, such as Ukraine, where minimal or even zero import duty rates are applied to most imported goods, which, in turn, will make it possible to attract foreign investments to the Ukrainian economy. However, it should also be noted that the increase in imports will affect Ukrainian manufacturers, it will reduce the amount of products they sell on the markets. Therefore, in order to minimize these risks and protect the domestic market, it is necessary to think through an effective policy on the part of the state, while applying at least traditional means of trade protection – anti-dumping, compensatory or protective.

If the calculations in the GTAP system are to be believed, according to the provisions of the Law of Ukraine "On ensuring large-scale export expansion of Ukrainian manufacturers by means of insurance, guaranteeing and reducing the cost of export crediting" [2], the creation of appropriate institutional and financial state support for the effective realization of Ukraine's export potential, through the launch of an effective of the current Export Credit Agency, will contribute to the growth of GDP by 0.91%.

References

1. Експорт України до ЄС: вплив нетарифних заходів. URL: https://kse.ua/wp-content/ uploads/2020/02/eu-ntms_2020-02-18_new-1.pdf (дата звернення: 03.04.2023).

2. Закон України «Про забезпечення масштабної експортної експансії українських виробників шляхом страхування, гарантування та здешевлення кредитування експорту». URL: https://zakon.rada.gov.ua/laws/show/1792-19#Text (дата звернення: 05.04.2023).

3. Класифікація засобів нетарифного регулювання. URL: htps://eprints.oa.edu.ua/6982/1/48.pdf. (дата зверення: 03.04.2023).

4. Митний кодекс України № 4495-vi (2012). URL: http://www.zakon.gov.rada5.ua. (дата звернення: 09.04.2023).

5. Нетарифне регулювання зовнішньоекономічної діяльності. URL: http://elar.khmnu.edu.ua/jspui/bitstream/123456789/3363/1/%d0%a2%d0%b5%d0%bc%d0%b06.pdf. (дата звернення: 13.04.2023).

6. Нетарифні методи регулювання міжнародної торгівлі. URL: https://pidru4niki.com/15660212/ekonomika/netarifni_metodi_regulyuvannya_mizhnarodnoyi_torgivli, https://pidru4niki.com/18421120/ekonomika/prihovani_vidi_torgovelnih_obmezhen, https://pidru4niki.com/19240701/ekonomika/finansovi_metodi_torgovelnoyi_politiki (дата звернення: 12.04.2023).

7. Торгівля в епоху пандемії: до чого варто готуватися Україні. URL: https://sk.ua/uk/publications-uk/torgivlya-v-epokhu-coronavirus/ (дата звернення: 02.04.2023).

8. WTO (2021). All wto member countries: number of measures. URL: http://itip.wto.org/goods/Forms/GraphView.aspx (дата звернення: 28.03.2023).

Kushner Oleksandra,
Faculty of International Trade and Law,
course II, group 11, speciality Financial Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Soshko Oksana,***
Candidate of Sciences in Philology,
Associate Professor at the Department of Foreign
Philology and Translation, SUTE

COUNTERING HUMAN TRAFFICKING

Human trafficking is, without a doubt, one of the most pressing problems of our time. It is a crime of exploitation, which compromises both national and economic security, poses a threat to the well-being of various communities across the globe. It is an action (or a set of actions) with the purpose of exploiting the recruitment, transportation, transfer, concealment or receipt of people by threat or use of force or other forms of coercion, abduction, fraud, deception, abuse of power or vulnerability of the condition or by bribery in the form of payments or benefits for obtaining the consent of the person controlling [1, art. 3]. Control and exploitation of people is exactly what allows exploiters to make a profit.

The necessary aspect of countering human trafficking is remembering that it threatens the safety of public life in any country.

List of signs that together characterize the phenomenon of human trafficking:

- illegal recruitment
- transportation
- transfer
- sale
- adoption for commercial purposes, use in porn business
- use in military conflicts
- involvement in criminal activities
- transplantation or forced donation
- forced prostitution
- slavery and situations like slavery
- forced labor.
- debt bondage
- use of blackmail, threats, violence [2].

International law enforcement organizations play an important role in combating this phenomenon, examples of such organizations are Interpol and the OSCE. Interpol is an international legal organization that coordinates international police cooperation in combating criminal offences related to human trafficking. In 2003, the OSCE established the Bureau and the post of Special Representative for Combating Trafficking in Human Beings was established, which adopts a human rights and victim-sensitive approach [4].

In this day and age there certainly are numerous forms of counter this crime, however, legal regulation seems to be the most effective one. The UN Convention against Transnational Organized Crime and the Protocol to Prevent and End Trafficking in Persons supplementing the Convention are the main international instruments on which such a form of combating trafficking in persons as legal regulation is based [3]. Ukraine is a party to international acts on cooperation and prevention of human trafficking. Human trafficking was first registered in Ukraine's legislation as a criminal offense back in 1998. Criminal liability for such actions was established in Article 149 of the Criminal Code of Ukraine. It should also be noted that in 2012 the Law of Ukraine "On Combating Trafficking in Human Beings" was adopted, which provides for strict sanctions for this criminal offense.

It is quite challenging to find perfectly reliable statistics related to the issue of human trafficking, that is explained by the fact that the quality and the quantity of existing data tend to be hampered due to the illegal and secretive nature of the crime itself [6]. For this reason it should be noted that there is not enough recent research available at the moment, however, the statistics provided by the Ministry of Internal Affairs of Ukraine indicate that the number of crimes committed on the territory of the country is not large. In the first half of 2018, the National Police identified 186 facts of human trafficking, of which 108 were sexually exploited, the majority of the victims – 91 were women, and 49 men, nine minors, seven young children became victims. In 2017, 144 facts of human trafficking were recorded, 94 related to sexual exploitation [5].

Understanding the full scope and scale of the issue is even more difficult. While the exact numbers are unknown due to the nature of the crime, it is estimated that the number of people currently suffering from modern-day slavery is 40.3 million, 24.9 million of these are exploited for labour and 15.4 million are in forced marriages. It is also stated that 71% of trafficking victims are women and 75% of victims are over 18 years of age [7].

We are of an opinion that combating human trafficking is only possible in a case where the ″3P″ paradigm is applied – prosecution, protection, and prevention. Another crucial action that can help is familiarising communities with the present danger by spreading information, that includes all of the relevant up to date statistics.

Thus, having analysed current legislation of Ukraine and international acts on combating human trafficking, the conclusion that has been drawn is that in existing conditions an active fight is being fought agains the crime of modern slavery. Another point that can be made is there is always space for improvement, legislation not being an exception, developing new strategies of dealing with this issue and perfecting old ones is the way to success.

References

1. Конвенція Організації Об’єднаних Націй проти транснаціональної організованої злочинності від 15.11.2000; ратифіковано Законом України № 1433-IV від 04.02.2004. URL: https://zakon.rada.gov.ua/laws/show/995_789#Text (дата звернення: 25.03.2023).
2. Офіційний сайт Міністерства освіти і науки України. Протидія торгівлі людьми. URL: https://mon.gov.ua/ua/osvita/pozashkilna-osvita/vihovna-robota-ta-zahist-prav-ditini/protidiya-torgivli-lyudmi (дата звернення: 29.03.2023).
3. Постанова Кабінету Міністрів України про затвердження «Порядку встановлення статусу особи, яка постраждала від торгівлі людьми» від 23.05.2012 No 417 п. 9. URL: https://zakon.rada. gov.ua/laws/show/417-2012-%D0%BF#Text (дата звернення: 02.04.2023).
4. Протокол про попередження і припинення торгівлі людьми, особливо жінками і дітьми, і покарання за неї, що доповнює Конвенцію ООН проти транснаціональної організованої злочинності; протокол ратифіковано Законом України No 1433-IV від 04.02.2004. URL: https://zakon.rada.gov.ua/laws/show995_791#Text995_791#Text (дата звернення: 08.04.2023).
5. Радіо Свобода; Новини | Суспільство, стаття від 30 липня 2018 року. URL: https://www.radiosvoboda.org/a/news-torhivlya-liudmy-186-vypadkiv-za-pivroku/293980 26.html (дата звернення: 08.04.2023).
6. Stop the Traffic – registered charity blog. URL: https://www.stopthetraffik.org/what-is-human-trafficking/definition-and-scale/ (дата звернення 25.03.2023).
7. U.S. Department of State. About Human Trafficking. URL: https://www.state.gov/humantrafficking-abouthumantrafficking/#:~:text=This%20report%20also%20estimates%20that,an%20estimate%20for%20forced%20marriage (дата звернення 27.03.2023).

Lopatiuk Fedor,
Faculty of International Trade and Law,
course I, group 13, specialty International Relations,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleh,***
PhD in Pedagogics,
Associate Professor at the Department of Modern
European Languages, SUTE

POLITICAL BENEFITS OF STUDENT EXCHANGE PRACTICES: A COMPARATIVE STUDY

The world today is characterized by global interdependence, interconnectedness, and a high degree of complexity. The need for international cooperation and collaboration to solve complex global problems has never been greater. As such, student exchange programs have emerged as an essential tool for promoting international cooperation, cultural understanding, and diplomacy between nations.

The purpose of this article is to explore the political benefits of student exchange programs. This study will explore how student exchange practices can enhance diplomacy, promote cross-cultural understanding, and contribute to positive international relations.

Firstly, student exchange programs provide a platform for developing relationships and creating networks between countries. The personal relationships built between students during exchange programs can lead to future diplomatic ties between countries.

Secondly, political benefits of student exchange programs can be observed at different levels, including bilateral, regional, and global. For example, student exchange programs between neighboring countries can help to improve cross-border relations and cooperation. Similarly, regional student exchange programs can foster regional integration and collaboration. Furthermore, global student exchange programs can promote a more peaceful world by creating opportunities for intercultural dialogue and understanding.

Thirdly, student exchange programs help to promote a positive image of a country. The experience gained by students during the exchange program can create a favorable impression of the host country, which can improve the country's image globally.

The effectiveness of student exchange programs in promoting political benefits depends on various factors, including the quality of the program, the level of support from policymakers and institutions, and the engagement of the students. Therefore, it is essential to design and implement student exchange programs that are well-structured, inclusive, and sustainable to maximize their political benefits.

In addition to the benefits mentioned earlier, student exchange programs can also contribute to the development of soft skills that are essential for success in today's globalized world. These skills include intercultural communication, adaptability, problem-solving, and teamwork, among others. By providing students with opportunities to develop these skills, student exchange programs can enhance their employability and competitiveness in the global job market.

While the political benefits of student exchange programs are evident, there are also some challenges and limitations associated with these practices. For instance, some exchange programs may be too expensive or too selective, which can limit access to them for certain groups of students. Moreover, there may be cultural or political barriers that could impede the success of exchange programs, such as language barriers or political tensions between countries.

To address these challenges and ensure that the benefits of student exchange programs are accessible to all students, it is essential to adopt a more inclusive approach to designing and implementing these programs. This may involve offering scholarships or grants to underrepresented groups, promoting language learning, and addressing cultural sensitivity and awareness in the curriculum.

Furthermore, it is crucial to evaluate the impact of student exchange programs regularly. This will help to identify areas for improvement and to measure the success of these programs in achieving their intended outcomes. Evaluation can be done through surveys, interviews, or other forms of feedback from students, host institutions, and policymakers.

It is worth noting that student exchange programs are not a panacea for all political issues and challenges. However, they are an essential tool for building bridges and promoting mutual understanding and respect between nations. Therefore, policymakers and educators should continue to invest in student exchange programs as part of their broader efforts to promote international cooperation and diplomacy.

Student exchange programs have become a crucial tool for promoting international cooperation and diplomacy between nations. The political benefits of student exchange practices are evident in the relationships and networks that are built, the opportunities for dialogue and mutual understanding, and the positive image that is created for the host country. Therefore, policymakers and educators should prioritize the promotion of student exchange programs to promote international cooperation and foster a more peaceful world.

References

1. Altbach, P. G., & Knight, J. The Internationalization of Higher Education: Motivations and Realities. *Journal of Studies in International Education.* 2007. 11(3-4). C. 290–305.
2. Bailey, S., & Reynolds, R. The impact of study abroad on political ideology: An analysis of the relationship between international education and political orientation. *Journal of Studies in International Education*. 2018. 22(2). P. 160–176.
3. Bureau of Educational and Cultural Affairs International Education Exchange. 2020. Retrieved 5 April 2023 from https://eca.state.gov/programs-initiatives/international-education-exchange
4. Bushway, D., Strobl, S., & Givens, J. Study Abroad and Political Tolerance: Evidence from a Natural Experiment. Political Science Research and Methods. 2019. 7(2). P. 309–325.
5. Callahan, W. A. Cultural Governance and Chinese Soft Power. *European Journal of International Relations*. 2004. 10(4). P. 647–674.
6. Knight, J. Cross-Border Education: Trends and Issues. Paris: UNESCO. 2006.
7. Montgomery, K. The impact of study abroad on political knowledge, skills, and attitudes: A comprehensive review and meta-analysis. *International Journal of Intercultural Relations*. 2018. P. 66, 77–94.
8. Yamada, M. Building Bridges: Exploring the Impact of Study Abroad on Japanese Students' Perceptions of Americans. *Journal of Studies in International Education*. 2013.17(4). P. 383–401.

Lychak Anastasiia,
Faculty of Trading and Marketing,
course II, group 23, specialty Logistics Activity,
State University of Trade and Economics,
Kyiv, Ukraine
*Scientific supervisor **Fokina-Mezentseva Kateryna,***
Doctor of Sciences in Economics,
Professor of the Department of International Management, SUTE

ACTIVITIES OF SUBJECTS OF FOREIGN ECONOMIC ACTIVITY DURING CRISES

First of all, in the legislation, foreign economic activity is defined as the relationship between the subject of economic activity of Ukraine and the subject of economic activity of a foreign state on the territory of Ukraine or outside its borders [1, c.377].

The term crisis means a sharp break, a difficult transitional state, an extreme point of decline, an acute lack, inconsistency.

In economics, the term "crisis" became widespread and defined primarily in connection with the development of the concept of cyclical development of economic systems, which belongs to the fundamental components of the categorical apparatus of economic theory and has been the object of research of various scientific schools and areas of economic science for more than a hundred years.

Foreign trade is one of the fundamental types of foreign economic activity, which consists in the sale and distribution of goods abroad, the purpose of which is to ensure the growth of the integration of the world economy. Melnyk T. in his writings emphasizes that the latter ensures the connection between the producer and the consumer in the context of the development of international cooperation. Apart from therefore, foreign trade is an important lever for establishing the national economy of Ukraine, and its further expansion will ensure competitive advantages in the foreign market [2, c. 162].

Having considered the trends in the development of Ukraine's foreign economic activity, we can trace a number of factors that negatively affect this process. Such factors include: instability of domestic politics; lack of a single national mechanism for implementing the tasks of international integration; import dependence of energy carriers; a small number of foreign investments; export operations depend to some extent on the management mechanism foreign economic relations; high level of competition in the foreign market; low level of efficiency of export of goods, weak budget system, etc. [3, c. 114].

In 2020, one of the main factors affecting economic processes was the spread of the COVID-19 pandemic, which affected almost all countries of the world. As a result of the pandemic, there have been significant changes in the daily life of many states of the world, including Ukraine: a state of emergency has been introduced in countries as a whole or in individual regions or spheres; almost all countries have implemented sanitary and epidemiological measures (quarantine zones, temperature checks, cancellation of mass events, closure of educational and cultural and entertainment institutions); restrictions on exit/entry to countries and movement within countries are established; the role of public administration in emergency conditions has been strengthened; labor activity restrictions are established; new remote forms of work and education were introduced. Such unprecedented steps caused a slowdown in economic development in the countries of the world, including the EU: in the II quarter of 2020. Reduction of GDP compared to the corresponding period of 2019 in Germany was 11.7%, Spain – 22.1%, France 19.3%, Austria – 12.8%, Lithuania – 3.8%. According to the US Department of Commerce, the US economy in the second quarter of 2020 fell by 32.9% in terms of annual rates [5, c. 6].

An economy at war must function under wartime laws. The imposition of martial law on the territory of Ukraine necessitated transformations in the processes of foreign economic activity. After all, the success of any business depends on the conditions that will be created for its development in the external environment, and the role of the state in regulating and supporting foreign economic activity. It is the state that creates the «rules of the game» which are reflected in the legal norms adopted by the state and which market participants must comply with.

Of course, the state is trying to save the national economy in the conditions of the new reality by introducing certain innovations in the field of legal regulation of foreign economic activity. The main directions of these innovations are [4]:

- restrictions on trade with russia and belarus;
- simplification of economic activities by reducing the number of required permits during martial law;
- regulation of the list of goods that are subject to licensing and quotas during the implementation of foreign economic activity during martial law. The introduction of martial law in Ukraine primarily affected licensing and quotas for export (for some goods, export was prohibited);
- simplification of customs clearance for various groups of goods, which are necessary both to provide the Ukrainian army with additional protective and military equipment and to provide civilians with food, medicine, and other humanitarian aid;
- reduction of deadlines for settlements under export and import transactions from 365 days to 90 days;

During wartime, changes in the legislation are introduced quite actively: current legal norms are canceled and new ones are established in order to respond quickly to the challenges that exist in the field of foreign economic activity in Ukraine during the war.

In conclusion, it is worth noting that for foreign economic activity of enterprises is an integral component of economic activity, which, with the correct use of the system of modern methods of international cooperation, can positively affect the efficiency of production, which will increase the level of competitiveness on the international market. Foreign economic activity is undoubtedly the main lever of the economic development of both individual regions and the country as a whole.

References

1. Бебік. Т. Зовнішньоекономічна діяльність в умовах війни. URL: https://biz.ligazakon.net/analitycs/210611_zovnshnoekonomchna-dyalnst-v-umovakh-vyni (дата звернення: 03.04.2023).

2. Дергачова Г.М., Пінчук О. В. Підвищення ефективності зовнішньоекономічної діяльності підприємства. С. 114–115 URL: http://confmanagement.kpi.ua/proc/article/view/201167 (дата звернення: 01.04.2023).

3. Закон України «Про зовнішньоекономічну діяльність» 1991. № 29. ст. 377. URL: https://zakon.rada.gov.ua/laws/show/959-12#Text (дата звернення: 01.04.2023).

4. Сало М.Д., Шовкопляс Г.М. Наукова доповідь «Проблематика зовнішньоекономічної діяльності», С. 160–164. URL: https://ndipzir.org.ua/wp-content/uploads/2021/Conf_ 21.05.2021/Conf_21.05.21_30.pdf (дата звернення: 02.04.2023).

5. Україна: вплив COVID-19 на економіку і суспільство: консенсус-прогноз. С. 6. URL: https://www.unicef.org/ukraine/documents/consensus-report (дата звернення: 01.04.2023).

Lytvyniuk Anna,
Faculty of Trade and Marketing,
course II, group 23, specialty Entrepreneurship,
Ttrade and Exchange Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Fokina-Mezentseva Kateryna,***
Doctor of Economic Sciences, Associate Professor,
Professor of the Department of International Management, SUTE

ENTRY OF UKRAINIAN ENTERPRISES TO FOREIGN MARKETS

With the beginning of the full-scale invasion of Russia on the territory of Ukraine, many domestic companies saw a decrease in demand for their products in Ukraine, which led some businesses to make a decision to exit or increase the sale of goods and services on European and world markets, because the international market is a place of new opportunities for companies and their owners. To do this correctly and with minimal risks, those who want to expand the sales market abroad need to orientate yourself in foreign economic activity or use the help of professionals (for example, business consultants) [7].

According to the authors, most companies at the first stage are faced with the problem of choosing a target market or a group of markets, that is, where to conduct business, and ignorance of the rules of competition on the world market, which as a result leads to the rapid decline of this idea.

First of all, it is necessary to structure the activity of the enterprise in order to analyze and determine whether the business model is profitable, transparent, efficient, protected and ready for significant expenses [2, 4]. When choosing a way to enter foreign markets, the organization of the company's international activities involves determining the purpose of the enterprise, the scope of activity, the nature of the product, and intentions to control sales. There is a belief that making the right plan is at least 60% of success. This process can consist of the following stages [1]:

1) making a decision on choosing a foreign market/markets;

2) assessment of regional markets based on selected strategies;

3) specification of goals for each market;

4) development of an export strategy for entering foreign markets, so as not to get lost and focus on one's own actions [3];

5) checking the "previous item" and finding potential customers, because this is an extremely important aspect when talking about sales and real contracts, thanks to which profits will be made;

6) adaptation of the global marketing strategy to the specifics of individual countries.

To determine the country where it is planned to do business, it is always worth investigating each national market separately, starting from the macro level and ending with the profitability of logistics costs. It should be remembered that priority in any market will be given to the domestic manufacturer in order to protect them from the "influx" of foreign traders. A striking example is the ban on the import of grain to Romania from Ukraine, where the government cited protection as one of the reasons for refusing to import food from Ukraine [7].

The methods of geographical expansion of the company's trading area to the market of a certain country will differ among themselves depending on whether the company exports products manufactured by it in its own market (in this case, on the territory of Ukraine), or creates a production unit in a foreign market [6].

A relatively quick and cheap way of bringing products to the market of another country – indirect export – is carried out through a trademark [5]. An example can be the Ukrainian confectionery company "Yarych", the main producer of PETIT BEURRE cookies for the international retail

Logotype of the confectionery company "Yarych"

chain ″Carrefour″ (trademark Cookies Place), Auchan, the Polish chain of discount stores ″Biedronka″ (trademark Bonitki) and others.

Companies like "Yarych" should follow their example, as the company chose the cheapest and least risky way of implementing foreign economic activity. With indirect export, the company does not directly participate in international trade, that is, it does not create special divisions, does not attract additional funds (which is extremely profitable) and human resources. In this case, there is no need to compete with many manufacturers, because goods are sold through international trading companies abroad that have a good reputation, high customer trust and control sales networks in different regions [4]. With relatively small production volumes of the enterprise, indirect export is, in our opinion, a profitable solution, because the cost of developing a new market is low and, provided the products are of high quality, it is not difficult to find a partner.

In conclusion, we would like to note that first of all, it is necessary to select the foreign market in stages with the selection of the most important criteria at each stage of the planned actions. Currently, companies that are just starting to enter the foreign market have a whole set of support tools – from foreign market analytics, educational events, consulting and foreign partner retrieval ways to grants from the state and donor organizations. The Board of Company, when making management decisions regarding this or that foreign market, should carefully approach the procedure, because the future of the company and the reputation of not only business owners, but also the whole of Ukraine on the world stage depend on it.

References

1. Касян С. Я. Маркетингова взаємодія підприємств у площині глобальних інформаційних потоків. *Вісник Національного університету «Львівська політехніка» Менеджмент та підприємництво в Україні: етапи становлення і проблеми розвитку.* 2019.
2. Кісь О.П. Формування стратегії зовнішньоекономічної діяльності підприємства: Автореф. дис... канд. екон. наук: 08.06.01 / О.П. Кісь ; Харк. нац. екон. ун-т. Х., 2005. 21 с.
3. Коц А. І. Етапи розроблення маркетингової стратегії для підприємства. *Управління розвитком.* 2020. С. 144-146.
4. Офіційний сайт журналу «Економіст». URL: https://economist.com.ua/ (дата звернення: 24.03.2023).

5. Doole I. and Lowe R. International Marketing Strategy – Analysis, Development and Implementation. Thomson Learning. 2001.
6. Tkachenko V., Kwilinski A., Tkachenko I., Puzyrova P. Theoretical and methodical approaches to the definition of marketing risks management concept at industrial enterprises. *Marketing and Management of Innovations.* 2019. Issue 2. P. 228–238.
7. Vorhies D. W. A configuration theory assessment of marketing organization fit with business strategy and its relationship with marketing performance / D. W. Vorhies, N. A. Morgan // *Journal of marketing.* 2013.

Martyniuk Yaroslava,
Faculty of International Trade and Law,
course I, group 11, specialty Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer of the Department of Foreign Philology
and Translation, SUTE

MODERN ISSUES OF THE LEGAL SYSTEM IN THE CONTEXT OF THE DEVELOPMENT OF SOCIETY

Currently, Ukrainian law is on the difficult path of defining its own identity in the world legal arena. In the modern world integration processes are increasing in many spheres of public life. This is especially true of the legal system. World Community and States provide an importance to the general right principles and support the convergence of various legal systems. Interest in the study and mutual using of experience in the development of national legislation, exchange of legal information and legal ideas is growing. The necessarily of international cooperation, the global problems of today require a new vision of existing legal problems, which need attention should be focused on the main legal systems of the world.

Development of Ukraine as a democratic and legal state is impossible without further reform of the national legal system. The most important factor in the integration processes taking place on the territory of continental Europe, and which are typical for Ukraine, is the law. Since the declaration of Ukraine's independence, radical transformations have taken place in the national legal system, in particular, the establishment of new social relations, the institution of a radically new system of public authority, the formation of a system of national legislation led by the Constitution of Ukraine. Ukraine, as a sovereign state recognized by the world and European community, continues to develop on the basis of constitutionally defined principles, as a democratic and legal state.

Despite the urgent problems of formation and organization of the activities of the institutional elements of the national legal system, the ideological and psychological components of the legal system, the personal attitude to the law, the understanding of its essential, substantive features and the embodiment of the idea of law in social communications turned out to be the most complex.

Throughout the modern period, Ukrainian law is subjected to serious tests, which have both internal and external origins.

The internal causes of the challenges for the Ukrainian legal system are the lack of stable, systemic features of the national legal culture, blurred during the historical stages of Ukraine's existence by different value approaches to law, and different understanding of law. Therefore, elements of legal culture deformation, ideological and psychological perception of law, as a result of narratives distant from the idea of law, formed internal factors of challenges for all components of the national legal system.

The external causes of the challenges to the national legal system are in purposeful external activities to oppose the self-determination of Ukrainian law. This complex process has the following general features: opposition to the development of the national legal culture, which should take place on the basis of the formation of an individual, professional value perception of law as the embodiment of justice, freedom and equality; legal acculturation in the form of legal expansion with blatant disregard for the principle of the rule of law; introduction of ineffective and low-quality standards in rule-making and law enforcement activities; use of illegal practices with appropriate means and resources; numerous cases of abuse of law and corruption of law enforcement institutions and the judiciary.

The most dangerous are direct actions related to the destruction and destruction of the national legal system in the manner of open aggression, which was demonstrated during the armed aggression of the Russian Federation against the sovereignty and territorial integrity of Ukraine. After all, the destruction of the state organization of Ukrainian society, national sovereignty, has the unconditional consequence of the destruction of national law.

The latest challenges have significantly influenced the formation of the Ukrainian legal reality, where the individual, as the bearer of legal ideology and legal culture, focuses on solving the problem of personal security of life, inseparable from solving the problem of the existence of society and the state.

The current stage of world development is characterized by the deepening of the processes of integration of the political, economic, and cultural life of the countries of the world. The term "globalization" has come into wide use. "Globalization is the transformation of a certain phenomenon into a global one." Globalization is a fundamentally objective phenomenon that has a systemic nature, i.e., it covers all spheres of society. At the normative level of the special the public-legal provision of national interests of Ukraine in the conditions of globalization is gaining importance, which should provide for the preservation of the national-cultural identity of the legal system of Ukraine, which is achieved by the development of legal institutions and norms taking into account the mentality and cultural-historical values, etc. The problems of cultural identity, which have intensified in the conditions of globalization, are not limited to legal culture and legal consciousness, they are directly related to constitutional and legal norms, recognition of cultural identity, minority rights, human rights in the field of culture and cultural diversity in general. The problem of cultural identity has an interdisciplinary nature, and therefore requires the close attention of scientists, the formation of a coherent concept of identity, which would find its real embodiment in constitutional norms.

References

1. Гребенчук, А. І., Чепульченко, Т. О. Проблеми формування правової системи України. *Конституційно-правові академічні студії.* 2020. Випуск 1. С. 119–120.

2. Оніщенко Н. М. Проблема ефективності законодавства та сучасний розвиток. *Віче.* 2007. № 12. С. 3–7.

3. Хаустова М. Г. Проблеми і перспективи розвитку правової системи України в умовах глобалізації. *Вісник Національної академії правових наук України.* 2014. № 1 (76). С. 54–55.

4. Хаустова М. Правова система України: особливості становлення та сутнісні риси. *Державне будівництво та місцеве самоврядування : збір. наук. праць*. 2011. № 21. С. 65–75.

Petrunovska Daria,
Faculty of International Trade and Law,
course I, group 17, specialty International Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Soshko Oksana,***
Candidate of Sciences in Philology,
Associate Professor of the Department of Foreign
Philology and Translation, SUTE

ADVOCATES ACTIVITY IN THE USA

About 60% of the total number of Advocates in the world work in the USA. Twenty-five of the forty-two presidents of the United States had a legal education. Half of state governors and 40% of diplomats have a law degree. About 45% of people who have held senior positions in the government since the 1960s were also lawyers, more than 25% of the state apparatus consists of former lawyers. This is explained by the complex legal system of the USA, the purpose of which is to ensure a high standard of living in American society. And the legal profession plays a key role in this matter compared to other groups of professions [2].

In the United States, the legal profession is regulated by the supreme courts of more than 50 states and does not provide for self-government by lawyers. Regulation of the legal profession is carried out by the supreme court in each state separately. Rules of Procedure are also established by state Supreme Courts and are binding on all attorneys in that state. It means that everyone who works in the field of law is subject to regulation [3].

Advocates are regulated only by judges of higher instances. It is interesting that all US judges were advocates in the past, because according to the law of the country to become a judge, you must first have experience as advocate [3].

When deciding the issue of admission to legal practice, the commission is based on the moral qualities of the candidate and the results of the exam conducted by it.

The study of moral qualities consists in the study of documents submitted by the candidate himself. If the commission has doubts about the veracity of the provided information, it has the right to conduct a secret check of the received data. The profile of the person consists of the applicant's story about himself, as well as information about the presence or absence of criminal records, reports to the police, whether he suffers from drug addiction or alcoholism. It is not unusual for his neighbors at the place of residence to provide references about the moral character of the patentee [2].

The American Bar Association (approximately 401,000 members) is one of the largest and most influential organizations of lawyers.

Most of the association is, of course, advocates, but ABA members can also be academics with a legal education or students of higher educational institutions.

The practice of the association covers all parts of the legal system in the USA, for example, issues of professional ethics, development of draft laws; the association also has the right to take a legislative initiative, its recommendations contribute to the development of uniform standards of lawyer practice and principles of administration of justice [1].

We also want to highlight that there is an Association of Ukrainian Lawyers of America, which was created in September 1977 in Cleveland. The association includes professional lawyers of Ukrainian origin. The association took part more than once in various cases (for example, the protection of dissidents – human rights fighters, a protest against the signing of an agreement between the ABA and Soviet lawyers, the case of Myroslav Medvyd, UABA against Schultz (INS lawsuit) [1].

So, against the background of all the above, we can summarize: Advocacy in the USA is a leading profession that is closely related to the improvement of the standard of living, society, a patent for advocates activity is obtained only by persons who pass special exams before the Supreme Court commission, as well as in the United States of America it is quite possible to create bar associations, including those that will cooperate with foreign partners

References

1. Буробіна В. Н. Адвокатська діяльність: навчально-практичний посібник. URL: http://pravolib.pp.ua/advokatura-ssha-15757.html (Дата звернення: 24.04.2023).

2. Вікіпедія «Юридична професія у США». URL: https://uk.wikipedia.org/wiki/%D0%AE%D1%80%D0%B8%D0%B4%D0%B8%D1%87%D0%BD%D0%B0_%D0%BF%D1%80%D0%BE%D1%84%D0%B5%D1%81%D1%96%D1%8F_%D1%83_%D0%A1%D0%A8%D0%90 (Дата звернення: 24. 04. 2023).

3. Юридична газета коментар Губрієнко Н. URL: https://yur-gazeta.com/dumkaeksperta/samoregulyuvannya-advokatskoyi-diyalnosti.html (Дата звернення: 24.04.2023).

Reshetun Anton,
Faculty of International Trade and Law
course II, group 19, specialty International Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zaitseva Iryna,***
PhD in Pedagogy, Associate Professor,
Associate Professor at the Department of Foreign
Philology and Translation, SUTE

PROTECTION OF THE RIGHTS OF PRISONERS OF WAR: CURRENT STATE AND PROBLEMS

Throughout history, war has accompanied mankind. It became an essential component in the changes of historical epochs and often led to economic, political and social transformations. Unfortunately, humanity has spent significantly more time in war than in peace, prompting some countries to build an ideology around the concept of war. Recent events in Central Europe underscore the necessity of global efforts towards peace and stability, and the invasion of Russian forces into Ukraine demonstrates the horrific face of war. Since the beginning of the full-scale war, numerous violations of the rules of conduct with prisoners of war have been identified, prompting outrage from the civilized world and necessitating a revision of international humanitarian law. Today, armed conflicts most often refer to power (armed) confrontation between groups of people that occur as a result of the collision of different interests that could not be resolved by other means due to impossibility or unwillingness [4].

Due to globalization, the global community is making every effort to avoid armed conflicts as each conflict has an impact on other countries. For example, Russia's invasion of Ukraine could lead to a global food crisis and famine in less developed countries. The global community realizes that it is impossible to completely eliminate the risk of new wars, so it has focused on creating joint legislation that establishes rules of conduct for parties to an armed conflict. The normative determination of persons considered prisoners of war is contained in Article 4 of the Third Geneva Convention (GCIII) [3] , as well as in Articles 43 and 44 of Additional Protocol I (AP I) [1]. The basic idea of these articles is that individuals who are part of the armed forces of a party to the conflict are combatants (i.e., have the right to directly participate in hostilities), and any combatant captured by the enemy is a prisoner of war. Prisoners of war are provided with special legal protection, and the wounded and sick have the right to medical assistance, which is provided by the medical services of the enemy and neutral states. According to the Geneva Conventions, representatives of the International Committee of the Red Cross and the Red Crescent have a special legal status that allows them to monitor compliance with humanitarian law and provide assistance to victims.

It is worth emphasizing that the provisions of the Convention apply to all types of military conflicts, even those that are not officially declared, as was the case in the hybrid war in eastern Ukraine or in 2022, when Russia did not officially declare war but invaded the territory of Ukraine. International humanitarian law provides for the use of the term "prisoner of war" to all members of the Armed Forces of Ukraine, the National Guard of Ukraine, the State Border Guard Service of Ukraine, and other law enforcement agencies involved in the anti-terrorist operation, as well as to volunteers and foreigners who find themselves in captivity.

In accordance with the Convention on the Treatment of Prisoners of War, parties to a military conflict must act in accordance with the principle of humanity. Any action that may cause death or threaten the health of a prisoner of war is prohibited. Such action is considered a serious violation of the Convention. It is also prohibited to inflict physical mutilation on prisoners of war or to conduct medical or scientific experiments on them, unless it is necessary to preserve their life and health. Prisoners of war are guaranteed protection from torture, insults, psychological violence, and humiliation, as well as the right to respect for their honor and dignity. The state holding military personnel in captivity is obligated to provide free medical assistance and maintenance. Prisoners of war may be interrogated as potential sources of information, but the use of physical or moral torture and any other means of coercion is prohibited. Prisoners of war are obligated to provide only necessary information about themselves, including their surname, first name, rank, date of birth, and personal identification number. Military personnel captured in combat zones must be evacuated as quickly as possible to camps at a safe distance from the combat zone, where they are provided with the best possible conditions that are no worse than those of the armed forces holding them captive.

Article 131 of the GCIII, and Article 91 of AP I define that a person who has violated the law must compensate for the damage caused, thus implementing material responsibility. Furthermore, Article 91 of AP I indicates that "the Party to the conflict responsible for the actions of its armed forces is obliged to make good the damage caused by them to the civilian population or individual civilians as a result of acts for which it is internationally responsible."

The challenges in applying the provisions of the Geneva Conventions in Ukraine have arisen due to the incursion of Russian forces onto Ukrainian territory. The Russian military is holding Ukrainian prisoners of war in deplorable conditions, subjecting them to beatings and denying them food, resulting in severe malnutrition and deterioration of their health. Ukraine is also gathering evidence regarding the explosion in July that caused the deaths of at least 50 prisoners of war in a Russian camp for prisoners of war in eastern Ukraine [4]. Russia claims that Ukrainian forces shelled the camp, but Ukraine has declared it a war crime committed by Russian forces. Some of those killed were defending a steel plant during the siege of the port city of Mariupol, which has become a symbol of the Ukraine`s suffering. Since February 24, 2022, the UN Human Rights Monitoring Mission in Ukraine has documented a series of violations against prisoners of war that could be recognized as war crimes in the future. Ukraine is facing an amoral, savage, and utterly inhumane adversary that lacks any understanding of the concept of "humanity." The cynical execution, beheading, inhumane detention conditions, and numerous other military crimes committed against members of the Armed Forces of Ukraine are unacceptable in the 21st century.

There is currently an urgent need to enhance the dissemination of knowledge on proper treatment of prisoners of war among military personnel, particularly mobilized individuals and legal experts, in accordance with international humanitarian law, as well as the responsibility for violations of accepted norms to prevent further crimes. As Hans Corell, former United Nations Deputy Secretary-General for Legal Affairs, aptly noted, "In international relations, it is not enough for states to agree to the mandatory nature of treaties. States must respect and fulfill their obligations under these treaties" [6]. Therefore, the current situation indicates that our country, along with the global community, will need to consolidate efforts to ensure that each case of torture and abuse of our military personnel receives proper legal assessment after the war ends, and each military offender is held accountable for their actions.

References

1. Додатковий протокол до Женевських конвенцій від 12 серпня 1949 р., що стосується захисту жертв збройних конфліктів не міжнародного характеру від 8 червня 1977 р. URL: http://zakon0. rada. gov.ua/laws/show/995_200 (дата звернення: 05.04.2023).

2. Женевська конвенція про поводження з військовополоненими: ООН; Конвенція, Міжнародний документ від 12 серп. 1949 р. URL: http://zakon5.rada.gov.ua/laws/show/ 995_153.

3. Офіційне інтернет-представництво Президента України Володиира Зеленського URL: https://www.president.gov.ua/news/prezident-ukrayini-proviv-naradu-shodo-teraktu-okupantiv-v-o-76781 (дата звернення: 02.04.2023).

4. Політологія: навчальний посібник / [Є.В. Перегуда, В.Ф. Панібудьласка, В.Л. Семко, Н.І. Рижко, С.Д. Місержи, В.Л. Стеценко, В.Л. Згурська, В.П. Третяк]. Київ: КНУБА, 2011. 216 с.

5. Thapar R. Asoka and the Decline of the Maurya / Romila Thapar. – Oxford : Oxford University Press, Delhi, 1997. 344 p

Riznyk Anna,
Faculty of International Trade and Law,
course I, group 8, specialty Civil Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Khmil Oksana,***
Lecturer of the Department of Foreign Philology and Translation, SUTE

THE DIFFICULTIES FACED BY LAWYERS TODAY

The challenges of the 21st century are important and relevant, but is this issue being raised enough now? In my opinion, no! Especially those that are addressed to certain industries. It is important to raise this question, so that the challenges that we face today do not become an obstacle and a certain degradation for the development of society.

Challenges for lawyers presented by the present are an extremely important topic for discussion and research, as representatives of this profession should have a priority place in the list of the most important professions of the 21st century. The legal profession is constantly facing challenges as it needs to develop and improve, but do challenges always have a positive impact on the profession. This question was raised by quite a number of people and they expressed their opinions on it. So, what are the challenges for lawyers?

A modern and relevant challenge today is the development and spread of the latest technologies, namely artificial intelligence (AI). But does it help legal professionals to develop? Young and modern professionals accept this challenge with interest, as artificial intelligence can help them acquire technological skills and add relevance to this profession, but at the same time, they wonder whether artificial intelligence will displace the legal profession. The table 1 below shows the distribution of AI [1].

Table 1

Spread of artificial intelligence [3 ;IBM, compiled by DIGITIMES, July 2022]

Proportion of survey enterprises adopting AI by country		
Country	**Have deployed AI**	**Exploring AI**
China	58%	30%
India	57%	27%
Italy	42%	41%
Singapore	39%	46%
UAE	38%	40%
Germany	34%	44%
Global average	34%	42%

Today, artificial intelligence is an auxiliary tool in the work of a lawyer, as it develops the skills of interacting with technological tools, searching for the necessary information and critical thinking, but we need to realistically assess this challenge, because human labor should not be overshadowed by technology.

An equally important challenge today is the competence of a lawyer and the ability to interact with clients. Communication for lawyers is a very important element of good work, because for a good result, employers need to create a connection with the client, and this is becoming more difficult to do as society prefers technology. An example of this is the creation of legal bots that can answer certain types of questions, so it is easier for modern society to write a message than to talk to a competent specialist, or the example of the pandemic, that forced everyone to switch to online collaboration, but if a lawyer has good communication skills, then for communication via zoom will not become an obstacle. In order not to get lost among these technologies, lawyers must also adapt to the needs of society. According to forecasts for 2028, 73% of employees will work remotely, so skills of flexibility and interactivity will come in handy.

At the moment, the main difference between a specialist and a bot is well-coordinated and live communication. This is complemented by the lawyer's competence, which needs to be constantly improved, as we must be able to accurately find, study and analyze information [2].

Another important challenge today is the intense competition in the labor market. In order to have a lot of clients and transactions, it is necessary not to lose, but rather to develop competitiveness. In my opinion, this spectrum includes the two previous ones, because if a lawyer accepts these challenges and specializes in good work in such conditions, they will not lose his relevance and reputation. Also, to accept this challenge, you need skills of professional stability and efficiency in your work. But an important component of this challenge is an understanding of "healthy competition" [4].

The modern world is constantly changing, so in order not to get lost among the challenges facing society, we need to learn multifunctionality and constantly learn and develop, because nothing stands still, so we, as professionals, must go with the times.

References

1. Науковий журнал з проблем інформаційного права, правової інформатики, інформаційної і національної безпеки, інформації в інших галузях права. *Інформація і право.* 2020. № 1(32). URL: http://ippi.org.ua/journal/147 (дата звернення: 21.04.2023).
2. Publication by legal marketing specialist Joe Hunter dated 03/25/2022 URL: https://www.theaccessgroup.com/en-gb/blog/lgl-the-10-greatest-challenges-facing-the-legal-profession-in-2022/ (дата звернення: 22.04.2023).
3. DIGITIMES article with IBM survey of enterprises worldwide March 30 – April 12, 2022. *AI adoption rising, says IBM survey* URL: https://www.digitimes.com/news/a20220706PD203.html (дата звернення: 01.04.2023).
4. *6 ways leading law firms stay competitive*. A publication by Thomson Reuters URL: https://legal.thomsonreuters.com/en/insights/articles/6-ways-leading-law-firms-stay-competitive (дата звернення: 21.03.2023).

Shender Yevhen,
Faculty of International Trade and Law,
course II, group 3a, specialty International Economics,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign
Philology and Translation, SUTE

PROBLEMS IN THE UKRAINIAN ECONOMY DURING THE WARTIME

The full-scale war has severely impacted the Ukrainian economy. Aside from destroyed enterprises and infrastructure in frontline cities and war zones, a staggering outflow of the workforce, considerable increase in defense expenses, worsening of the investment climate and inflation have all also become consequences of the war. Ukraine's economy has also become more dependent on outside financing sources, such as her international partners and creditors.

As a consequence of the war, GDP fell by 15% in 2022 Q1 and by 37% in Q2, compared to Ukraine's GDP in 2021. In Q3, the GDP recovered slightly, reaching a level of -30.8%, compared to 2021's GDP. However, Russia's intensive bombardment of Ukraine's energy infrastructure during 2022 Q4 has taken the rate of losses even further to 41%, making the average fall in GDP for 2022 of about 32%.

With large supply shortages in key necessities, inflation has jumped to about 25%, according to the National Bank of Ukraine. Trade deficit has almost tripled from $4.4 billion in 2021 to $11.2 billion in 2022. Imports of key goods have fallen by 24%, but exports have fallen significantly more, by 49%, compared to 2021. Ukraine has already lost about $6 billion in international reserves [3].

According to experts, the amount of direct losses of Ukraine since the beginning of the full-scale war amounts to more than $125 billion. Moreover, according to recent World Bank estimates, the cost of reconstruction and recovery in Ukraine has now grown to $411 billion, which is more than 2 times the size of Ukraine's GDP in 2021 [3], [6].

Sources also estimate that the cost of restoring infrastructure, such as financing the war effort (ammunition, weapons, etc.); losses of housing, commercial real estate, compensation for casualties and injury for members of the military and civilians, resettlement costs, income support, as well as lost current and future income will reach $1trn, or five years of Ukraine's 2021 GDP.

According to the World Bank, 8 million additional Ukrainians are estimated to live in poverty in 2023. A 15-year setback in poverty reduction goals is predicted, and it's estimated that Ukraine will need $11 billion for repairs and essential services in 2023 [4].

Business has also suffered. The total amount of direct losses of enterprises, including state enterprises, as well as private entrepreneurs is estimated at 13 billion dollars, of which 9 billion dollars are losses of large and medium enterprises. The total indirect losses of large enterprises in Ukraine reach 33.1 billion dollars. In 2022, 40% fewer legal entities and 30% fewer individual entrepreneurs were registered [1].

Ukraine's economy is forecasted to grow by 0.5%. It is expected that in 2023, regional production will increase by 1.4%, which is an improvement, compared to the initial forecast of 0.1%. Regional growth is expected to increase to an average of about 2.7% through 2024 and 2025 as inflation decreases, domestic demand recovers, and the external environment improves [5].

Inflation will decrease in 2023 due to the remaining harsh monetary conditions, slowing down of global inflation, setting up of logistics, adaptation of businesses and weak consumer demand in the face of a deficit of electricity. In the next few years, the price pressure will decrease thanks to subsidizing of security risks, renewal of logistics and greater harvests. As a result, inflation will decrease to 10.4% in 2024 and 6.7% in 2025 [2].

In 2023 economic activity will remain weak, but will gradually rejuvenate as security risks decrease.

Enterprises and households have shown high adaptability in 2022. This factor keeps supporting the economy. However, high-security risks will limit economic activity in 2023, and the deficit of electricity will still play a certain role throughout 2024. Support of the electric grid's stability will also be a crucial condition to avoiding future economic recession for this year.

In 2024–2025, the economy will recover thanks to decreasing security risks, which will lead to improving consumer and business sentiment, an increase in consumption and investments as manufacturing and supply chains recover, and the still high fiscal stimuli.

However, real GDP will be far lesser than the potential level due to great losses in manufacturing and human potential. The NBU forecasts a growth of 4.1% in 2024 and 6.4% in 2025 for the economy.

Throughout 2023 the unemployment rate will remain at about 26%. In the future, it will decrease, as demand for labor will increase amid the business activity's revival. It is forecasted that the unemployment rate will decrease to 20% in 2024 and 17.6% in the year after. Restoration of production capacities and removal of supply chain disruptions will take a long time, hence unemployment will remain higher than the natural level [2].

Nominal household incomes will increase, in part due to the real economy adapting to high-risk conditions and large expenses for defense and security. At the same time due to the considerable inflation, real wages will rise slowly: +3.3% in 2023, and +6.5% and +4.3% in the following 2 years, respectively.

To sum up, the Russo-Ukrainian War has a considerable influence on the state of the economy. Despite this, Ukraine has the potential for economic recovery through aid from international partners and creditors, as well as investments.

References

1. Редзюк Є.В. Майбутнє за інклюзивним підприємництвом, а не за олігархічними структурами. Дзеркало тижня, 24.03.2023. [Електронний Ресурс] URL: https://zn.ua/ukr/macroeconomics/ ukrajinska-ekonomika-v-umovakh-vijni-potentsial-mozhlivosti-i-perspektivi.html (дата звернення: 12.04.2023).

2. Michael Roberts. Russia-Ukraine: one year of war – the economics. Committee for the Abolition of Illegitimate Debt, 25.02.2023. [Електронний Ресурс] URL: https://www.cadtm.org/Russia-Ukraine-one-year-of-war-the-economics (дата звернення: 12.04.2023).

3. NBU Forecasts Lower Inflation in 2023 and a Full-Fledged Economic Recovery from 2024 – Inflation Report, 2.02.2023. [Електронний Ресурс] URL: https://bank.gov.ua/en/news/all/natsionalniy-bank-prognozuye-znijennya-inflyatsiyi-v-tsomu-rotsi-ta-povnotsinne-vidnovlennya-ekonomiki-z-2024-roku--inflyatsiyniy-zvit (дата звернення: 12.04.2023).

4. The World Bank, IBRD-IDA. The World Bank in Ukraine: Overview, 2.04.2023. [Електронний Ресурс] URL: https://www.world bank.org/en/country/ukraine/overview#1 (дата звернення: 12.04.2023).

5. The World Bank, IBRD-IDA. Russia's Invasion of Ukraine and Cost-of-Living Crisis Dim Growth Prospects in Emerging Europe and Central Asia, 6.04.2023. [Електронний Ресурс] URL: https://www. worldbank.org/en/news/press-release/2023/04/06/russian-invasion-of-

ukraine-and-cost-of-living-crisis-dim-growth-prospects-in-emerging-europe-and-central-asia (дата звернення: 12.04.2023).

6. The World Bank, IBRD-IDA. Updated Ukraine Recovery and Reconstruction Needs Assessment, 23.03.2023. [Електронний Ресурс] URL: https://www.worldbank.org/en/news/press-release/2023/03/23/updated-ukraine-recovery-and-reconstruction-needs-assessment (дата звернення: 12.04.2023).

Shuiska Dayana,
Faculty of International Trade and Law,
course 1, group 13, specialty International Relations
and Economic Diplomacy,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleh**,*
Candidate of Pedagogical Sciences,
Associate Professor of the Department of Modern
European Languages, SUTE

GENDER EQUALITY IN THE DIPLOMACY SPHERE

"To achieve full gender equality in the world, we need to act together – women, men, and governments – and do everything possible to ensure equality, justice, and democracy for all," – M. Robinson, former President of Ireland and former UN High Commissioner for Human Rights in her book "Gender and Diplomacy", 2017.

Throughout history, women have played important roles in diplomacy, although their contributions have often been overlooked or undervalued. Women have served as diplomats, negotiators, peacemakers, and advisors to leaders.

Gender equality remains a significant issue in many spheres of our life, in world diplomacy as well. The object of my research is the fact that world diplomacy is mostly aimed at the peaceful resolution of conflicts between countries at the same time when the important issue of equality between men and women also exists.

Women have fewer rights in world diplomacy due to cultural, historical and social stereotypes related to their role in society. Often women are perceived as less competent or less aggressive, which can affect their ability to be a diplomat. In addition, many countries have traditionally male-oriented cultures and social structures that may lead to more male diplomats than female ones. Women may also face stereotypes that they should be involved in household and family matters, making it difficult for them to be present in long-term international negotiations.

Despite progress in recent years, women remain underrepresented in high-level diplomatic positions worldwide. According to the United Nations, women hold only 25% of diplomatic posts globally, and only 6% of heads of state or government are women [5].

Here we can review the research of Anwar Gargash Diplomatic Academy, which was conducted by Dr. Sara Chehab in March 2022. Women remain underrepresented in ambassadorship positions across the world. Out of 4,293 ambassadors currently appointed in the sample (a number of posts were vacant at the time of data gathering), only 927 are women (see Table 1) [1, p. 7].

Table 1

Percentage Share of Women Ambassadors Across 40 Countries and the EU in 2022 (this table shows 5 countries with the highest percentage and one country with the less percentage)

Rank	Country	Total number of missions	Total number of women ambassadors	Percentage of Women ambassadors*
1	Canada	104	52	50,0%
2	Sweden	106	53	50,0%
3	Norway	76	35	46,1%
4	South Africa	92	37	40,2%
5	United Kingdom	160	64	40,0%
41	South Korea	121	1	0,8%
	Total	**4293**	**927**	**21,6%**

The green highlight indicates an improvement from 2021.

Nevertheless, with a mere 21.6 per cent share of the total ambassadorial posts for the 41 countries in this sample in 2022, the picture is clear: only two countries have achieved equality between men and women – the world is still a long way away from ensuring gender equality in the top diplomatic posts.

Gender-based violence is a major issue, particularly in conflict zones. Undoubtedly, this applies not only to women but also to men. Despite this, women may be victims of sexual violence, harassment and other forms of gender-based violence in the world of diplomacy more often, as a result of the patriarchate, which existed for centuries in society. Cases of such violence can remain hidden because of the power and privilege held by diplomats.

In 2015, a UN worker initiated the organisation Report the Abuse. A report published by this organisation in 2016 indicated that 56% of cases of sexual harassment were committed by UN staff and that 66% of those interviewed admitted that they had personally been victims of such acts [4].

Megan Nobert, a UN gender specialist, also shared information about sexual violence against herself. The woman said that on February 6, 2015, she was drugged and raped by a UNICEF employee in Bentiu, South Sudan.

In 2018, a report was published that indicated the prevalence of sexual harassment and violence at the UN, including in the diplomatic corps. The report noted that female diplomats were victims of such actions by colleagues and senior officials. The spokeswoman of the Office of the United Nations High Commissioner for Refugees (UNHCR) in Geneva, Cecile Poui, claims that in 2017 the agency received 64 complaints, while in 2016 they registered 26 [3].

Discrimination at the US State Department. In 2020, female US State Department diplomats were denied service extensions due to pregnancy. Such actions were recognized as discrimination based on sex.

These cases are only a few examples of the violation of gender equality in diplomacy, but they demonstrate that the problem exists and needs attention. The worst thing is that it is impossible to ignore the fact that we only know about known cases of sexual violence in diplomacy, about cases when women had the courage to confess what they had experienced. However, we still do not know the true number of crimes that were hidden [2, p. 136].

Overall, gender equality in world diplomacy is essential for creating a more inclusive and effective diplomatic system. Diplomacy cannot be effective if gender equality is not recognised. Only when women and men have equal opportunities and access to equal conditions is it possible to achieve justice and peace in the world?

Addressing these issues requires a concerted effort from governments, international organizations, and civil society to promote gender equality and women's empowerment in diplomatic and international affairs. This includes promoting women's participation in diplomatic roles, ensuring access to training and career development opportunities, promoting gender-sensitive policies and practices, and addressing sexual harassment and gender-based violence in diplomatic settings.

References

1. Anwar Gargash Diplomatic Academy. Research & Analysis March 2022. Women in Diplomacy Index 2022 Author: Dr. Sara Chehab. URL:https://www.agda.ac.ae/docs/default-source/Publications/women-in-diplomacy-en-mar-2022.pdf?sfvrsn=4 (дата звернення: 06.04.2023).

Jennifer A. Cassidy, Mary Robinson. Gender and Diplomacy. London, 2017. (pp. 15–17). URL: https://www.taylorfrancis.com/ books/ edit/10.4324/ 9781315270777/gender-diplomacy-jennifer-cassidy-mary-robinson. (дата звернення: 09.03.2023).

2. Le Temps. Des abus sexuels à l'ONU. The article by Nadia Fourti. Publication from 1 February, 2018, the last edit on 22 August 2018. URL: https://www.letemps.ch/monde/abus-sexuels-lonu (дата звернення: 27.03.2023).

3. Politico. Female diplomats share secrets. The article by Nahal Toosi. Publication from 9 February 2014, last edit 9 March 2014. URL: https://www.politico.com/story/2014/09/diplomats-women-state-department-110506 (дата звернення: 20.03.2023).

4. United Nations, Economic and Social Council (2021). Women's full and effective participation and decision-making in public life, as well as the elimination of violence, for achieving gender equality and the empowerment of all women and girls: Report of the Secretary-General (E/CN.6/2021/3).URL: https://undocs.org/Home/Mobile?FinalSymbol=E%2FCN.6%2F2021%2F3&LanguageE&DeviceType=Desktop&LangRequested=False (дата звернення: 20.03.2023).

Sydorchuk Olha,
Faculty of International Trade and Law,
course II, group 3a, specialty International Economics,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vysotchenko Svitlana,***
Senior Lecturer at the Department of Foreign Philology and Translation, SUTE

THE IMPACT OF BLOCKED PORTS ON UKRAINE'S FOREIGN TRADE BECAUSE OF THE FULL-SCALE INVASION OF RUSSIAN TROOPS ON THE TERRITORY OF UKRAINE

River and seaports of Ukraine are extremely important for the country's trade, especially agricultural goods. Since February 2014, this infrastructure sector has been suffering due to Russian aggression. The occupation of the Crimea and the subsequent closure of the peninsula's ports for legal international transportation affected Ukraine's economy and trade logistics. Due to the large-scale Russian aggression, six seaports: Pivdenny, Mykolaiv, Olvia, Odesa, Chornomorsk, and Bilhorod-Dnistrovskyi – cannot receive and send cargo. The ports of Mariupol, Berdiansk, Skadovsk and Kherson are generally closed due to their temporary seizure.

In peacetime, more than 75 % of Ukraine's external trade was carried out by sea. More than 90 % of the total trade passed through the ports, which are now either closed or blocked.

Inaccessibility of Ukrainian ports has led to supply chain disruptions, decreased capacity for exporting goods, and restrictions on shipping, resulting in significant losses for Ukrainian businesses. The impact of the blocked ports on Ukraine's foreign trade has been felt most acutely in the agricultural sector, where Ukraine is a major exporter of commodities such as grain and sunflower oil. Due to significant restrictions on export supplies in March-July 2022, the country has huge leftovers from last year's harvest. Because of Russian aggression, farmers do not know how to deal with this grain [2]. It is not sold and is stuck in warehouses as dead cargo». The second part of the problem is that the old stock is taking up storage space that should be used for new crops. Therefore, without increasing the export capacity or attracting additional financing to wait, putting the grain in long-term storage, people will have serious problems with sowing for the next season.

The Ukrainian government has implemented various strategies to mitigate the effects of blocked ports on foreign trade, including seeking alternative transport modes and exploring new markets. The Ministry of Infrastructure of Ukraine was told that the liberation of Zmiinyi Island is not only a military but also an economic success. We are talking about the operation of our Danube ports: Izmail, Reni and Ust-Dunaisk. The mouth of Bystre is the fastest access to the Danube River. This channel belongs to Romania. There were many ships (37 vessels as of July 19, 2022), but this country was not ready for such pressure from ships and Ukrainian agricultural products. Nevertheless, on April 3, 2023, protests took place in Poland in the city of Szczecin and Romania against the influx of Ukrainian grain, which lowered grain prices on the domestic market of the listed countries. Additionally, in the Bulgarian city of Ruse, farmers blocked the main crossing points on the border with Romania, using their tractors to prevent trucks from crossing the main bridge over the Danube [3].

Deputy Minister of Agriculture Todor Dzhikov recently told Bulgarian Radio that 20,000 tons of sunflowers were imported from Ukraine to Bulgaria in 2021. Nearly 900,000 tons were imported in 2022, causing domestic prices to drop by nearly 50 percent, Politico reported

The import of sunflower to Bulgaria

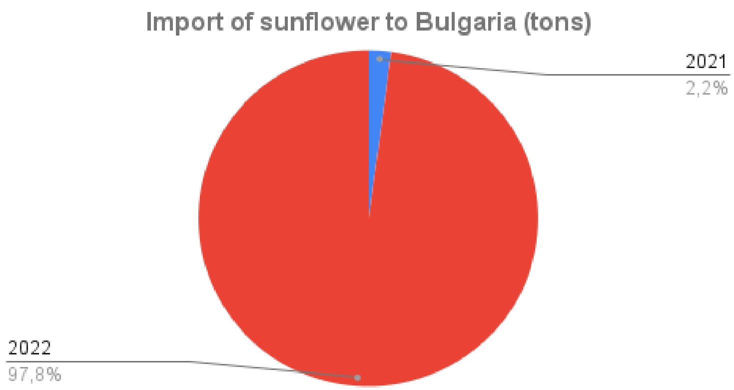


Figure. 1

Source: created by the author

The war has highlighted the need for Ukraine to diversify its trading partners and increase investment in transport infrastructure to reduce its dependence on Russian ports. For example, the European Bank for Reconstruction and Development (EBRD) is already promoting investments in Ukrainian ports, such as Kherson Port. In addition, Ukraine cooperates with the International Finance Corporation (IFC), which provides financial support to the Ukrainian port. Recently, IFC allocated a loan in the amount of $45 million for the modernization of the infrastructure of the Chornomorsk port [4]. Nevertheless, representatives of other countries also support interests in investing in Ukrainian ports [1]. For example, in 2021, the China National Transport Corporation announced its intention to invest in the development of Ukraine's port infrastructure.

The full-scale invasion of Russian troops on the territory of Ukraine has resulted in the blocking of several key ports, significantly affecting the country's foreign trade, particularly in the agricultural sector, causing supply chain disruptions, decreased capacity for exporting goods, and restrictions on shipping, resulting in significant losses for Ukrainian businesses. To mitigate these effects, the Ukrainian government has implemented various strategies, including seeking alternative transport modes and exploring new markets.

References

1. Економічна правда. [Електронний Ресурс] https://www. epravda. com.ua/news/2022/03/9/683625/ (дата звернення: 15.04.2023).

2. Радіо Свобода. Експорт українського зерна і протести європейських агровиробників: у чому проблема (06.04.2023). [Електронний Ресурс]ttps://www.radiosvoboda.org/a/yevropa-protesty-ukrayinske-zerno-ahroproduktsiya/32351024.html (дата звернення: 12.04.2023).

3. Р. Сластьон. Мультимедійна платформа іномовлення України «УКРІНФОРМ» у змісті іноземномовного перекладу (20.07.2022). [Електронний Ресурс] https://www.ukrinform.ua/rubric-economy/ 3533001-roman-slaston-gendirektor-ukab.html (дата звернення: 12.04.2023).

4. European Bank for Reconstruction and Development. EBRD and IFC to help modernise Ukraine’s Black Sea port of Chornomorsk (20.10. 2021). [Електронний Ресурс] https://www.ebrd.com/news/2021/ ebrd-and-ifc-to-help-modernise-ukraines-black-sea-port-of-chornomorsk.html (дата звернення: 15.04.2023).

Tomyshynets Yulia,
Faculty of Restaurant, Hotel and Tourism Business,
course I, group 10, specialty Hotel and Restaurant Business,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Yuvkovetska Yuliia,****PhD in Philosophy,*
Associate Professor at the Department of Foreign Philology
and Translation, SUTE

GLOBALIZATION AND LEGAL ASPECTS OF INTERNATIONAL TRADE

Globalization is a process of mutual penetration of national economies, cultures, social and political systems. This process is accompanied by the growth of international trade, which is one of the key components of globalization. Over the last century, the volume of international trade has increased almost 30 times[1].

However, with the development of international trade, new challenges and problems arise in the field of law. Issues such as intellectual property, protection of consumer and employee rights, environmental standards, anti-corruption policies, and others are particularly relevant[1].

One of the most important aspects of legal regulation of international trade is the World Trade Organization (WTO). The WTO ensures the development and implementation of rules that regulate international trade, including lowering tariffs, creating rules on the origin of goods, and setting health, safety and environmental standards.

However, the WTO also faces criticism regarding its activities and role in globalization. Some experts believe that the WTO is not able to solve problems in the field of international trade, such as inequality between countries, discrimination against countries with less developed economies, and others[2].

Another aspect of legal regulation of international trade is the conclusion of multilateral agreements between countries.

One of the most famous agreements of this type is the Transatlantic Trade and Investment Agreement (TTIP) between the European Union and the United States of America. This agreement was intended to create the largest block of economic partnership in the world, which should unite more than 800 million people and more than 40 % of the world's GDP[2].

However, TTIP faced strong opposition from the public and some political leaders who argued that the deal could harm local economies and living standards. As a result, the TTIP negotiations were suspended.

Other challenges facing international trade from a legal perspective are the protection of intellectual property rights and the fight against copyright infringement. Protection of intellectual property is of great importance for business, but on the one hand, too strict rules can hinder innovative development, on the other hand, insufficient measures can lead to infringement of rights and business losses [1].

Conclusion: So, the legal aspects of international trade are complex and multifaceted. Globalization and the development of international trade provide more opportunities for developing economies and increasing the prosperity of nations, but at the same time, they require effective measures to protect people's rights, interests and living standards.

References

1. Глобалізація виклики та їх подолання. URL: https://www. google. com/url?sa=t&source= web&rct=j&url= https:// ndipzirorg.ua/wp-content/uploads/2018/03/ Bilousov.pdf& ved=2ahUKEwjWkbG20Mn-AhXEtKQKHXjvAdkQFnoECBQQAQ&usg=AOvVaw2Fv3ZC1v1tHlk9 LfQFxsDf (дата звернення 27.04.2023)

2. Розвиток міжнародної торгівлі. URL: https://www. google. com/url?sa=t&source=web&rct= j&url=https:// conf.ztu.edu.ua/ rozvytok-mizhnarodnoyi-torgivli-v-umovah-globalnyh-ekonomichnyh-dysbalansiv-11-kvitnya-2019-r/ &ved=2ahUKEwjWkbG20Mn-AhXEtKQKHXjvAdk QFnoECAw QAQ&usg=AOvVaw2ndu qtlJZXmJWkbTtJZ9Vj (Дата звернення 27.04.2023)

Shashko Daria, Vitkovska Kateryna,
Faculty of International Trade and Law,
course I, group 2a, specialty International Economics,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zaitseva Iryna,*** *PhD in Pedagogy, Associate Professor,*
Associate Professor at the Department of Foreign Philology and Translation, SUTE

THE PSYCHOLOGY OF GLOBAL TRADE: EXPLORING THE COGNITIVE AND EMOTIONAL ASPECTS OF TRADE

The term "psychology of global trade" refers to the different psychological elements, such as attitudes, values, and group and individual decision-making processes, that have an impact on global trade. These elements may have an impact on how individuals and groups conduct business, as well as on trade regulations and results [4].

Cognitive biases are a significant psychological aspect that influences international trade. People use these mental heuristics to speed up the processing of information and decision-making, yet they can result in poor judgment. For instance, supporting trade partnerships that are no longer advantageous might be caused by the sunk cost fallacy, which is the propensity to continue investing in a project or product even though it is no longer profitable. Countries may find it challenging to understand the advantages of trade deals with nations that hold ideologically opposed views due to confirmation bias, which is the propensity to seek out evidence that supports preexisting opinions [2].

An essential part of economic life trades, which involves the transfer of products and services between people, businesses, and nations. The mental processes that underlie economic decision-making and behavior, including perception, attention, memory, reasoning, and problem-solving, are referred to as the cognitive components of trade.

Making decisions in the face of ambiguity is one of the most important cognitive characteristics. Economic agents must decide how much to trade, what to deal with, and with whom to trade in a setting where information is lacking, competition is imperfect, and results are unpredictable. Cognitive processes including risk assessment, probability calculation, and mental simulations of potential outcomes are used in decision-making when there is uncertainty.

Processing information is a key cognitive skill in the field. To make informed trading decisions, economic agents must gather, analyze, and assess data from a variety of sources, including prices, market trends, consumer preferences, and technical advancements. Cognitive functions like memory encoding, attention allocation, and cognitive heuristics are all involved in the processing of information.

Additionally, cognitive biases affect commerce. Economic agents may make less-than-ideal trade decisions as a result of biases like overconfidence, anchoring, and confirmation bias, which also contribute to market inefficiencies. Overconfidence, for instance, can cause traders to overestimate their skills and take unnecessary risks, while anchoring, on the other hand, might cause traders to place an undue emphasis on initial information and fail to revise their beliefs in light ofsubsequent information.

The cognitive parts of the trade are also influenced by culture and social conventions. Risk, trust, reciprocity, and fairness views can vary between cultures and social groups, which can have an impact on trading behavior and results. For instance, research has shown that social networks and trust are significant factors in trading in underdeveloped nations [1].

International trade is affected by emotions as well. For instance, fear might result in protectionist measures and a reluctance to conduct business with other nations. On the other hand, optimism and hope can result in a stronger willingness to engage in business and investment.

Like any human activity, trade contains emotional components that can have a big impact on the people involved. Trade can involve a variety of emotions, including sentiments of confidence, skepticism, fulfillment, disappointment, enthusiasm, and fear.

Trust is a crucial emotional component of the transaction. Because it enables parties to rely on each other to fulfill their promises, trust is essential for trade to occur. It is possible to develop trust through third-party guarantees like contracts, certificates or several fruitful contacts. Trade may become challenging or even impossible without confidence.

Suspicion, on the other hand, is another emotional issue that might come up in commerce. Particularly if the parties have never spoken or engaged previously, parties may feel that the other party is hiding something from them. In commercial discussions, this mistrust may result in additional scrutiny and caution, which can make building confidence more difficult [3].

Disappointment and satisfaction are two other typical trade-related emotions. Parties feel content with the conclusion of successful trade negotiations, which may result in a continuation of trade relations. On the other hand, disappointment might happen if talks are unsuccessful or if one side doesn't fulfill its responsibilities. This can ruin relationships and hurt future business [3].

In trading, excitement and worry can both be important. New opportunities may thrill parties, but potential hazards in the trade may cause them anxiety. For instance, a business can be thrilled about the idea of entering a new market but concerned about any governmental or cultural obstacles.

Overall, there are many different brain processes, biases, and cultural considerations involved in the cognitive components of the trade. For designing efficient trade policies, enhancing market effectiveness, and fostering economic growth and development, it is essential to comprehend these cognitive factors. Emotions can also have a big impact on trade, both favorably and unfavorably. Building trust, creating successful business connections, and preventing possible disputes may all be achieved by understanding and controlling emotional factors.

References

1. Hofstede, G. Culture's Consequences: Comparing Values, Behaviors, Institutions, And Organizations Across Nations. Sage Publications, Thousand Oaks, Calif.2001. 596 p.
2. Kahneman, D. Thinking, Fast and Slow. Farrar, Straus and Giroux.2011.512 p.
3. Koeswara, R. N., & Agung, I. G. N. The Role of Emotions in International Business Negotiations. *Journal of International Studies*. 2018. 11(1). P. 24–42.
4. Markusen, J. R., Venables, A. J., & Konan, D. E. The Geography of International Trade. *American Economic Review.* 2005.95(3). P. 277–293.

Yakusheva Diana,
Faculty of International Trade and Law,
course II, group 10, specialty Commercial Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Soshko Oksana,*** *Candidate of Philological Sciences,*
Associate Professor of the Department of Foreign Philology and Translation, SUTE,
Schvedova Hanna, *Candidate of Sciences in Law,*
Associate Professor of the Department of Legal Support of Business Security, SUTE

MOTIVE AND MOTIVATION OF CRIMINAL OFFENCE

For many years, the main topic for research was precisely the ***motive*** and ***motivation*** as signs of the subjective side of the composition of the criminal offence. The work of many prominent scientists in criminal law, criminology, and legal psychology is devoted to the issue of determining motive and motivation. Despite the interesting and successful works of scientists, the subjective side of a criminal offence constantly causes difficulties in the process of proof, because it is an internal side of a criminal misdemeanor or a crime, which is sometimes simply impossible to establish.

The science of criminal law establishes the subjective side of the composition of criminal offence as three features: guilt, motive and purpose. In turn, the motive is an optional feature and requires its establishment only in cases where it directly indicated in the disposition of the ***Special Part of the Criminal Code***. However, the motive is necessarily taken into account when determining the public danger of the committed criminal offence, when imposing a punishment by the court in addition, it affects the degree of a person`s guilt, which is simply necessary for the so-called individualization of punishment. Thus, the motive is driving force of a person`s illegal criminal act, or a perceived need, incentive, satisfaction. Scientific and practical literature correlates the motive with aspirations, interest, urges and desires. But all this is rather associated with stages of development and formation of the ***motivation*** itself, and not the type of ***motive***. Therefore, the most accurate definition of a motive is its understanding as a legally significant feature of the subjective side of a criminal offence, the essence of which is the incentive of a person to achieve a certain result, caused by the needs that cause the determination to commit a criminal offense.

The motives of criminal offenses are diverse, therefore there are many classifications proposed by national and foreign scientists. The following classification considered the most successful, which distinguishes six types of motives: 1) political; 2) selfish; 3) violent-egoistic; 4) anarchic and individualistic; 5) frivolous-irresponsible; 6) fearful and cowardly. The position of the national lawyer M.J. Korzhanskyi is correct, that in practice the most widespread motives for committing criminal offenses are hooliganism, self-interest, revenge, careerism of officials and lust for power. [2, c. 207] It should be noted here that the motive itself as internal urge isn`t something illegal, it becomes so only when it is part of the subjective side of an act prohibited by criminal law.

Summing up all the above, a logical question arises – what then is meant by the term ***motivation of a criminal offense***?

In jurisprudence, the concept of motivation needs a certain definition and specification. Modern psychology defines two main meanings of the term "motivation»: 1) as a system of factors that condition human behavior (such factors are needs, goals, intentions, aspirations, motives); 2) as a characteristic of the process that stimulates and supports the activity of human behavior. Therefore, the motivation of a criminal offense is a specific type of motivation of human behavior and activity. This type of motivation is subject to legal assessment. Some scientists believe that motivation, first of all, is a system of motives that in turn incline a person to a criminal offense. Still, lawyers define the motivation of a criminal offense as an internal process of formation, development and implementation of a motive. That is, the motivation of a criminal offense on itself already extends not only to the motive, but also to other components of the motivation process (to the subject itself and specific social relations).

It is necessary to distinguish between ***motive*** and ***motivation*** of a criminal offense, as they are not equivalent. Motivation is a broader concept and includes a motive as the main element of its structure. A ***motive*** is a separate mental entity, while ***motivation*** is nothing more than the process of formation, development and implementation of a motive in a socially dangerous act [3, c. 36]. These concepts can`t be distinguished from each other. There is even such an established regularity: ***"If there is a motive, there must be motivation. If there is a motivation, there must be a motive."***

The motivation of a criminal offense occurs in several stages or steps. The first stage of the motivational process is the actualization of a set of mental components (needs, desires, interests). After that comes the second stage, which already includes awareness of the motive as a mental formation consisting of several components. Next, a motive is formed, which cannot always remain stable. A motive can be affected by various conditions, and then its components will begin to replace or even supplant each other (the so-called "motive struggle"). In turn, the degree of awareness of the motive will affect the perception and formation of the purpose of the criminal offense, which is another optional feature of the subjective side of the composition of the criminal offense. The next stage is the prediction or representation of the consequences that may occur in connection with the future directions of one's action, after which the person makes a decision to commit a socially dangerous act and fulfill his intention. The last step of the motivational process is the analysis of consequences, an analytical comparison of reality and what was planned by the person.

The stages of the motivational process described above are a generalized and stable structure that can change – expand and increase or, conversely, decrease and decrease. But they will always depend on two components: the person and the social environment in which he is or somehow connected with it.

Thus, taking into account all of the above, the following conclusions can be drawn.As a general rule, the ***motive*** and ***motivation*** of a criminal offense are only optional features of the subjective side of the composition of a criminal offense. But the motive and motivation are subjects of proof that must be established in every criminal case, as they significantly affect the qualification of the act, the appointment and execution of punishment.

Therefore, one should not underestimate the importance of the optional signs of the subjective side of the composition of a criminal offense – they play an important role both within criminal law and within the social science of crime – criminology.

References

1. Козирєв М.П. Мотивація в психологічній структурі злочину. *Науковий вісник 1΄2012 Львівського державного університету внутрішніх справ.* С. 164–172.

2. Коржанський М.Й. Уголовне право України. Частина загальна: Курс лекцій. К.: Наукова думка та Українська видавнича група, 1996. 336с. С. 206–209.

3. Савченко А.В., Мотив і мотивація злочину. Монографія – К. Атіка, 2002.144 с. С. 32–38.

Yefanova Daria,
Faculty of International Trade and Law,
course I, group 17, speciality International Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Soshko Oksana,*** *Candidate of Sciences in Philology,*
Associate Professor of the Department of Foreign Philology and Translation, SUTE

THE IMPORTANCE OF INTERNATIONAL HUMANITARIAN LAW DIRING THE WAR IN UKRAINE

International humanitarian law (IHL), also called the "law of war" or "law of armed conflict," establishes detailed rules that, for humanitarian reasons, are aimed at limiting the consequences of armed conflicts [1]. During the active armed aggression of the Russian Federation against Ukraine, the importance of IHL has increased even more. Although many people, due to their ignorance, believe that IHL does not cope with its main task, according to experts in this field, this is not the case.

Another equally important question is: "Whom does IHL protect and how does it protect?" International humanitarian law primarily protects combatants, as well as those who are not involved or have ceased to participate in hostilities, such as: civilians, medical and clerical military personnel; combatants who are wounded, sick or shipwrecked; prisoners of war and interned civilians [2]. IHL regulates the conduct of hostilities by parties to a conflict and provides protection to persons in the hands of the enemy. It also:

- obliges parties to the conflict to distinguish between combatants and civilians and to refrain from attacking civilians;
- prohibits or restricts the use of weapons that cause particularly severe suffering or do not allow distinguishing combatants from civilians;
- obliges the parties to the conflict to take care of the wounded and sick, and protect medical personnel;

- obliges the parties to the conflict to ensure respect for the human dignity of prisoners of war and interned civilians, allowing, in particular, International Committee of the Red Cross (ICRC) delegates to visit them [2].

But still, why is IHL so important during the war in Ukraine?

First and foremost, it is the protection of civilians and civilian populations. This goal is reflected in the general provisions of customary international humanitarian law: "Attacks must not be directed against civilians; civilians must be treated humanely". These provisions are a manifestation of the general principle of humanity and are specified in the relevant rules of treaty and customary international humanitarian law. Among all civilians, there are special categories that require special protection. These are the wounded, the sick, the disabled, the elderly, children, and women in childbirth [3, c. 149].

Another important aspect is the provision of humanitarian aid and "green/humanitarian alley" to the population during active hostilities. According to IHL, if the parties to a conflict are unable to provide for civilians and people no longer involved in the conflict, humanitarian organizations may offer to provide impartial services to those in need" [4].

Another, but no less important, is the protection of medical units. The main national requirements for the implementation of the Geneva Convention, which is one of the sources of IHL, provides for the protection of military medical units, both stationary and mobile, and protection is also extended to civilian medical units in accordance with Article 12 of the Additional Protocol. Medical units may not be attacked, but must be respected and protected at all times. Furthermore, both civilian and military medical units must be located in such a way that attacks on military objectives cannot jeopardize their security. They should also not be used to attempt to protect military objectives from attack [5, c. 130].

The protection of prisoners of war is central to IHL. The basic national requirements for the implementation of Geneva Convention III stipulate that prisoners of war are entitled to humane treatment at all times. IHL requires the prohibition and criminalization of physical mutilation or medical/scientific experimentation of any kind that is not justified by the medical, dental or hospital needs of POWs. Retaliatory measures by the detaining authorities are also minor violations and should be subject to disciplinary sanctions [5, c. 105].

To summarize, international humanitarian law plays an important role in the Russian-Ukrainian war. Although many IHL norms are currently being violated, this does not mean that they have lost their relevance. This demonstrates the difficulty of ensuring compliance with legal restrictions during the war, as well as the low effectiveness of mechanisms to prevent serious violations of IHL, liability for war crimes, etc., but this does not mean that we should not comply with IHL, on the contrary, by complying with it we increase its effectiveness.

References

1. Войтенко О., Єлігулашвілі М., Козорог О., Короткий Т., Потапова В., Стокоз О., Хендель Н. Вивчаючи Міжнародне гуманітарне право. Навчально-методичний матеріал / за ред. Т. Р. Короткого. Київ-Одеса, Фенікс, 2021. С. 149.
2. Імплементація міжнародного гуманітарного права: від правових норм до дії. Блог МКЧХ.URL: https://blogs.icrc.org/ua/2022/12/01/implementing_ihl/ (дата звернення: 22.04.2023).
3. Основи міжнародного гуманітарного права. Блог МКЧХ. URL: https://blogs.icrc.org/ua/2017/08/11/ihl-basics-ukr/ (дата звернення 22.04.2023).
4. Global Rights Compliance. The Domestic Implementation of International Humanitarian Law in Ukraine (updated). Kyiv, UkraineFebruary 2021. P. 105, 130. URL: https://www.asser.nl/ media/ 794633/2021-the-domestic-implementation-of-ihl-in-ukraine-updated.pdf (дата звернення 22.04.20203).
5. Why is international humanitarian law important in Ukraine and around the world?International rescue committee. URL: https://www. rescue. org/article/why-international-humanitarian-law-important-ukraine-and-around-world (дата звернення 22.04.2023).

Yevtushenko Anastasia,
Faculty of International Trade and Law,
course l, group 8, specialty Civil Law and Procedure,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisior ***Soshko Oksana,*** *Candidate of Sciences in Philology,*
Associate Professor of the Department of Foreign Philology and Translation, SUTE

ISSUES OF COMPENSATION FOR DAMAGE CAUSED BY THEBODIES OFPUBLIC ADMINISTRATION

The state, performing public functions in the form of public administration bodies, must be responsible for its activities. The legal basis for this type of social responsibility of the state is provided by the Law of Ukraine "On the Procedure for Compensation for Damage Caused by Unlawful Acts of State Authorities or Local Self-Government Bodies". This law regulates legal, economic and organizational issues related to the exercise of the constitutional right of Ukrainian citizens and compensation at the expense of the state or local governments for property or moral (non-property) damage caused by unlawful decisions, actions or inaction of state authorities, local governments, their officials and employees in the exercise of their powers. Bringing a public authority or local self-government body to liability is usually determined by the event of damage caused by the relevant public authority or official of such body [1].

At the end of the nineteenth century, Italian courts narrowly interpreted governmental responsibility, excluding it from cases where the government committed acts of an imperial nature. Article 28 of the Constitution deviates from this approach by establishing two principles: first, officials and employees of state bodies are directly liable for violations of rights, and second, state bodies are civilly liable in such cases, and the non-contractual obligations of state bodies are affected by the provisions of the Civil Code. Accordingly, liability may be based on violations of applicable legal provisions, including procedural restrictions on the exercise of executive powers. For example, there is liability for the illegal issuance of construction permits [5].

Individuals often go to court to seek compensation for damages caused to them. Legal entities are much less likely to be plaintiffs. As for the defendant, lawsuits are usually filed against employees who hold lower positions, i.e., those belonging to category B: department, village, city, district council, local state administration, tax authorities, etc. There are almost no lawsuits against higher state authorities.

A significant problem in the area of compensation for damage caused by public authorities is the low awareness of the public about the procedure for compensation and filing a lawsuit. This requires time to prepare claim documentation, which in turn negatively affects the prospects of filing a claim. Citizens often present insufficient evidence and cannot legally prove their case, referring to the current legislation in the case, or they appeal to the wrong defendants.

Liabilities for damages, like other civil obligations, are based on legal facts. Pursuant to Article 11 of the Civil Code, the basis for its occurrence is the infliction of property and moral damage to another person. Such obligations are of both property and non-property nature. They arise in connection with the violation of absolute property and personal non-property rights. They can be divided into two groups: Liability for damage caused by a tort or tortious act. Liability for damage caused by a lawful act. There is a significant difference between these groups of liabilities: unlawful damage is subject to compensation in all cases, while lawful damage is subject to compensation only when it is provided for by law, for example, the Civil Code. An example is Article 1171 of the Civil Code, which provides for a special nature of compensation in emergency situations [4].

As a rule, the obligation to compensate for damage is imposed on the person who caused it in cases where there are statutory grounds. At the same time, the person who has compensated the damage has the right to make a counterclaim against the person who acted in his or her interests. That is, this person has the right of recourse. Recourse is the right of the person who has fulfilled the obligation. Recourse can be used to reimburse expenses under the obligation of another person. When the main obligation is terminated, a recourse obligation arises.

Tort as a ground for non-contractual liability. The tort liability is a type of civil liability for violation of absolute rights of subjects of civil legal relations and constitutes the majority in the system of liabilities for compensation for damage. The threat of property sanctions plays a preventive role, preventing harm, and secondly, it has a restorative (compensatory) function, thus contributing to the protection of property. Thus, a tort obligation is a civil law obligation under which a creditor may demand from a debtor full compensation for damage unlawfully caused by providing goods and/or property in kind, and compensation for non-pecuniary damage [3].

Regarding non-pecuniary damage: Pursuant to Article 23 of the Civil Code of Ukraine, a person has the right to compensation for non-pecuniary damage caused by a violation of his or her rights. Non-pecuniary damage is defined as physical pain and suffering suffered by an individual as a result of injury or other damage to health, as well as mental suffering suffered by an individual due to the destruction or damage to his or her property. Non-pecuniary damage as a result of injury or other damage to health may be compensated in a lump sum or on a monthly basis. Non-pecuniary damage in connection with the death of an individual is compensated to his or her spouse, parents (adoptive parents), children (adopted children) and persons who lived with him or her as family members. Non-pecuniary damage may be compensated in money, other property, or in any other way. The amount of monetary compensation for non-pecuniary damage is determined by the court in accordance with the nature of the offense and the depth of physical and moral suffering [2].

Summarizing all the above, we can conclude that modern administrative law imposes more restrictions on the state (or, more precisely, on the public administration) and less on people and individuals in general. Compensation for damage caused by public administration to private individuals is paid either from the state budget or from the local budget. The type of budget from which payments are made depends on the specific type of administrative body that caused the damage. In addition, damages can be compensated "voluntarily" or "compulsorily" through enforcement procedures carried out by public or private enforcement officers.

References

1. Закон України «Про порядок відшкодування шкоди, завданої незаконними діяннями органів державної влади або місцевого самоврядування» https://ips.ligazakon.net/document/JF3LS00A (дата звернення 25.04.2023).

2. Куцин А. В., аспірант кафедри цивільного права Національного університету «Одеська юридична академія» ВІДШКОДУВАННЯ ШКОДИ, ЗАВДАНОЇ ДЕРЖАВОЮ, ОРГАНАМИ ДЕРЖАВНОЇ ВЛАДИ ТА ОРГАНАМИ МІСЦЕВОГО https://core.ac.uk/download/pdf/156902819.pdf (дата звернення 23.04.2023).

3. Хоменко М.М. Асистент кафедри Київського національного університету імені Тараса Шевченка «Відшкодування шкоди, завданої органами державної влади, їх посадовими та (або) службовими особами у сфері нормотворчої діяльності» ст. 258–260 http://kul.kiev.ua/images/chasop/2012_3/256.pdf (дата звернення 23.04.2023).

2. Цивільний кодекс України ст. 1171, ст. 11 ЦК https://zakon.rada.gov.ua/ (дата звернення 25.04.2023).

3. Giacinto della Cananea (ed.), Roberto Caranta (ed.) Tort Liability of Public Authorities in European Laws "The Liability of Public Administration: A Special Regime between Formal Requirements and Substantial Goals" https://academic.oup.com/book/39623/chapter-abstract/339567608 (дата звернення 25.04.2023).

Zaporozhtseva Lesia,
Fakultät für Handel und Marketing,
Fernstudentin des zweiten Studienjahres,
Gruppe 1, Hauptfach "Journalistik",
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen, SUHW

PRESSE- UND INFORMATIONSFREIHEIT IM DIENSTE FÜR DEUTSCHE JOURNALISTEN ZUM KRIEG IN DER UKRAINE

Im Grundgesetz Artikel 5 findet sich die wichtigste Grundlage der Pressearbeit in Deutschland: die Pressefreiheit. Sie garantiert den Medienmachern, dass keine Zensur durch den Staat stattfindet. Dadurch können die Pressevertreter ihre wesentlichen Aufgaben wahrnehmen. Dazu gehört neben dem Zugänglichmachen von Informationen auch die Überwachung und Kontrolle des Staates.

Die Frage, was unter Pressefreiheit zu verstehen ist, bietet freilich viel Raum zur Beantwortung. In Deutschland wird die Pressefreiheit im GG Art. 5 wie folgt definiert:

- Jeder hat das Recht, seine Meinung in Wort, Schrift und Bild frei zu äußern und zu verbreiten und sich aus allgemein zugänglichen Quellen ungehindert zu unterrichten. Die Pressefreiheit und die Freiheit der Berichterstattung durch Rundfunk und Film werden gewährleistet. Eine Zensur findet nicht statt.
- (2) Diese Rechte finden ihre Schranken in den Vorschriften der allgemeinen Gesetze, den gesetzlichen Bestimmungen zum Schutze der Jugend und in dem Recht der persönlichen Ehre.
- (3) Kunst und Wissenschaft, Forschung und Lehre sind frei. Die Freiheit der Lehre entbindet nicht von der Treue zur Verfassung [1, S. 1–2].

Im Krieg können Informationen überlebenswichtig sein.Die Arbeit der Medien zu behindern, schneidet die Menschen von ihrem Recht auf Information ab.

Mindestens 25 deutsche Journalistinnen und Journalisten sollen sich in der Ukraine befinden und über Russlands Krieg unter der Führung von Wladimir Putin berichten, haben Recherchen des Medienmagazins "ZAPP" des Norddeutschen Rundfunks (NDR) ergeben, die am Dienstag veröffentlicht wurden.

Demnach sollen sich für das ZDF zwei sowie für die "Deutsche Welle" drei Reporterinnen und Reporter in der Ukraine befinden. Die privaten Medienanstalten sind laut Bericht aktuell stärker vertreten. Für RTL und N-TV sind drei, für den "Spiegel" fünf und für den Axel-Springer-Verlag insgesamt sieben Journalisten und Journalistinnen vor Ort.

Der Deutsche Journalisten-Verband (DJV) appelliert derweil an die Kriegsparteien in der Ukraine, keine Reporter anzugreifen. Anlass sei die Verletzung von zwei dänischen Journalisten in der Stadt Okhtyrka im Osten der Ukraine, erklärte der DJV am Mittwoch in Berlin. Die Berichterstatter, die Schutzwesten trugen, seien bereits am vergangenen Samstag von Geschossen getroffen worden, wie erst jetzt bekannt geworden sei.

Nach Artikel 79 der Genfer Konvention gelten Reporter als Zivilisten. Die Konfliktparteien müssten alles unternehmen, um das Leben der Journalisten und Journalistinnen zu schützen, sagte Überall.

Medienschaffende riskierten ihr Leben, um die Geschehnisse in der Ukraine zu dokumentieren. Ein Jahr nach Beginn des Angriffs auf die Ukraine haben Reporter ohne Grenzen und die ukrainische Partnerorganisation Institute of Mass Information die Gewalt gegen Medienschaffende und die Anstrengungen zu ihrer Unterstützung in Zahlen gefasst.

Die Ukraine ehrt politische und publizistische Unterstützer aus dem Ausland mit Verdienstorden, darunter auch drei Journalisten des Axel-Springer-Verlags, zu dem auch WELT gehört. Ausgezeichnet werden WELT-Chefredakteur Ulf Poschardt, der stellvertretende "Bild"-Chefredakteur Paul Ronzheimer und der verantwortliche Redakteur im "Bild"-Ressort Politik, Julian Röpcke. Das geht aus einem Erlass von Präsident Wolodymyr Selenskyj in Kiew hervor.

Der frühere ukrainische Botschafter in Deutschland, Andrij Melnyk, gratulierte dazu den mutigen deutschen Journalisten. "Durch Eure mutige Berichterstattung habt Ihr der Bundesrepublik die Augen eröffnet, dass dieser Krieg jeden Deutschen betrifft", wurde am Montag auf Twitter an Ronzheimer und Röpcke geschrieben. Poschardt habe dazu beigetragen, dass die deutsche Ampel-Koalition die Ukraine mit Waffenlieferungen unterstütze [2, S. 1].

Der SPIEGEL berichtet täglich ausführlich über den Krieg in der Ukraine, mit Analysen, Reportagen, Interviews – auch direkt von vor Ort. Derzeit befinden sich fünf SPIEGEL Berichterstatter und Berichterstatterinnen in der Ukraine: Christoph Reuter, Christian Esch, Alexandra Rojkov, Walter Mayr und Alex Sarovic.

In dem Podcast SPIGEL Daily schilderte Rojkov zudem ihre Erfahrungen: Anfang vergangener Woche kam sie in Kiew an und verbrachte zwei Tage später – wie Tausende Menschen in der ukrainischen Hauptstadt – die Nacht in einer Metrostation, zum Schutzbunker umfunktioniert. Die Stimmung war wirklich traurig. Die Leute haben geweint, waren völlig aufgelöst.

Unser Reporter Christoph Reuter berichtet seit Jahrzehnten aus den Krisenregionen der islamischen Welt – vor allem aus und über Syrien und Afghanistan. Er recherchiert derzeit für den SPIEGEL in der Ukraine. In der Grenzstadt Sheyni sprach er mit Flüchtenden – und beschrieb, wie Menschen aus Afrika tagelang in einer Extra-Schlange warten müssen, um aus dem Land zu gelangen [3, S. 1–2].

Zusammenfassend sollte nochmals hervorgehoben werden, dass die Presse quasi als vierte Gewalt im Staat fungiert und gerade im Rahmen des investigativen Journalismus Missstände aufdecken und die Bevölkerung über selbige aufklären soll.

References

1. Anwalt. ORG. Rechtsgebiete. Presserecht. Pressefreiheit. Was bedeutet Meinungs- und Pressefreiheit in Deutschland? URL: https:// www.anwalt.org/pressefreiheit/ (дата звернення 10.03.2023).

2. Home. Kultur. Medien. In Eigener Sache. Ukraine ehrt deutsche Journalisten mit Verdienstorden. 15.11.2022. URL: https:// www.welt.de/ kultur/medien/article242134881/In-eigener-Sache-Ukraine-ehrt-deutsche-Journalisten-mit-Verdienstorden.html (дата звернення 20.03.2023).

3. Sie sind unsere Augen und Ohren: Mindestens 25 deutsche Reporter:innen sind derzeit in der Ukraine. Redaktionsnetzwerk. Deutschland. ZAPP Medienmagazin. 01.03.2022. URL: https:// www. rnd.de/medien/krieg-in-ukraine-mindestens-25-deutsche-journalistinnen-und-journalisten-vor-ort-2O34EEOJSBDYZDFIOJRX P62TEY.html (дата звернення 20.03.2023).

Zhyla Iryna,
Faculty of International Trade and Law,
course II, group 10, specialty Commercial Law,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Soshko Oksana,*** *Candidate of Philological Sciences,*
Associate Professor of the Department
of Foreign Philology and Translation, SUTE

UKRAINE AND THE ROMAN STATUTE

The Rome Statute is an international treaty signed in 1998 to establish the International Criminal Court. It entered into force on July 1, 2002. Currently, 137 countries of the world are signatories to the Rome Statute. Of these, 123 countries have ratified the document: 33 African countries, 19 countries of the Asia-Pacific region, 18 countries of Eastern Europe, 28 countries of Latin America and the Caribbean, and 25 countries of Western Europe. After the ratification of the Rome Statute, the state becomes a member of the International Criminal Court, and crimes committed by its citizens or committed on its territory become subject to trial in The Hague.

Ukraine signed this agreement on January 20, 2000, but the Verkhovna Rada has not yet ratified it. At first, the obstacle to the ratification of the Rome Statute was the conclusion of the Constitutional Court of Ukraine dated July 11, 2001 that the provisions of the Rome Statute, according to which the International Criminal Court "supplements national bodies of criminal justice", were not consistent with the Constitution of Ukraine, which does not provide for the possibility of "supplementing judicial system of Ukraine" [1]. At the moment, many experts in this matter believe that the main reason why Ukraine should not ratify the Rome Statute is that the special competent bodies of foreign countries will receive a bunch of statements from the aggressor country about alleged crimes committed by our military and the same International Criminal Court will give them an assessment. According to experts, this can destabilize the situation in the state, and it can also limit the freedom of discretion of commanders on the battlefield and demotivate the military in general.

Despite this, the Rome Statute provides for the possibility that, even without ratification, a state may recognize the jurisdiction of the International Criminal Court in certain cases. Thus, Ukraine recognized the jurisdiction of the International Criminal Court on two issues through two statements of the Ministry of Foreign Affairs. They were submitted by the Ministry of Foreign Affairs on April 17, 2014 regarding the Maidan cases and on September 8, 2015 regarding war crimes and crimes against humanity committed on the territory of Ukraine. But then, on March 2, 2022, the chief prosecutor of the International Criminal Court, Karim Khan, interpreted Ukraine's recognition of the court's jurisdiction as including the crime of genocide [4].

But why is the ratification of the Rome Statute important for Ukraine and what are its advantages and disadvantages?

The main importance of this issue is that it is currently the only mechanism for holding Putin and the leaders of the so-called "LPR" and "DPR" accountable at the international level for the crimes committed in Donbas. It is also important because the ratification of the statute is an obligation of Ukraine in accordance with Articles 8 and 24 of the Association Agreement with the EU [5].

Upon ratification of the Rome Statute, Ukraine will have a certain list of positive consequences, namely: a mechanism for direct punishment of those who commit international crimes; stimulation of national investigative bodies to act more effectively, to study a wider range of facts that may indicate the commission of war crimes, to follow international standards of documentation, work with witnesses, etc.; the involvement of the International Criminal Court in the study of the situation in the country immediately revitalizes the national investigation and mobilizes the human rights community; Ukraine will become a full-fledged participant in the process in all structures of the International Criminal Court, including the right to nominate a judge from Ukraine and participate in the elections of the Prosecutor of the Court; victims of international crimes will be able to be involved in the process of considering cases; the decisions of international courts regarding Russia will be a significant factor for the continuation and expansion of the sanctions policy of Ukraine and other states regarding the Russian Federation as an aggressor state.

As for negative consequences, they are also present. For example, the possibility of bringing Ukrainian citizens to justice. In case of ratification of the Statute, its jurisdiction will extend not only to the aggressor state, but also to Ukraine itself. This means that Ukrainian citizens can also be held accountable by the Court. However, this is unlikely. Because: Ukrainian citizens can be prosecuted only for genocide, crimes against humanity, war crimes and crimes of aggression; ordinary soldiers are not able to single-handedly organize the mass destruction of the civilian population, so those who gave criminal orders will be brought to justice; Ukraine is a signatory of the UN Charter, and it confirms the country's right to self-defence. Another negative consequence is the payment of an additional fee for the work of the International Criminal Court. It is paid by all states that have ratified the Rome Statute. These funds are used to ensure the work of the court. To clarify, in 2020, Ukraine paid 3,827,464.92 euros to the budget of the Council of Europe, including for ensuring the functioning of the European Court of Human Rights. For a state that is financially unstable at this stage, this can have severe consequences for internal development.

Thus, it can be concluded that the issue of ratification of the Rome Statute is very acute for Ukraine. Its ratification has its pros and cons. That is why the state must responsibly approach the solution of this issue.

References

1. Висновок Конституційного Суду України у справі за конституційним поданням Президента України про надання висновку щодо відповідності Конституції України Римського Статуту Міжнародного кримінального суду (справа про Римський Статут) від 11.07.2001 року Справа № 1-35/2001, № 3-в/2001URL: https://zakon.rada.gov.ua/laws/show/v003v710-01#Text (дата звернення: 21.04.2023)
2. Європейська правда, Міжнародна безпека та євроінтеграція України: Гаага без впливу та з обов’язками. Як Україна шкодить собі, не ратифікуючи Римський статут МКС URL: https://www. eurointegration.com.ua/articles/2022/08/22/7145306/(дата звернення: 21.04.2023)
3. Радіо свобода: Малюська пояснив, чому Україна не може ратифікувати Римський статут під час війни, URL: https://www. radiosvoboda.org/a/news-maluska-ukraina-rymskyy-statut/ 31880061.html (дата звернення:15.04.2023)
4. Радіо свобода: 20 років набуття чинності Римського статуту. Чи є проблемою, що Україна досі його не ратифікувала? URL: https://www.radiosvoboda.org/a/rome-statute-ukraine/31923517.html (дата звернення: 12.04.2023)
5. Угода про асоціацію між Україною, з однієї сторони, та Європейським Союзом, Європейським співтовариством з атомної енергії і їхніми державами-членами, з іншої сторони, від 27.06.2014 року, URL: https://zakon.rada.gov.ua/laws/show/984_011#n2820, (дата звернення: 21.04.2023)
6. Укрінформ Мультимедійна платформа іномовлення України: Україна та Римський статут: чому треба ратифікувати цей договір.URL: https://www.ukrinform.ua/rubric-ato/3691045-ukraina-ta-rimskij-statut-comu-treba-ratifikuvati-cej-dogovir.html (дата звернення: 21.04.2023)

SECTION 5

MANAGEMENT, MARKETING AND ADVERTISING

Andrusenko Kateryna,
course IV, group 405, speciality Hotel and Restautant Management
Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi, Ukraine
Scientific supervisor ***Maksymiuk Nataliya,*** *PhD in Philology, Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi*

RISK MANAGEMENT AS A COMPONENT OF EFFECTIVE ENTERPRISE MANAGEMENT

The success of an enterprise on the market depends not so much on its production and financial capabilities, but on the ability to take risks and to manage risks correctly that occur in the internal and external environment. Therefore, correctly made management decisions and the manager's ability to take "reasonable" risks will ensure the expansion of sales markets, the improvement of the company's financial condition, and the achievement of long-term competitive advantages. For this, in the management system of the enterprise, attention should be paid to forecasting and taking into account threats in the implementation of commercial activities, which are aimed at by the modern branch of management – risk management [1].

Risk management is a process related to the identification, analysis of risks and decision-making, which includes the maximization of positive and minimization of negative consequences of the occurrence of risk events [2]. Risk management is aimed at finding the optimal ratio between a high level of risk, which can lead to the collapse of the enterprise, and a complete rejection of it, which leads to a loss of competitiveness.

The functioning of the risk management system requires the fulfillment of the following prerequisites: risks must be clear and understood by the managers; risk-taking decisions must correspond to the strategic tasks of the enterprise; the expected income should compensate for the accepted risk; the amount of the capital must correspond to the size of the risks to which the enterprise is exposed; incentives for achieving high performance should be consistent with the level of risk [1].

Risk management is associated with both negative and positive consequences. The essence of risk management is to identify potential deviations from planned results and to manage them in order to enhance prospects, reduce losses and improve the validity of the made decisions. Managing risks means identifying perspectives and opportunities for further developments, as well as preventing or reducing the likelihood of an undesirable course of events [3].

In order to manage risky situations successfully, the manager should adhere to the basic principles of risk management:

1. they can not risk more than their own capital allows. This means that before making any decision under risk conditions, the manager must: determine the maximum possible loss in the case of a risk event; compare it with the amount of available financial resources and the possibility of their use to correct negative consequences;

2. theycan not risk "the big for the sake of the small". The implementation of this principle requires that the manager, knowing the maximum possible amount of the loss, determines what it can lead to, what is the probability of the risk, in order to make the right decision based on this information;

3. they should think about the consequences of the risk. The implementation of this principle assumes that it is necessary to compare the expected result with the possible costs incurred by the enterprise in the case of a risky event. Only with an accepted ratio of effeciency and possible losses a decision should be made to implement a risky decision or project. However, this is not enough. It is important to determine how a specific type of risk affects the results of the actions, what consequences will be afterwards. Moreover, first they need to assess the probability that a certain event will actually happen, and then how it will affect the company's situation [4].

The risk management system is designed to become an integral part of the organization's management subsystem. The development of risk management standards indicates that the change in the business environment leads to the emergence of new dangers and risks that require timely optimization. The implementation of the risk management system is of a long-term nature, aimed at obtaining additional competitive advantages in a strategic perspective.

References

1. L.M. Cherchyk, S.I. Begun, I.M. Ivashkevich, Risk management system of the enterprise: essence and components. Economic Forum 1/2017. – Access mode: https://evnuir. vnu.edu. ua/ bitstream/ 123456789/13355/3/ ecfor_ 2017_1_28.pdf (датазвернення: 12.04.2023).
2. Volynets I., Organization of risk management at the enterprise. Economic journal of Lesya Ukrainka East European National University. – Access mode: https://www.echas.vnu.edu.ua/index. php/echas/ article/ view/250/204 (дата звернення: 10.04.2023).
3. Lagunova I.A. The essence and principles of the concept of risk management. Actual problems of state administration. 2018. № 1 (53). P. 44–52.
4. Nikolayenko S.N. Risk management in medical insurance / S.N. Nikolayenko. – Scientific works of the MAUP. – 2011. – № 3. – P. 141–144.

Babych Olga,
Faculty of Trade and Marketing,
course II, group 8, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleg,*** *candidate*
of Pedagogical Sciences,
Associate Professor of the Department
of Modern European Languages, SUTE

MARKETING IN THE FIELD OF NON-COMMERCIAL ACTIVITY: SPREAD OF APPLICATION

Marketing plays an important role in the activity of any enterprise because it allows for establishing an optimal relationship between the enterprise and the external environment, of which it is a part. Marketing is extremely important in commercial activities, but non-commercial activities cannot exist without it either.

The sphere of non-commercial activity exists in any country. Regardless of the state apparatus, political system, and organization of the economy, institutions of state power and management, power structures, or cultural organizations operate in every country. All of them should be interested in the fact that the results of their activities find a positive response in society, because only in this case they justify their existence and can rightfully count on funding from the state budget, founders' contributions and sponsorship. That is why such organizations need marketing services [4].

The presence of competition in the non-commercial sector creates the problem of selling identical non-commercial products. In addition, non-commercial entities compete with each other for the right and priority of funding and stimulation of their activities from the state (from the state budget), sponsors, patrons and other donors. Withstanding such a counterweight, and especially winning it, at the current level of competition, is possible only with the use of marketing principles, means and tools [1].

Non-commercial marketing covers a very wide range of areas of humanactivity, much broader than the production and promotion of goods and services(field of classical marketing application). These areas include policy, publicadministration, defence and security, health, education, religion, science, art andculture, sport, charity etc. The social value of these spheres of activity is no less (andin some aspects even more) than the value of material production and trade. Non-commercial marketing is the activity of non-commercial entities in a competitive environment, based on the principles of classical marketing and aimed at achieving goals not directly related to making a profit [1].

Non-commercial structures use classic marketing techniques, but taking into account their specifics:

– demand and supply research
– organization of sales markets
– launch of social advertising
– search for market segments [2].

Nonprofit marketing refers to activities and strategies that spread an organization's message, as well as soliciting donations and volunteering. Nonprofit marketing involves creating logos, slogans, and copy. [3]

Non-profit marketing includes a wide variety of activities such as direct mail marketing, mobile marketing, content marketing, and social media marketing.

Non-profit organizations allocate significantly smaller budgets for marketing than commercial companies, but despite this, they also use marketing techniques to attract the attention of consumers.

The direct impact of the non-profit sector on the for-profit sector is unquestionable. After all, the satisfaction of a person's basic needs has a favourable effect on his social position, activity and activity. Marketing in the field of non-commercial activity is ideally designed to ensure social balance and healthy partnerships between different social groups [3].

In order to clearly show that non-profit organizations use marketing activities, I want to give an example. For example, when there is a charity organization, it aims to raise funds and help a person in need, but for this, you need to attract the attention of sponsors who will be able to invest their money in a good cause. But such sponsors themselves are very rarely found, because without advertising, no one will know about you, that is why in this case non-commercial marketing is used, which helps to attract people's attention and encourages them to join a good cause and save someone's life. The best way to do this "advertising" is through social media and mailings.Another example of the use of marketing in non-commercial activities can be the field of education. The quality of educational services directly affects the level of production, therefore the professionalism of the graduate is the key to the efficiency of the commercial sector. At the same time, the quality of primary, secondary and higher education is interconnected. The popularity of this field indicates the high need of society for quality education. However, the financial situation of many citizens does not allow them to realize themselves in this or that professional field due to the lack of funds, so non-commercial activities in this sector remain in demand.

Currently, the use of marketing in non-commercial activities is quite relevant in our country. Because hostilities are taking place in Ukraine, many volunteer organizations have now appeared that help our army and people who have lost their homes. There are many such organizations and unfortunately, not all of them are honest, so some of them use marketing to gain trust from people and attract sponsors. Some of these organizations advertise on television or social networks, and thanks to this, it is possible to raise the funds necessary for our defenders.

So, we can conclude that the use of marketing in non-commercial activities, even though such organizations have a limited budget for marketing, is now relevant, because without marketing it is difficult to do any activity.Currently, non-profit organizations are developing and becoming more relevant every day, therefore, I believe that in the future marketing will only become more popular and in demand in this field.

References

1. Курбацька Л.М. (2018). Сутність некомерційного маркетингу та його види [Електронний ресурс]. – https://dspace.dsau.dp.ua/ bitstream/123456789/4322/1/ % D0 % 9A % D1 % 83 % D1 % 80 % D0 % B1 % D0 % B0 % D1 % 86 % D1 % 8C % D0 % BA % D0 % B0.pdf (дата звернення: 20.04.2023).

2. Гурчунова Є. Некомерційний маркетинг (2019) [Електронний ресурс]. – AboutMarketing – https://aboutmarketing.info/osnovy-marketynhu/nekomertsiynyy-marketynh/?amp=1 (дата звернення: 18.04.2023).

3. Некомерційний маркетинг (2021) [Електронний ресурс]. – Фінансова енциклопедія. – https://ua.nesrakonk.ru/nonprofit-marketing/ (дата звернення: 18.04.2023).

4.Киріліна Е.(2018-2022) Поширення маркетингового підходу в некомерційній сфері: Курсова робота. – [Електронний ресурс]. – http://4ua.co.ua/marketing/va3bd78b5d53b88521216d36_0.html (дата звернення: 19.04.2023).

Borovyk Taisiia,
Faculty of Trade and Marketing,
course II, group 11, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Oleshko Natalia,***
Senior Lecturer of the Department
of Modern European Languages, SUTE

WESTERN MARKETING TOOLKIT AND PROSPECT FOT ITS USE ON THE UKRAINIAN MARKET

In today's world, every year more and more companies decide to use marketing tools to achieve better results of their activities and get more profit. Since the West is considered the most industrialized part of the world, it is obvious that marketing there is also very developed. Philip Kotler, who is called the "father of marketing", comes from the USA, so it becomes clear why the rest of the world uses exactly those marketing tools that first appear in the West.

Philip Kotler himself developed several marketing theories: from the earliest Marketing 1.0 to the modern Marketing 5.0. Features of Marketing 5.0 are considered to be:

• Implementation and use of artificial intelligence
• Omnidirectionality of marketing communications
• Building a brand community
• Emphasis on functionality, spirituality, emotionality, self-creation
• Improvement of interpersonal communication of brands
• Flexibility of brand communications [7].

Following the development of marketing theories, we can understand that the most influential events that determined the development of modern marketing 5.0 can be considered the emergence of the Internet, the globalization of the use of social networks, the Covid-19 pandemic, the invention of artificial intelligence and robotics. In the Ukrainian market, a full-scale war was also added to the list of factors.

Businesses from all over the world had to adapt to new conditions.

At the height of the Covid-19 pandemic, businesses canceled offline activities and transferred their communications to digital. A large number will continue to do so. Changes occurred with the weakening of the threat of the virus and the invention of the vaccine. In order to ensure their own survival in the market, businesses have begun to use a phygital strategy – a combination of offline and online activities, which often includes brand collaboration. An active example on the American market can be the phygital collaboration between Amazon and Starbucks [4]. In the Ukrainian market, this method of communication has also begun to be discussed and applied. For example, the "LOVE Surprise" campaign from the ATB supermarket network [2].

Another consequence of the transition to the digital world was the appearance of a large number of chat bots. In this way, they are trying to simplify the process of searching for information and purchasing for the consumer. In Ukraine, this method of communication has been used for a long time by commercial, social and even state organizations. With the help of a chatbot, an average Ukrainian can check information about products in a supermarket, pay for utilities, and even receive psychological first aid.

Separately, I would also like to mention the development of separate applications for brands on the iOS and Android platforms, the reason for which was the increase in the use of mobile phones by consumers in everyday life.

Interest in social networks is also only growing, so modern brands create profiles on various platforms for closer contact with consumers. The main platforms for Western businesses are Twitter and Instagram, while for Ukraine it is Instagram and Facebook.

The development of artificial intelligence has also become a new trend. The appearance of such AI as Chat GPT, Midjourney and others made their changes. Now a computer can write texts, do analytics, develop a content plan and create creatives [8]. Western marketers are already actively using these opportunities.

In addition to creating content, AI is also involved in creating food [5]. For example, Ukrainian national network of coffee shops "1708 Pizza di Napoli" used the capabilities of Chat GPT to create a new pizza recipe [1].

Another successful marketing tool can be called the use of robots in the promotion. In the Western market, media service providers such as Netflix [10] and HBO [3] actively use it to promote their products.

VR and AR have also become a way of communicating with customers in the West. Famous brands open their stores in the meta-universe and offer to try things on before buying [9].

Speaking of VR and AR reality, one cannot fail to mention the NFT trend as well. Western companies, individual brands and even famous stars release their NFT collections to promote their products and consolidate their image [6].

Summarizing all of the above, the following conclusions can be reached:

1) The increase in the use of smartphones by consumers has led to the use of a greater number of digital tools;

2) The use of robots and AI served as an impetus for the search for new ways of using them in the marketing communications of businesses;

3) Ukrainian marketers follow trends and actively use phygital strategies and AI capabilities on domestic market;

4) Robots, VR and AR are not yet actively used in the Ukrainian market, but have the potential for application.

Active monitoring of trends by marketers leads to the expansion of the toolkit of marketing communications and contributes to the creation of stronger relations with consumers and the formation of loyal brand communities.

References

1. Товстоліс Ю. Для тих, хто любить складні смаки. У Києві та Львові можна спробувати піцу, рецепт якої вигадав ШІ. 2023. Retrieved 12 March 2023 from https://mc.today/uk/dlya-tih-hto-lyubit-skladni-smaki-u-kiyevi-ta-lvovi-mozhna-sprobuvati-pitsu-retsept-yakoyi-vigadav-shi/ (дата звернення: 12.04.2023).

2. LOVE Surprise від АТБ. 2022. Retrieved 12 March 2023 from https://sostav.ua/publication/love-surprise-v-d-atb-91008.html (дата звернення: 11.04.2023).

3. Abery. L.‘Westworld’ humanoids unleashed on New Yorkers with creepy coffee cart. 2022. Retrieved 12 March 2023 from https:// www.famouscampaigns.com/2022/06/hbos-westworld-populates-manha-ttan-with-eerie-pop-ups/ (дата звернення: 11.04.2023).

4. Amazon, Starbucks Partner on "Phygital" Concept. Instore. 2021. Retrieved 12 March 2023 from https://instoremag.com/amazon-starbucks-partner-on-phygital-concept/ (дата звернення: 8.04.2023).

5. Goodyear. S. What happens when you let artificial intelligence decide what's for dinner. 2023. Retrieved 12 March 2023 from https://www.cbc.ca/radio/asithappens/new-york-times-ai-recipes-1.6643268 (дата звернення: 10.04.2023).

6. Horberry. R.12 brands using NFTs, the metaverse, and crypto right now.2022. Retrieved 12 March 2023 from https://blog.gwi.com/ marketing/brands-using-nfts-metaverse-crypto/ (дата звернення: 8.04.2023).

7. Menta S. The Evolution of Marketing 1.0 to Marketing 5.0. International Journal of Law Management&Humanities. 2022. Vol. 5. Issue 4. P.469-485. Retrieved 12 March 2023 from https:// www. ijlmh. com/wp-content/uploads/The-Evolution-of-Marketing-1.0-to-Marketing-5.0.pdf (дата звернення: 12.04.2023).

8. Sasikumar S. How Companies Are Using AI In Digital Marketing. 2023. Retrieved 12 March 2023 from https://www. simplilearn. com/how-companies-are-using-artificial-intelligence-ai-in-digital-marke-ting-article (дата звернення: 10.04.2023).

9. VR Marketing – Benefits and Examples. 2022. Retrieved 12 March 2023 from https://www.futurevisual.com/blog/vr-marketing/#VR-Marketing (дата звернення: 10.04.2023).

10. 'Wednesday's Thing Spooks Pedestrians on the Streets of New York in New Video. 2022. Retrieved 12 March 2023 from https://collider.com/wednesday-thing-spooks-people-in-new-york-video/ (дата звернення: 11.04.2023).

Chekan Olha,
Faculty of Economics, Management and Psychology,
course II, group 15, specialty Industrial Management,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Ternova Oksana,***
Senior Lecturer of Modern European
Languages Department, SUTE

TIME MANAGEMENT IN THE ENTERPRISE MANAGEMENT SYSTEM

Implementation of time management tools helps to increase the efficiency of employees, management, and the enterprise generally. The result is the 20–50 % increase in performance and competitiveness. Although the idea of effective time management dates back to the early days of human society, time management was first introduced as the separate area of management in the 1970s with the emergence of time planning courses for businessmen.

The main principles of effective time management are setting goals, ranking tasks by their importance and urgency,fighting against "time wasters", self-control over the completion of all tasks within a clearly defined term. [1, p. 280]

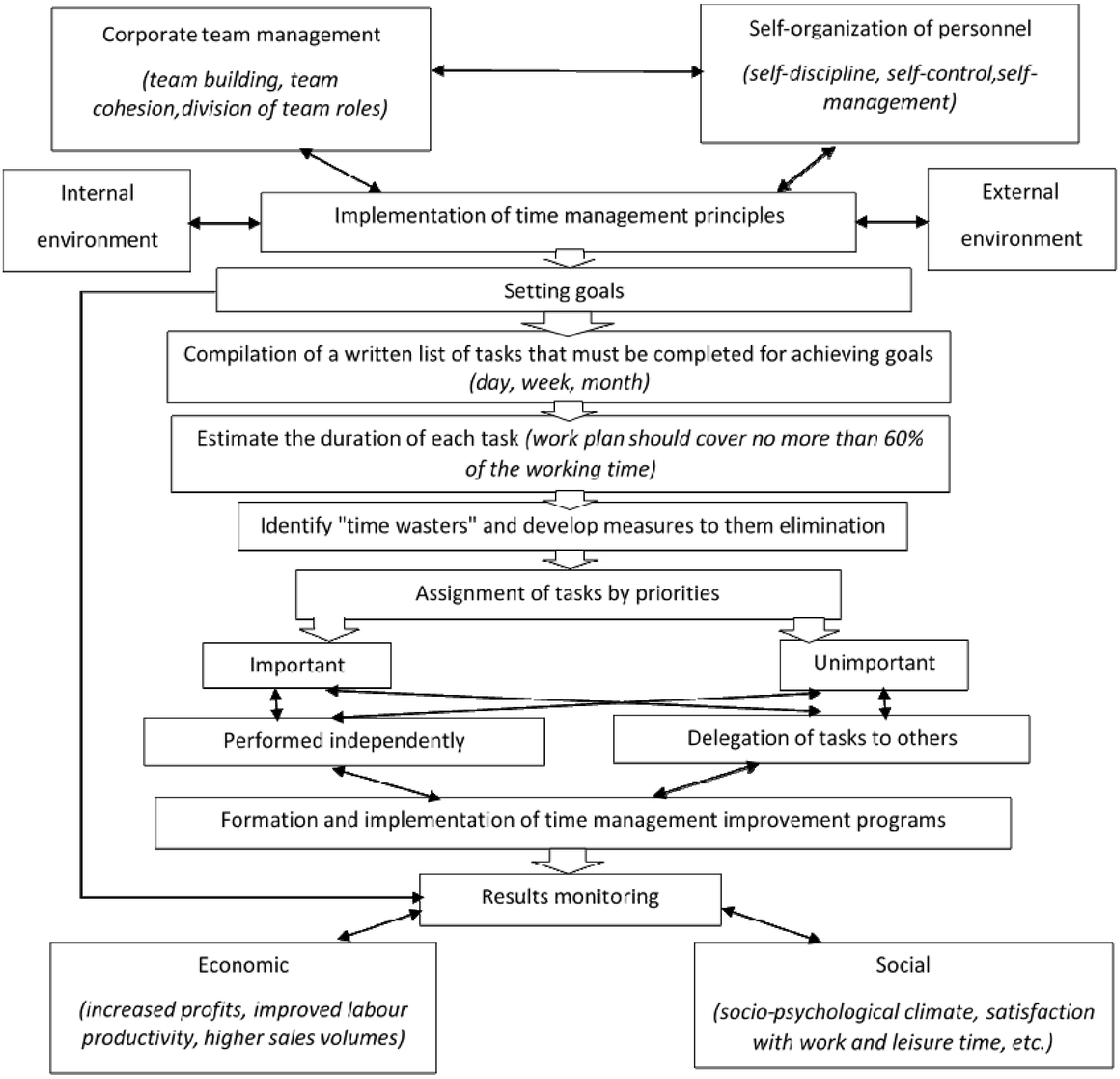
The analysis shows that the ability to solve emerging problems without significantly affecting the enterprise's activities is possible only with successful time management. This is important for businesses that rely on the consistent result to increase their profitability – the planned, structured schedule provides additional time to address problems or unforecasted circumstances.

In the current conditions of an enterprise's activity, it is advisable to use two levels of time management:

1. Personal time management is a set of techniques and technologies that an employee uses in personal interests in order to use own time effectively. It is associated with personal self-development and self-improvement, which a person carries out independently in order to improve the efficiency of own life; [1, p. 281]

2. Corporate time management – focuses on the time organisation of employees' work, which results in the achievement of increased efficiency in the use of time by each of them. It involves the formation of interaction between departments and management, the common work algorithm.

In business practice, the implementation of time management technologies has an effective impact on the efficiency of daily work of staff, increases their productivity and leads to the increase in the efficiency of the enterprise. The figure shows the structural and logical model of time management at an enterprise.



Time management should be used by managers, because in addition to their own time, they also

manage the working time of their employees. Tasks should be allocated based on the importance and urgency in order to delegate them correctly to employees. Managers directly plan the activities of their subordinates, give them tasks and require their timely completion.

The formation of the time management system of enterprise should primarily focus on the development of employees' three the most important components of time competence. They are time awareness, emotional experience of time and organisation of professional activity time. These components together ensure their emotional stability, stress resistance and self-organisation [3, p. 14].

The time management will have the following consequences for business:

– Improving the planning process of activities, taking into account the individual peculiarities of time use by each employee;

– Using the working time more efficiently, more time to work with maximum productivity;

– Reducing time spent on unimportant tasks (searching for papers, etc.);

– Increasing the productivity of meetings, databases (highlighting the main task saves time by 30 %);

– Increasing the productivity of tasks, increase customer satisfaction.

In conclusion, we indicate that improving is implementing time management methods and principles in the current business environment to increase its effectiveness.The advantage lies in its simplicity and quick effect, as well as low costs for implementation in a business.The important prerequisite for an enterprise is the use of time management tools by its management and consideration of the nature of the work performed.

Further development prospects include the development of scientific support for time management, the elaboration of models and mechanisms for enterprises in various industries, indicators for analysing business performance, and the training of emploees' self-management skills.

References

1. Буняк Н. Тайм-менеджмент як інструмент підвищення ефективності діяльності підприємства. *Економіка і суспільство.*2018. № 14. С. 279–283. URL: https://economyandsociety.in.ua/ journals/ 14_ukr/39.pdf (дата звернення: 11.04.2023).

2. Ратушняк О. Г. Тайм-менеджмент як основна складова ефективної діяльності підприємства в сучасних умовах господарювання. URL: https://ir.lib.vntu.edu.ua/ bitstream/handle/123456789/35900/ 113208.pdf?sequence=2&isAllowed=y (дата звернення: 12.04.2023).

3. Havryliuk A. M. Taim-menedzhment yak skladova uspishnoi komunikatyvnoi vzaiemodii v industrii turyzmu Ukrainy [Elektronnyi resurs] / A. M. Havryliuk, Kh. V. Pletsan // Efektyvna ekonomika. – 2016. – #1. – Rezhym dostupu: http://www. economy.nayka.com.ua/ pdf/1_2016/14.pdf (дата звернення: 12.04.2023).

Chihichina Marina,
Faculty of Trade and Marketing,
course II, group 24, specialty Entrepreneurship, Trade and Exchange Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Starosta Hanna,***
Senior Lecturer of the Department of Modern European Languages, SUTE

THE CRITICAL NATURE OF CREATIVITY IN DEVELOPING AND SUSTAINING BRAND COMPETITIVENESS

Creativity is the ability to use new ideas and approaches to create something original and useful. This can include the creation of new products, services, ideas, processes, as well as new ways of thinking and problem-solving.

Creativity can be expressed in various spheres of life, including art, science, technology, business, and many others. It can be learned and developed, and can be improved through practice and collaboration with other creative individuals. In business, creativity is an important element of success, as it allows companies to develop innovative products and services, attract more customers, and increase the efficiency and profitability of their business. Additionally, creativity helps companies adapt to market changes and create a competitive advantage.

In today's world, competition among companies is increasing every day. Customers have more and more options to choose from when it comes to products and services, so it's important to have something special that sets a brand apart from others. Marketing is a tool for meeting the needs of consumers, which is important for increasing competitive advantage. However, in today's competitive environment, traditional marketing approaches are no longer sufficient. Therefore, creativity becomes an important factor in brand competitiveness [4].

Creativity in marketing can provide a brand with new ideas that differentiate it from competitors and attract the attention of consumers. Creativity can be manifested in non-standard design solutions, unique content, and original marketing strategies. Such approaches allow a brand to gain consumer confidence and establish a strong position in the market. In addition, creativity enables companies to be innovative and adaptive to changes in market conditions.

Research shows that brands that actively use creative approaches typically have higher competitiveness. These brands attract consumer attention, enhance their reputation, and achieve higher sales.

Creativity is the ability to think beyond standards and usual templates. It is the process of creating new ideas and solutions that enable a brand to be unique and stand out from competitors. There are several aspects that can help a company develop the creativity of its brand and maintain its competitiveness [2]:

1. **Innovation**: companies can develop the creativity of their brand by creating new products or services that meet the needs and expectations of their clients.
2. **Design and branding**: design and branding can help a brand stand out in the market and attract customer attention. Quality design can also increase the recognition and loyalty of a brand.
3. **Marketing strategies:** companies can use various marketing strategies to promote their brand and attract new customers. These can be different forms of advertising, event sponsorship, or social media.
4. **Staff development:** companies can develop the creativity of their brand through training and developing their staff. Learning new skills and increasing knowledge can help make the business more effective and innovative.
5. **Collaborations and partnerships:** companies can develop the creativity of their brand by entering into partnerships and collaborations with other businesses. This can help companies access new resources, ideas, and opportunities for growth.

First of all, it is important to understand that creativity is not a property that can be obtained from another person or bought with money. Creativity is an internal resource that can be developed and strengthened. Developing a creative brand is a complex and multi-dimensional process that requires consideration of several key principles:

- **Uniqueness:** the brand must be unique and stand out in the market in order to attract consumer attention.
- **Audience orientation:** it is important to identify the target audience and create a brand that meets their needs and desires.
- **Strategic focus:** a creative brand must be developed with consideration of the company's strategic goals and mission.
- **Consistency:** the brand must be consistent and enduring over time to ensure its recognition and consumer trust.
- **Emotional appeal:** a creative brand should evoke an emotional response from consumers and create positive associations.

Conclusions:

Creativity is a key factor in developing and maintaining a brand's competitiveness. Creativity allows brands to attract consumer attention, maintain customer loyalty, and stand out in the competitive market.

Creativity can have a significant impact on a brand's competitiveness. Below are some advantages of creativity in this context:

1. Product or service diversity: Creativity can help a brand develop new ideas and innovative products or services that meet consumer needs. This can allow the brand to attract the attention of consumers who are looking for something new and interesting.
2. Effective communication with the audience: Creativity can help a brand capture the attention of its audience and convey important messages about its products or services. Creative communication can create emotional connections with consumers and contribute to their loyalty to the brand.
3. Increased attention to the brand: Creative advertising can help a brand attract more attention in the market and increase its popularity among consumers. This can lead to increased sales volumes and higher profits.
4. Strengthening the brand's image: Creative advertising and marketing campaigns can help a brand strengthen its image and create a unique and recognizable brand. This can create a positive perception among consumers and help the brand maintain its position in the market.

References

1. Безрукова Н. В., Гунченко В. О. Креативний маркетинг як засіб підвищення конкурентоспроможності компанії. 2015. № 2. URL: http://www.economy.nayka.com.ua/?op=1&z=3806 (дата звернення: 07.04.2023).
2. Зоріна, О. І. Формування бренду як складової конкурентоспроможності підприємства. Науковий вісник Миколаївського національного університету імені В. О. Сухомлинського. 2018. № 23 С. 39–44. URL: http://market-infr.od.ua/journals/2018/ 23_2018_ukr/9.pdf (дата звернення: 16.04.2023).
3. Ямненко Г. Креативність як умова підвищення конкурентоспроможності підприємства. 2021. № 2. DOI: https://doi.org/ 10.22178/pos. 67–5 (дата звернення: 17.04.2023).
4. Forbes Agency Council. The Impact of Creativity on Marketing Results. Forbes. 2017. URL:https://www.forbes.com/ sites/ forbesagency-council/2017/06/30/the-impact-of-creativity-on-marketing-results/?sh=698dea41618b (дата звернення: 16.04.2023).

Dolia Kseniia,
Faculty of Trade and Marketing,
course II, group 11, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Oleshko Natalia,***
Senior Lecturer of the Department
of Modern European Languages, SUTE

MARKETING TRENDS IN 2023

Today, the world is rapidly evolving, and so are all areas of human activity. Marketing opportunities are expanding due to the constant updating and implementation of trends. Today, marketing trends are progressing much faster than a few years ago, which allows us to create a better product or service for the consumer.

Trends in marketing practice have been systematically studied in the works of such scientists as F. Kotler, G. Meffert, S. Wheelwright, D. Naisbitt, P. Drucker and others have considered the aspect of marketing development and marketing trends in their works. It should be emphasized that most scientists do not dwell on the topic of current trends emerging in the field of marketing, so there is a need to analyze the trends in marketing activities of today.

Having studied the current state of the marketing market and the needs and requirements of consumers in this market, it is necessary to identify the main marketing trends, in particular:

- Implementation of influence marketing;
- Application of augmented reality tools;
- The use of UI and UX design;
- Social responsibility.

All of the above trends in one way or another affect the development of marketing activities in general and the development of specific companies. Thus, it is worth conducting a more detailed analysis of the impact of each of these trends.

Implementation of influence marketing.

This trend promotes product sales through brand interaction with opinion leaders, i.e. those known to society or a certain group of people. Influencer marketing allows you to expand the company's awareness and get new customers among the audience of influencers. Influencers are usually influencers with millions of followers, but the company's costs in this case will be several times higher than if it cooperates with microbloggers, who have a smaller audience but a higher level of engagement. The main metric of this type of marketing is conversion to sales .For example, Mariia Yefrosynina, a well-known Ukrainian TV presenter, actress and influencer blogger, promotes her own clothing brand Mashsh on her social media pages. As a media personality, she is trusted by quite a few followers, and her sales are higher than they would have been without the use of this type of marketing.

Application of augmented reality tools

Augmented reality (AR) is a system that combines a picture of the real world with computer-generated objects. AR capabilities are limited only by the capabilities of devices and programs. Augmented reality adds elements of the digital world to the real one.

For example, IKEA's Place-App allows you to try out furniture without leaving your home. Modiface has developed an AR application that allows you to conveniently test cosmetics at home via your smartphone.

Using UI and UX design

UI design (User Interface) is responsible for the visual component of the interface for the consumer. At the same time, UX design (User Experience) helps to find out how this interface should work so that the client is satisfied with it. The development of the latter is an important marketing tool, as it is responsible for "convincing" the consumer.

An example of the successful use of UI and UX design is the Earth Shoe website, which positions itself as a brand of "original wellness shoes". Their website was updated by the digital agency Van, which specializes in generating design, concepts, and technologies that improve the operations of companies.

Social responsibility

Any company or brand has its own position on everything that happens in the world and society. Social responsibility is also a position that is increasingly used in marketing activities. This is a consequence of the fact that modern customers are beginning to think and care more about social issues.

For example, Comfy together with Serhii Prytula's charity foundation, raised UAH 11 million to buy 15 Valkyrie UAVs for the Armed Forces of Ukraine. This initiative was also joined by Choice Company, Work.ua, A-Bank, Lviv Croissants, FUIB, Volpis, Akvarel Mercurial, English Dom, Magecom, and others [1].

Thus, we see that each of the above trends affects marketing activities and companies and brands in various industries. Some of these trends have a greater degree of influence, some less so, but all of them make changes to marketing activities in general. Currently, companies can apply any of the trends that meet their needs and opportunities.

References

1. Головні тренди маркетингу 2023.*UA-RETAIL.com.*2022. Retrieved 7 March 2023 from https://ua-retail.com/2022/12/golovni-trendi-marketingu-2023/ (дата звернення: 20.04.2023).

2. Davey L.10 Marketing Trends To Boost Your Business in 2023. *Spotify Blog.*2023. Retrieved13March 2023 from https://www.shopify.com/ blog/marketing-trends (дата звернення: 21.04.2023).

Fedchenko Valeria,
Faculty of Trade and Marketing,
course I, group 4, specialty Journalism,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Stroganova Galyna,*** *PhD in Linguistics,*
Associate Professor of the Department of Modern European Languages, SUTE

MODERN TRENDS IN ADVERTISING

Advertising is a crucial component of any business. However, with the advent of new communication technologies and social media platforms our life has changed. Considering all the processes in the world, the advertising industry is also acquiring new features and ways of adapting to the needs of consumers. Advertising is no longer limited to traditional mediums as printed materials, radio and television, and there are plenty of new strategies. Nowadays, people spend more and more time using their mobile devices, that is why digital marketing has become an important tool for businesses to promote their products or services. Indeed it is important to understand how to properly influence consumers in the modern world.

Today's consumers have little patience for long videos. According to RevJet's research, more than 25 % of adults close a video after only 10 seconds, and more than half will do it after 20 seconds [2]. As Clifford Chi claims,it seems impossible to hold people's attention nowadays [1]. Lots of ad specialists got to the point that going for a bit shorter video is the better option. Therefore, some brands choose to create ultra-short but incredibly engaging ads so that people do not pressthe "skip" button on YouTube.

Outstream video is one option that could become a popular alternative in the coming years. Outstream is a completely different version of digital video advertising, because the video content is inserted in the article on the webpage. It is a more engaging, non-disruptive ad experience in which the video plays only when the ad is in view. According to eMarketer, 77 % of agencies and 70 % of advertisers consider outstream to become a more important ad format in their digital advertising strategies in the upcoming years [7]. Only 60 % of both groups have the same opinion about in-stream ads.

Over the past five years, and especially since the beginning of the pandemic, the number of searches for "mobile games" has increased by 109 % [6]. According to the survey conducted by the company Tapjoy in March 2019, 69 % of US consumers said they would rather disconnected from social media apps or TV than lose their favourite mobile games [8]. Certainly, advertisers could not lose such a great opportunity to gain profit on popularity of mobile gaming. There are not only typical banner ads, but also interstitial ads and "rewards" ads on mobile gaming apps. And the players are not against the idea of watching these ads [3]. For example, the survey by smartyads states that 74 % of gamers watch ads and discover new mobile apps as a result [4].

Another prominent trend in digital marketing is the use of influencer marketing. Influencer marketing involves collaborating with individuals who have a large social media following and can influence their followers' purchasing decisions. It is an effective way to reach out to niche audience and build brand awareness. Since "influencer marketing" searches have increased by 235 % over the last 5 years, it is obviously that influencers have become a valuable asset to the advertising industry [5].

Personalized advertising involves using data about individual consumers to tailor advertisements to their specific interests, preferences, and behaviours. This can be achieved through targeted ads on social media, email marketing, and even personalized product recommendations on e-commerce sites. Undoubtedly, since this type of advertising is adjusted to the consumer tastes, it can be considered as more relevant and appealing to them. Personalized advertising can be beneficial for both advertisers and consumers. Advertisers can reach their target audience more effectively and efficiently, resulting in higher engagement and conversion rates. Consumers, on the other hand, can receive ads that are more relevant to their needs and interests, making them more likely to engage with the content and make a purchase.

Thus, modern trends in advertising include the use of short engaging videos, out-stream videos, mobile game applications, cooperation with influencers and the use of personalized advertising. Nowadays, we can see that a large number of brands are using these advertising methods, which has a positive effect on their sales. In general, current trends in advertising are focused on creating a more personalized, engaging and interactive experience for consumers. Advertising tactics are an important factor in business as the market becomes more competitive over time. By leveraging new technologies and platforms, brands can reach their target audience more effectively and create lasting impressions.

References

1. Chi C. How Long Should Your Videos Be? *HubSpot.* URL: https://blog.hubspot.com/marketing/how-long-should-videos-be-on-instagram-twitter-facebook-youtube (дата звернення 04.04.2023).
2. How Consumers Really Feel: Your Ad Experience are Missing the Mark. *Revjet.* URL: https://www.revjet.com/ad-experience-sentiment-report-q319-infographic (дата звернення: 04.04.2023).
3. Ingame advertising & ads in games. *IronSource.* URL: https://www.is.com/in-game-advertising/(дата звернення: 04.04.2023).
4. Mobile Game Ads in 2022-2030: From Rewarded to Advergaming. *Smartyads.* URL: https://smartyads.com/blog/most-popular-mobile-game-ads/ (дата звернення: 04.04.2023).
5. Trends Database: Influencer Marketing. *Exploding topics.* URL: https://explodingtopics.com/topic/influencer-marketing (дата звернення: 04.04.2023).
6. Trends Database: Mobile Gaming. *Exploding topics.* URL: https://explodingtopics.com/topic/mobile-gaming (дата звернення: 04.04.2023).
7. Types of video ads that will be more important to advertisers. *Insider Intelligence. eMarketer.* URL: https://www.insiderintelligence.com/coverage/emarketer/ (дата звернення: 04.04.2023).
8. US Consumers Appreciate In-Game Ads. *Insider Intelligence. eMarketer.* URL: https://www.insiderintelligence.com/content/us-consumers-appreciate-in-game-ads (дата звернення: 04.04.2023).

Fihura Valeriia,
Faculty of Trade and Marketing,
course II, group 5, specialty Journalism,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Mamchenko Svitlana,***
Senior Lecturer at the Department
of Modern European Languages, SUTE

ADVERTISING COMPAIGN WICH TOOK THE BRAND TO A NEW LEVEL

The term "brand" began to be widely used by people only at the end of the 20th century. People at that time thought about how to make sure that everyone had knowledge about the company, that's how advertising, and later advertising campaigns, arose. An advertising campaign is a purposeful system of carefully planned advertising and market promotion of a product. There are many great and successful advertising campaigns in the world that people are still talking about.

Nike is an American sportswear company. Its headquarters is located in Beaverton, Oregon. It was founded in 1964 as Blue Ribbon Sports by Bill Bowerman, a track-and-field coach at the University of Oregon, and his former student Phil Knight. The company was renamed in 1978 [5, P. 2].

In its first year in business, BRS sold 1,300 pairs of Japanese running shoes. The profit was $8,000. By 1965, sales had reached $20,000. In 1966, BRS opened its first retail store in Santa Monica, California. In 1967, due to increasing sales, BRS expanded retail and distribution operations on the East Coast, in Wellesley, Massachusetts.

In 1971, Bowerman used his wife's waffle iron to experiment on rubber to create a new sole for track shoes that would grip but be lightweight and increase the runner's speed. Oregon's Hayward Field was transitioning to an artificial surface, and Bowerman wanted a sole which could grip to grass or bark dust without the use of spikes [4, P. 4].

The new epoch of Nike started back in 1983, when the brand reached the peak of its popularity and the company's revenue was about 900 million dollars. However, by the end of the same year, Nike gave up its positions to Reebok, which caught the wave of hype and occupied a free niche in sports. And only these magical actions made it clear that it is necessary to radically change the philosophy and open new opportunities for its consumers. It was the slogan "Just do it" that became the beginning of the main changes.

An advertising agency "Wieden & Kennedy" led by Dan Wieden was involved in the development of a new promotional campaign. Dan stayed up all night after the task that Nike had given him. Deviation from sleep norms still brought the desired results. Out of 5 invented options, Dan chose three words, which would transform brand perception.

However, before presenting his work at the head office, he showed his ideas to the main boss, Phil Knight, to which he received a negative response. Despite this, Wieden managed to convince the management of the rationality of his choice and was right. Today there is no such person who does not know these cherished words [3, P.6].

The origin of the phrase "Just Do It" was not known for a long time until Wieden revealed it in an interview with Dezeen magazine. "I remembered a man from Portland; he grew up there and traveled the country committing crimes. In Utah, he killed two people, for which he was sent to prison and sentenced to be shot. He was asked if he had one last thing to say, to which he replied, let's Do It. I didn't like let's Do It, I switched to Just Do It," says Wieden.

The advertising campaign "Just do it" took the whole huge Nike company to a new level. Their sales immediately soared, and humanity repeated this slogan all the time. The main achievements of the slogan are:

The oldest American advertising magazine "AdAge" put Just Do It in second place in the ranking of the best slogans of the 20th century.

The British magazine Campaign wrote that the Just Do It slogan broke down age and class barriers. According to the author, each person interprets the slogan in his own way. It is the brightest example of personal connection from brand to customer.

In 2019 the British design agency "Sparkloop" surveyed 1,000 people aged 18 to 65 and found that Just Do It is the most memorable slogan. It was mentioned by almost half of the respondents [1, P. 3].

3 simple words changed the perception of the entire brand and influenced its further activities. In 1983, Adidas was a billion-dollar company with a multinational operation leading the athletic footwear industry. Nike was already a strong competitor, gnawing at the company’s lead and looking for a way to overtake it. In 1984, Michael Jordan was the undisputed star of basketball. He wanted to sign the contract with Adidas, but Nike made him a better offer namely $ 500,000 a year for five years and the opportunity to design his own line of shoes. Jordan decided to discuss the situation with his parents< and they advised him to work with Nike. Michael Jordan said yes to Nike’s offer. The next year, Nike launched the first pair of Air Jordans onto the market.

The new shoe was very successful. The company sold $126 million worth of Air Jordans in the first year of the deal. Michael Jordan, considered by many to be the greatest of all time in the history of the NBA, made $1.3 billion from his thirty-six-year partnership with Nike. His long-time collaboration with Nike helped the brand become the leading athletic shoe manufacturer in the world.

The company maintained its celebrity design partnership as part of its business strategy. Over the years, the brand has collaborated with rapper and record producer Kanye West, singer and songwriter Drake, fashion house Dior, jewelry brand Swarovski, Louis Vuitton artistic director Virgil Abloh and founder and head designer of cult Japanese label Undercover Jun Takahashi.

Today Nike operates a total of 1,096-retail stores throughout the entire world. The fifty-six-year-old company is the world's largest athletic shoe manufacturer with an estimated market share of 28 % and EURO35 billion in revenue for 2019, followed by Adidas with EURO24 billion.

One of the brand's core values is supporting and giving back to the community. To achieve this goal, Nike has created various funds: Nike Community Impact Fund, Nike School Innovation Fun, Nike N7.

Nike ambassadors, of whom there are more than 5 and a half thousand, work every day to increase the number of supporters. They do it very well. For promotion, they use various measures, such as providing quality coaching for kids in sports and play. Over the years, the company has matured and become more determined. Brand is not afraid to cause controversy by standing up for his beliefs. Combining innovation, great customer engagement online and offline, community engagement and fresh design, Nike is one of the world's leading brands that will stand the test of time [2, P.7].

Nike proved that with a great desire and the necessary knowledge, a brand can take a huge step forward. There is no one who would not hear "Just do it" now. It was one of the most successful advertising campaigns, because it was able to resonate with everyone inside and brought new opportunities to the company.

References

1. Історія слогана Just Do It: як в Nike надихнулися промовою злочинця перед стратою. May 17, 2019. P. 1–4. URL: https://rau.ua/novyni/just-do-it-kak-nike-kaznyu/ (дата звернення: 25.03.2023).

2. Iulia-Cristina Uta, The story behind the brand: NIKE. December 4, 2020. P. 1-2. URL: https://brandminds.com/the-story-behind-the-brand-nike/ (дата звернення: 26.03.2023).

3. JUSTDOIT. Історія легендарного слогана Nike. November 25, 2020. P. 1–10. URL: https://mynizhyn.com/news/misto-i-region/17654-just-do-it-istorija-legendarnogo-slogana-nike.html (дата звернення: 24.03.2023).

4. Nike, Inc. March 26, 2023. P. 1–7. URL: https://en.wikipedia.org/wiki/Nike,_Inc (дата звернення: 26.03.2023).

5. The Editors of Encyclopaedia Britannica, Amy Tikkanen, Nike, Inc. American company. December 1, 2022. P. 1–12. URL: https://www.britannica.com/topic/Nike-Inc (дата звернення: 24.03.2023).

Fokina Olena,
Fakultät für Handel und Marketing,
Hauptfach: "Unternehmerschaft, Handel und Börsentätigkeit",
Studentin des ersten Studienjahres, Gruppe 11
Staatliche Universität für Handel und Wirtschaft
Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen,SUHW

DIGITALES MARKETING IN DEUTSCHLAND

Digitales Marketing ist der Überbegriff für den Einsatz computerbasierter Systeme, digitaler Technologien und digitaler Medien für die Analyse, Planung, Durchführung sowie Steuerung und Kontrolle von Marketingaktivitäten. Da digitale Marketingaktivitäten überwiegend - wenngleich nicht zwingend – im Internet oder über mobile Geräte durchgeführt werden, kann im allgemeinen Sprachgebrauch der Begriff Online-Marketing oftmals synonym verwendet warden [1. S. 1–2].

Digitales Marketing kann in allen Phasen des Marketingprozesses eingesetzt werden, von der digitalen Marketingplanung und Marketingkonzeption über die digitale Durchführung von Marketingaktivitäten bis hin zum digitalen Marketingcontrolling. Darüber hinaus können hinsichtlich der Wirkungsrichtung (nach innerhalb oder außerhalb der Organisation) sowie der Zielmärkte (z.B. Personal-, Beschaffungs- oder Absatzmarkt) unterschieden werden. Bei der Definition der wichtigsten Märkte und Reichweiten werden die durch die obengenannten Kreativagenturen unterstützt [3. S. 2].

Im Hinblick auf die Marketinginstrumente sind die Anwendungsgebiete des digitalen Marketings überaus mannigfaltig. So kann die Marktforschung u.a. durch computergestützte Umfragen, Onlinepanels, aber auch digitale Prognosesysteme unterstützt werden. Im Rahmen der Preispolitik werden digitale Preisfindungsmodelle und Simulationsunterstützung angeboten, während die Produktpolitik von computergestützten Designprogrammen, digitalen und automatisierten Diagnosetools und virtuellen Entwicklungsteams profitieren kann. Auch im Bereich der Vertriebspolitik sind digitale Marketinginstrumente weit verbreitet [4. S. 3–4].

Digitales Marketing in Deutschland beschäftigt sich mit der Verwendung digitaler Technologien und Plattformen für Marketingaktivitäten in Deutschland. In den letzten Jahren hat sich das digitale Marketing in Deutschland rasant entwickelt und ist zu einem wichtigen Bestandteil der Marketingstrategien vieler Unternehmen geworden. Einige der beliebtesten digitalen Marketingkanäle in Deutschland sind:

Social Media Marketing,

Suchmaschinenoptimierung,

E-Mail-Marketing und Online-Werbung [2. S. 1].

Laut einer Studie des Bundesverbands Digitale Wirtschaft (BVDW) aus dem Jahre 2021 gibt es in Deutschland etwa 65 Millionen Internetnutzer, was etwa 78 % der Bevölkerung entspricht. Dies zeigt das enorme Potenzial für Unternehmen, die digitale Kanäle für ihre Marketingaktivitäten nutzen möchten. Darüber hinaus gibt es eine Vielzahl von Unternehmen, die sich auf digitales Marketing spezialisiert haben und Unternehmen bei der Umsetzung ihrer digitalen Marketingstrategien unterstützen.

Ein weiterer wichtiger Aspekt des digitalen Marketings in Deutschland ist die Datenschutzgesetzgebung. Die Datenschutz-Grundverordnung () der Europäischen Union wurde im Mai 2018 eingeführt und stellt sicher, dass Unternehmen, die personenbezogene Daten verarbeiten, müssen bestimmte Datenschutzbestimmungen einhalten. DSGVO hat also bestimmte Auswirkungen auf die Art und Weise, wie digitales Marketing durch Unternehmen betrieben wird und die Daten von Kunden und potenziellen Kunden sammelt und genutzt werden.

Zu den gelungenen Digitalen Marketing - Beispiele gehören drei weltberühmte Brands:

Nike – Originelle Inhalte;

L'Oréal – Augmented Reality (AR);

IKEA – Was beschäftigt die Menschen? [5. S. 4]

Nike ist eine der weltweit erfolgreichsten Marken und hat sich dank hervorragendem digitalen Marketing zu einem globalen Riesen entwickelt. Der Marke ist es gegelungen, mit kreativen und innovativen Kampagnen immer wieder Aufsehen zu erregen und die Aufmerksamkeit der Menschen auf sich zu lenken. Nike weiß Bescheid, wie seine Zielgruppe angesprochen werden soll und welche Knöpfe gedrückt werden müssen, um die Leute dazu zu bewegen, die Marke zu lieben.

Eines der großartigen Beispiele für das digitale Marketing von Nike ist die #Breaking2-Kampagne. Dabei ging es darum, dass zwei professionelle Läufer versuchen sollten, den Marathon in unter zwei Stunden zu laufen – ein bisher unerreichtes Ziel. Die Kampagne wurde live auf YouTube übertragen und war ein voller Erfolg. Viele Menschen weltweit verfolgten gespannt, wie die Läufer versuchten, dieses unmögliche Ziel zu erreichen. Nike hat mit dieser Kampagne gezeigt, dass die Marke mutig und innovativ ist und immer wieder etwas Neues ausprobieren wird [5. S. 5].

L'Oréal ist ein weltweit führender Hersteller von Kosmetikprodukten und eine der erfolgreichsten Marken der Welt. Das Unternehmen versteht es jedoch auch, wie man seine Marke effektiv vermarktet. Eines der erfolgreichsten digitalen Marketing Beispiele von L'Oréal ist die "Makeup Genius"-App. Diese App ermöglicht es den Nutzer*innen, ihr Gesicht mit dem Make-up der Marke zu "schminken". Die App nutzt die Frontkamera des Smartphones, um ein 3D-Bild des Gesichts zu erstellen. Anschließend können die Nutzer*innen verschiedene L'Oréal-Produkte ausprobieren und sehen, wie sie damit aussehen würden. Die App bietet außerdem eine Reihe von Tutorials, damit die Nutzerinnen lernen können, wie sie das Make-up der Marke richtig auftragen können.

Das "Makeup Genius"-App ist ein großartiges Beispiel für gelungenes digitales Marketing, weil es den Nutzer*innen nicht nur ermöglicht, das Make-up der Marke auszuprobieren, sondern auch, mehr über das Make-up zu erfahren. Durch die Integration von Augmented Reality (AR) und Tutorials bietet die App den Nutzerinnen einen Mehrwert, den sie bei anderen Marken nicht finden würden.

IKEA ist bekannt für seine kreativen und innovativen Werbekampagnen. Eines der neuesten digitalen Marketing Beispiele von IKEA ist die Kampagne "Where Life Happens". Dabei geht es um das Leben in kleinen Räumen – ein Thema, das viele Menschen weltweit betrifft. In den Videos wird gezeigt, wie man selbst in kleinen Räumen ein schönes und gemütliches Zuhause gestalten kann. Die Kampagne ist auf verschiedene soziale Medienplattformen ausgerichtet und hat bereits eine große Reichweite erzielt [5. S. 6].

Zusammenfassend lässt sich sagen, dass Digitales Marketing in Deutschland insgesamt ein wichtiger Bestandteil der Marketingstrategie vieler Unternehmen ist. Unternehmen müssen jedoch sicherstellen, dass sie ethisch handeln und die Datenschutzgesetze einhalten, um das Vertrauen der Verbraucher zu gewinnen und langfristige Beziehungen aufzubauen.

Liste der verwendeten quellen

1. Was ist Digitales Marketing? 2021. S. 1. URL: https://www.agentur-jungesherz.de/hr-glossar/digitales-marketing-definition-massnahmen-und-ziele/ (дата звернення: 14.03.2023)
2. Was ist Digitales Marketing? Definition und Taktiken. 2020. S. 2–3. URL: ihttps://blog.hubspot.de/marketing/digitales-marketing (дата звернення: 15.03.2023)
3. Bundesverband Digitale Wirtschaft. Thema: Digitales Marketing in Deutschland. (BVDW) 2022. S. 1–4. URL : https://www.bvdw.org/ (дата звернення: 15.03.2023)
4. Social-Media-Marketing. 2021. S. 4. URL: https://mailchimp.com/de/marketing-glossary/digital-marketing/ (дата звернення: 16.03.2023)
5. Digitales Marketing Beispiele der Top-Marken. S. 3–8. URL : https://neuroflash.com/de/blog/digitales-marketing-beispiele/ (дата звернення: 16.03.2023)

Gaidanka Ann,
Faculty of Management,
course IV, speciality Hotel and Restaurant Management,
Uzhhorod Institute of Trade and Economics
of State University of Trade and Economics,
Uzhhorod, Ukraine
Scientific supervisor ***Babynets Myroslava,*** *PhD in Pedagogics,*
Associate Professor of the Department
of Management, UITE, SUTE

EMPLOYEE MOTIVATION AS A FACTOR F OR WORK IMPROVEMENT

Employee motivation is a series of incentives and actions invested in increasing productivity. An effective motivation system involves not only increasing work capacity, but also attracting and retaining valuable personnel. Simply put, employee motivation is the actions that stimulate the staff to work effectively and make the company attractive in their eyes [1].

Employee motivation techniques are essential to the success of a company.

When you know how to motivate employees you'll get the best out of them. Motivated employees will work harder and dedicate themselves to the company's mission. Happy workers are more productive and more likely to stay with the company than look elsewhere for another job [2].

In order to enter the company's system of incentives, each employee must have clearly defined duties and tasks. After all, how to assess whether he deserves any bonuses, awards or praise, if it is not known what he should have done in general [3].

The concept of motivation is related to the concept of stimulation. Many people believe that these are the similar terms. We would distinguish them a little.

Stimulation is the application of stricter, categorical measures. Methods and forms of stimulation are different, but most often have a negative character (that is, they represent a system of fines and restrictions).

Motivation is a more flexible and multifaceted system. It includes many techniques and is based on a wide variety of factors – from the specifics and goals of the entire enterprise to the needs of each individual employee.

As in any field related to the human factor, when drawing up motivational programs, the creative principle of using non-standard methods is irreplaceable. Only the combination of traditional and non-traditional methods makes any motivation system really interesting and worthwhile.***External and internal motivation.***

This coordinate system assumes that an employee is a priori either motivated or not. And if the external motivation system is all that we talked about earlier, then the internal one is what drives a person in professional development: his desire, desire to learn new things and grow.

If the internal motivation is at a minimal level or completely absent, you will have to struggle: at least raise the salary, at least arrange concerts in the office. It won't work. An individual approach is needed here: what are the requirements and tasks you set for a certain position. Let this be the starting point in the question of whether such an employee is needed or not. In the business school, several items were allocated for staff motivation [4].

1. Convenient office as a place to recharge for productive work. No one wants to stand around in a dingy, boring space for hours on end. Having an aesthetically pleasing, well-lit, functional and fun workspace makes work a lot more pleasant. The first step is to make sure things are well-kept and that you have up-to-date equipment. This means switching out that Cold War–era back office computer and swapping your glacial-paced point-of-sale system with one that's fast, flexible and free to use.

2. The right relations with employees lead the atmosphere at work.

This may seem like a no-brainer, but bad management is one of the top reasons employees run for the hills. Things like respect, honesty, support and clear communication are the foundations here. But there's a lot more you can do to be a great leader and mentor.

If you're new to this whole management thing, it's worth reading some books on the subject – effective management, like any other skill, takes knowledge and practice. As a starting point, check out Amazon`s best-sellers for business management or head to the employee management section of Square's blog. The long and short of it: if you're a good person to work for, your employees will be more loyal.

3. Reward and praise as an incentive to work.

People will stay with your business if they have a reason to. So, if you want to keep your employees motivated, it's worth starting an incentive program. Here are some rewards you could look to incorporate.

4. Creation a flexible schedule for employees.

Technology has changed the way businesses operate, as well as the way we work. Especially after the past year, when working from home has become more of the norm. In 2021, almost 4 million UK employees have enjoyed flexible working hours, so it's vital your business caters to this surge to remain a competitive employer.

So, whether you offer a work-from-home opportunity or flexi time, you should try to have various scheduling options if you want to attract top talent.

5. Software to help you manage your staff.

There's a variety of software available that can help you manage and motivate your employees. Square Team Management is an effective software solution that lets you schedule and manages your team so everyone's on the same page.

Scheduling is integrated into your POS system so you can plan your workflows in minutes and view vital analytics. Custom permissions also let your team take control of their time from their mobiles, ensuring they can play a more active part in the business and keep track of their progress [5].

It is important to create your motivation system and help the team to become a team. After all, the success of your company primarily depends on what kind of people work in it. And if you manage to gather around you people who share the same values and create comfortable working conditions for them, the chances of success will increase significantly.

References

1. RemOnline Blog. URL: https://remonline.ua/blog/employee-motivation/ (дата звернення: 26.03.2023)
2. 20 Easy Ways to Motivate Employees. URL: https://www.lumapps.com/employee-engagement/employee-motivation-how-to-motivate-employees/ (дата звернення: 16.04.2023)
3. СУН. Система управління наймом. Як мотивувати персонал. URL: https://www.work.ua/guides/motivation/2171/ (дата звернення: 27.03.2023)
4. BIGENERGY. URL: https://bigenergy.com.ua/fnansi/bznes-dlya-pdpri/951-nematerialna-motivaciya-personalu--yak-motivuvati-personal.html (дата звернення: 26.03.2023)
5. Square. 10 Scientific Proven Ways to Motivate Employees. URL: https://squareup.com/gb/en/townsquare/how-to-motivate-your-employees (дата звернення: 16.04.2023)

Haletska Karolina,
Faculty of Economics, Management and Law,
course IV, group 41, specialty Management
of Foreign Economic Activity,
Vinnytsia Institute of Trade and Economics
of State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Babchynska Olena****, PhD in Economics,*
Associate professor of the Department of Management
and Administration, VTEI SUTE

THE IMPORTANCE OF QUALITY MANAGEMENT IN BUSSINESS

Quality management is a critical component of business success. By implementing effective quality management practices, enterprises can improve the reliabilityand performance of their products, which can set them apart from their competitors. Customers are more likely to be satisfied with high-quality products, which can result in increased sales, customer loyalty, and ultimately, higher profits.

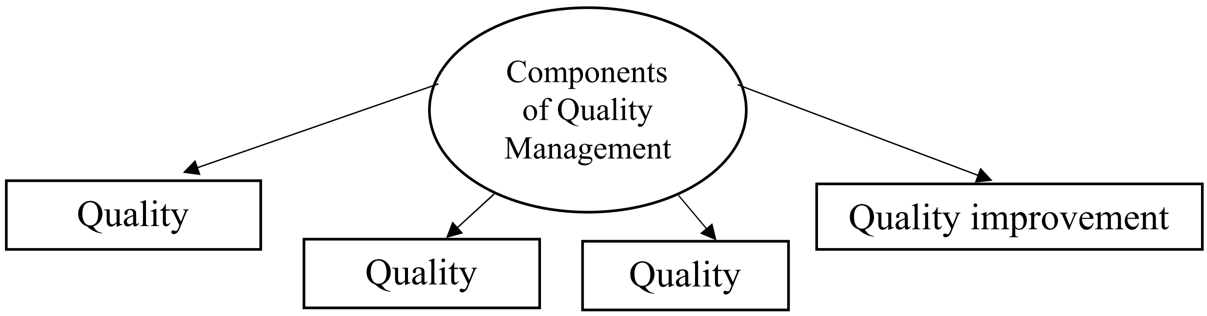
To achieve this, quality management combines top-down regulations, procedures, and quality criteria with bottom-up identification of opportunities for improvement by personnel at all levels of an organization. By involving all employees in the quality management process, organizations can identify and address potential quality issues before they become significant problems [1].The key components of quality management typically include:

Quality planning: This refers to the process of recognizing quality objectives and devising a plan to attain them. This involves specifying quality requirements, outlining the procedures and processes necessary to fulfill those requirements, and formulating quality objectives and goals.

Quality control: This element comprises overseeing and regulating the production process to ensure that the final product adheres to the intended quality standards. Quality control involves performing tests, inspections, and other quality assurance measures to detect and remedy any faults or imperfections before the product is made available to customers.

Quality assurance: This element involves establishing and executing procedures and practices to guarantee that the end product complies with the intended quality standards. Quality assurance activities consist of conducting audits, assessments, and other measures to monitor quality and ensure that the organization's quality objectives are being fulfilled.

Quality improvement: This refers to recognizing prospects for betterment in the organization's products, procedures, and systems, and executing modifications to attain superior outcomes. By integrating these elements into their quality management systems, organizations can enhance the quality of their offerings, surpass customer expectations, and accomplish their commercial goals [2, c. 59].



ISO 9001 specifies international standards for a quality management system, which provides a set of guidelines for organizing processes and enhancing their efficiency, resulting in consistent quality control across an organization [4]. The standard encompasses the following aspects:

- Requirements for a quality management system, including documenting information, planning, and identifying process interactions.
- Management responsibilities

- Management of resources, including human resources and the organization's work environment.
- Measurement, analysis, and improvement of the quality management system through activities like internal audits and corrective action.

Adopting the ISO 9001 standard not only demonstrates adherence to the standard's guidelines but also compliance with internal, customer, statutory, and regulatory requirements, as well as up-to-date documentation for these aspects [3].

After World War II, Japan faced significant challenges in rebuilding its economy and infrastructure. The country's industries were in shambles, and there was a shortage of resources and raw materials. However, Japan's leaders recognized that the key to rebuilding the country's economy was through the production of high-quality goods. W. Edwards Deming, an American statistician and quality control expert, was invited to Japan in the 1950s to help improve the quality of the country's manufacturing processes. Deming's ideas, which focused on statistical analysis and continuous improvement, were embraced by Japanese companies and became a key factor in Japan's economic resurgence. Ironically, Deming's ideas were initially dismissed in the United States, and it wasn't until the 1980s that American companies began to adopt Total Quality Management (TQM) practices based on his theories. This delay in adoption allowed Japanese companies to gain a significant competitive advantage over their American counterparts in the global marketplace. Today, the principles of TQM and continuous improvement are widely accepted and practiced by companies around the world, and Deming is widely recognized as a pioneer in the field of quality management.

There are several examples of quality management at the enterprise. Toyota is renowned for its excellence in quality management, as demonstrated by its implementation of a Kanban inventory control system. This system employs visual signals to optimize efficiency on the assembly line, resulting in a quality policy that maintains a precise level of supply materials and inventory to fulfill customer orders as they arise. This approach has led to sustained growth in profit margins.

Another notable example of quality management is Coca-Cola. The beverage manufacturer maintains the highest product quality by implementing globally accepted and authenticated manufacturing processes. The company carefully measures both its products and packaging to ensure compliance with its high standards and customers' expectations. This focus on quality has resulted in continued innovation and the introduction of new products that align with the company's brand.

To sum up, quality management is important for a variety of reasons. It helps organizations to meet the expectations of their customers by delivering high-quality products or services that meet their needs and requirements. This can result in increased customer satisfaction and loyalty. Quality management helps organizations to identify and eliminate defects, errors, and inefficiencies in their processes, which can lead to cost savings, improved productivity, and increased profitability. It helps organizations to comply with regulations and standards, which are increasingly important in many industries. This can help to reduce the risk of legal and regulatory non-compliance, which can have serious consequences for organizations. Finally, quality management can help to improve the overall culture and morale of an organization by promoting a focus on continuous improvement, teamwork, and accountability. This can result in a more engaged and motivated workforce, which can have positive impacts on productivity, innovation, and organizational performance.

References

1. Господарський Кодекс України. URL: https://zakon.rada.gov.ua/laws/show/1315-18#Text (дата звернення: 20.03.2023)
2. Кузьменко М.М., Богацька Н.М. Якість продукції як фактор конкурентоспроможності продукції та підприємства загалом. Молодий вчений. 2017. № 11 (51). С. 57–65.
3. Системи менеджменту якості ISO. URL: http://nvppoint.com/uk/sistemi-menedzhmenta-yakosti/ (дата звернення: 20.03.2023).
4. Pretesh Biswas. URL: https://preteshbiswas.com/2019/04/29/iso-90012015-quality-management-system/ (дата звернення: 21.03.2023)

Hladyshko Tetiana,
Faculty of Restaurant,Hotel and Tourism Business,
course IV, group 19,speciality International Tourism,
State University of Trade and Economics,
Kyiv,Ukraine
Scientific supervisor ***Tryhub Inna,***
Senior Lecturer of the Department of Foreign Philology and Translation, SUTE

DIGITAL MARKETING TRENDS IN THE TOURISM INDUSTRY

During the previous decade, the role of the presence of online marketing significantly increased and became an unavoidable part of every part of the economy. Still, the world is constantly changing, so businesses that want to stay profitable and successful need to learn how to forecast and adapt to new trends and tendencies in digital marketing.

Speaking about the tourism industry,it is a dynamic and competitive field that requires constant innovation and adaptation to keep up with changing consumer behaviors and technological advancements.Tourism businesses use social media as part of their digital marketing strategies to reach and engage with their customers, build brand loyalty and advertise.

In recent years, the industry has witnessed a significant shift towards digital marketing, driven by the increased use of smartphones, social media, and other digital platforms.This is demonstrated by the results of the following study made by Datereportal which shows that total quantity of social media users reached 4.76 billion in the beginning of 2023. It is equal to 59.4 percent of all the population on Earth.In addition, experts have estimated that about 92 % of internet users use social media almost every day[1]. This is why it is impossible to deny all the advantages that travel businesses can achieve if they develop their marketing strategy using social networks and other digital platforms.

A success story of an online marketing application is the promotion of the City of Hamburg brand through the transition from traditional forms of marketing to web-based advertising.After that Hamburg has become a major European tourist attraction due to using a range of such digital tools as marketing channels, including social media and online advertising.Hamburg is the second largest city in Germany and one of the most popular destinations in Europe, hosting about 6,2 million of visitors between January and November in 2022 [2].

Furthermore,online marketing has significantly revolutionized the tourism industry.First of all, it happened thanks to implementing an online booking system.According to Statista, in 2020, around 56 % of all travel bookings were made online, up from 43 % in 2017. This growth in online bookings has been largely driven by the rise of digital marketing channels, such as search engines, social media, and travel websites [3].

Secondly,social media platforms such as Facebook, Instagram, and Twitter have become essential channels for travel businesses to connect with potential customers. According to "Demand Sage", as of 2023, Instagram has over 1,3 billion active monthly users, and 75 % of Instagram users take action, such as visiting a website or making a purchase, after seeing a post. This highlights the importance of social media marketing in the tourism industry [4].

Also such marketing direction as SEO (Search Engine Optimization) if used correctly, can become a critical source of traffic for the businesses involved in travel and tourism.Because over 90 % of the potential clients are starting their search with a search query in Google.

After an investigation of numerous resources about 2022–2023 digital marketing trends ,the most promising trends within the travel industry are the following: personalisation, SMM (Social Media Marketing), virtual tours, AI-driven communication and some others.

Personalisation is a digital marketing trend that has gained significant traction in the tourism industry. It involves tailoring marketing messages and content to the individual needs and preferences of the customer. Personalization helps tourism businesses to create a more engaging and relevant experience for their customers, thereby increasing their satisfaction and loyalty.

Tourism businesses can use various tools to personalize their marketing efforts, such as email marketing, social media, and website personalization. For example, by collecting data on customer behavior and preferences, tourism businesses can send targeted email campaigns that offer personalized recommendations for travel destinations, activities, and accommodations.

Speaking about social media marketing ,it will continue to make a significant impact on tourism businesses.Social media is an important tool of tourism marketing that can enhance the destination’s reputation. Given the above, tourism providers need to view social networking sites as a vital part of their marketing strategies.Kaplan and Haenlein found that through social media platforms tourist destinations contact prospective visitors at a relatively lower cost and at higher levels of efficiency when compared to traditional media tools [5, pp. 59–68]. It is evident from the literature that social media acts as the medium of interaction with substantial cost benefits to all the stakeholders [6. p. 76].

Another digital marketing trend in the tourism business is the use of virtual tours. Virtual tours can be created using 360-degree cameras and can be shared on social media platforms, websites or booking platforms. This can help potential customers get a better sense of what the tourism business has to offer and can be especially helpful for those who may not be able to physically visit the location. To give an example,nowadays, many tour operators and travel agencies are using virtual tours during the sale process in order to introduce current offers to their customers.

One more digital tool in tourism is using of AI-driven communication. Almost all travel businesses aware of that powerful tool.Some examples of how Artificial Intellect can be used for communication in tourism include:

– Chatbots, AL-powered conversational interfaces that answer customer queries in real-time. They can be integrated into tourism websites or social media platforms to provide immediate support and assistance to customers;

– Voice assistants like Amazon`s Alexa or Google Assistant are used in hotels or travel accommodations to provide information about nearby attractions, recommend restaurants and suggest activities based on the customer`s preferences;

– AL-powered translation services are used to provide instant translations of customer queries and communication in different languages. However, this is helping tourists to overcome language barriers and communicate with locals in a more effective way [7].

To make a conclusion,with the rise of digital marketing tools, tourism businesses now have a much wider range of options to reach potential customers. For example, a tourism business could create targeted ads on social media platforms such as Facebook or Instagram, which can be specifically tailored to reach a certain demographic or geographic area. Additionally, they can use email marketing to keep in touch with past customers and offer promotions or updates on new products or services.

References

1. Data Portal, Digital around the world. Retrieved 29 March 2023 from: https://datareportal.com/global-digital-overview
2. TRBO, How Hamburg Moved from Traditional Destination Marketing to Strategic City Branding.Retrieved 28 March 2023 from: https://placebrandobserver.com/destination-marketing-city-branding-example-hamburg/

3. Number of users in the Online Travel Booking market worldwide* from 2017 to 2023.Retrieved 30 March 2023 from : https://www.statista.com/forecasts/891342/number-of-users-in-the-online-travel-booking-market-worldwide
4. 71+ Instagram Statistics for Marketers In 2023 (Data & Trends). Retrieved 29 March 2023 from:https://www.demandsage.com/instagram-statistics/
5. Kaplan, A.M. and Haenlein, M. (2010), "Users of the world, unite! The challenges and opportunities of social media", Business Horizons, Vol. 53 № 1, pp. 59–68.
6. Joyeeta Chatterjee,Nigel Raylyn Dsilva. "A study on the role of social media in promoting sustainable tourism in the states of Assam and Odisha", p. 76.
7.Chi Software, AI in Travel and Tourism: The Revolution Is Happening. Retrieved 29 March 2023 from: https://chisw.com/blog/ai-in-travel-and-hospitality/

Hmyria Anastasiia, Dumanska Alina,
Faculty of Economics, Management and Psychology,
course II, group 13, specialtyHR-management,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleg,*** *Ph.D. in Pedagogics,*
Associate Professor,
Associate Professor of the Department of Modern European
Languages, SUTE

MANAGEMENT OF INNOVATIVE PROCESSES IN THE ORGANISATION

Management of innovation processes is an important component of successful innovative development of the organisation. Modern business is dynamically changing, requiring organisations to constantly improve and develop new products and services. Innovation has become a key factor in business competitiveness in the modern world. Effective management of innovation processes allows the organisation to realise its innovation potential and ensure sustainable development.

In the conditions of constant changes in the market and rapid technological progress, the management of innovative processes becomes an important factor of competitiveness. It is necessary to have a clear innovation development strategy and effectively organised processes to ensure the successful implementation of innovations and gain competitive advantages in the market.

Successful innovative development of the organisation primarily depends on effective management of innovation processes. There are many studies and practical experiences that support this statement [4].

Firstly, organisations that successfully innovate have highly organised and efficient processes that allow them to quickly respond to changing market needs and create new products and services.

Secondly, effective management of innovation processes allows to reduce the risks associated with the introduction of new products and technologies and increase their profitability.

Thirdly, the management of innovation processes allows you to provide the necessary resources for the implementation of innovative projects, such as financing, human resources, information technology and other material resources.

Also, management of innovation processes is a complex task that involves a combination of various approaches, methods and tools. In order to successfully implement innovations in the enterprise, it is necessary to have a holistic view of the processes of innovative activity and use a systematic approach.

First of all, the innovation process must be integrated, that is, connected with all other processes in the organisation. This means that innovative activity should be an interaction with resource management, production, marketing and other functional areas of the company. The interaction of the innovation process with other processes ensures the rational use of resources, the reduction of risks and the effective achievement of set goals [2, c. 406].

The second, the management of innovation processes should be systematic. This means that the processes must be reflected in the form of a system where each element interacts with others to ensure the effectiveness of the innovation process as a whole. Management of innovation processes should include not only the planning and development of innovations, but also their implementation, evaluation of results and training in order to improve processes. System approach allows to ensure interaction between different elements of the innovation process and identify potential problems.

Also, the management of innovation processes should be adaptive and flexible, as it allows the organisation to respond to changing market and technological conditions quickly and efficiently[1, c. 208].

First, adaptability in the management of innovation processes allows the organisation to change its strategies and approaches to the development and implementation of new products and services. For example, if a particular technology becomes obsolete or new competition emerges, an organisation may change its approach to development and innovation to ensure its competitive edge.

Second, flexibility in the management of innovation processes allows the organisation to adapt to changes in the internal environment, such as changes in personnel or resources, or changes in the external environment, such as new regulatory requirements or changes in market demand. For example, agile management can help an organisation quickly switch to the development and implementation of new products and services that meet new regulatory requirements or changing market demand.

Therefore, the management of innovation processes is an important factor that determines the competitiveness of the organisation in the modern world. To achieve success in innovative activities, it is necessary to apply an integrated and systematic approach to process management. Integration of innovative activity with all other processes of the organisation allows to ensure their effective interaction and rational use of resources. Successful management of innovation processes ensures an increase in competitiveness and profitability of the organisation in the long term [3, c. 20].

References

1. Ковалев Г. Д. Основы инновационного менеджмента: учеб. пособ. для вузов; под ред. проф. В. А. Швандара. М.: ЮНИТИ-ДАНА, 2007. с. 208.

2. Поршнев А. Г. Управление инновациями в условиях перехода к рынку. М.: Аланс, 2008. с. 406.

3. Трегуб Д. В. Організація інноваційного менеджменту на підприємстві: автореф. дис. ... канд. екон. наук: 08.06.02 «Підприємництво, менеджмент та маркетинг». Х., 2001. с. 20.

4. Brian Fried. 7 important success factors for the introduction of innovation management [Electronic resource]. Access mode: https://www.lead-innovation.com/en/insights/english-blog/success-factors-for-the-introduction-of-innovation-management (дата звернення: 28.03.2023)

Holik Kateryna,
Faculty of Trade and Marketing,
course II, group 5, specialty Journalism,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nypadymka Alla,*** *PhD in Humanitarian Sciences,*
Assistant Professor of the Department of Modern European Languages, SUTE

MODERN TRENDS OF ADVERTISING COMMUNICATION IN CONDITIONS OF MILITARY AGGRESSION

Advertising communication is an effective advertising message that is broadcasted to consumers through various channels. The purpose of advertising communication is to create close contact between the brand and consumers, increase audience loyalty, product and company recognition, and attract new customers.

The military aggression of russiaagainst Ukraine is characterized by powerful challenges in the context of information warfare and advertising communication, which is an integral part of this process, overcomes geographical, temporal and semantic boundaries, is able to reach the minds of consumers with unusual formats, methods, forms, texts, images, etc.

The relevance of advertising communication research in the modern information environment is determined by the fact that this area is so sensitive to any changes in the socio-economic, political, technological, spiritual spheresof development of society and an individual that it becomes a reflection of these changes and transformations.

The All-Ukrainian Advertising Coalition published the study "Trends 2022 in the management of marketing communications" (Tendentsii 2022 v upravlinni marketynhovymy komunikatsiiamy). The study was conducted in collaboration withthe market research agency Factum Group Ukraineto assess the impact of war on marketing communications [4].

Fig. 1. Trends in advertising and communication activities under martial law [4]

One of the trends in advertising communication is the combination of socially important topics with advertising objects. This is not just an advertising appeal that focus on the consumer's desire and motives to buy a product or service. Successful advertising communication campaigns are usually based on a clear understanding of the target audience and their preferences, behaviors, and attitudes. They are also based on thorough research and analysis of the market, competition, and trends, and on the development of a creative and compelling message that stands out from the crowd. Advertising communication is characterized by such features as honest and simple language, extreme relevance and thoughtfulness. This is explained not only by the limitation of financial resources during the war, but also by the need of consumers to receive honest, truthful information.

Advertising communication demonstrates the support of its own population, advertisers are ready and willing to be useful to their domesticeconomy. A powerful breakthrough, a meaningful direction in the development of advertising communications is promotion of the brand of Ukraine, national environmentally friendly policy and national identity. In April 2022, the social advertising "Brave to be Ukraine", commissioned by the Office of the President together with the Government, appeared in the information space. This trend was instantly reflected in commercial advertising. For example,the postal and couriercompany Nova Poshta has joined the #BRAVEUKRAINE movementand released advertising appeals with a simple slogan "Courage to deliver the future" ("Smilyvist dostavliaty maibetnie") [3].

Fig. 2. Advertisement "Courage to deliver the future" by Nova Poshta [3]

An important trend in advertising communication is new partnerships and collaborations between manufacturers, intermediaries, state and commercial institutions. For example,a project of the EVO Prom.ua IT Companylaunched an advertisement for Ukraine's Army Day, also known as the Day of the Armed Forces. It compared the courage of Ukrainian defenders to the temporarily occupied territories and other cities of Ukraine [2].

Fig. 3. Advertisement for the Day of the Armed Forces by Prom.ua [2]

The example of combination of socially important topics and marketing communications is activities of companies that provide telecommunication services. In particular, the TM "Lifecell" roaming service with the text "Gigabytes without borders" expands the boundaries of the conceptual field, transfers the virtual meaning of gigabytes to the physical plane "without borders", successfully combining with the advertised roaming service, that is, the use of a tariff outside Ukraine [1]. Advertising appeals of the mobile operator in the conditions of the new media reality use narratives of stability, reliability, the feeling that they are always nearby.

Military aggression had its impact on advertising communication. However, advertisers reacted very flexibly and promptly, because advertising communication is characterized by maximum thoughtfulness, simplicity, a combination of socially important topics with advertising objects. Nowadayspositive trends in advertising communication are the rapid, powerful development of the brand of Ukraine, its national identity and the promotion of the country on the world stage.

References

1. Гігабайти без кордонів. *Lifecell:* веб-сайт.URL: https://www.lifecell.ua/uk/poslugi/katalog/gb-roam/ (дата звернення 05.04.2023).

2. Із вдячністю Prom. *Prom.pompom:*сторінка в Instagram. URL: https://www.instagram.com/p/CjrtJ-Ljf-I/?igshid=Ym MyMTA2 M2Y= (дата звернення 05.04.2023).

3. Сміливість доставляти майбутнє. *Novaposhta.official:* сторінка в Instagram. URL: https://www.instagram.com/ tv/ Choi22xD_YH/?igshid=YmMyMTA2M2Y= (дата звернення 05.04.2023).

4. Тенденції в управлінні маркетинговими комунікаціями під час війни: стан справ та майбутнє українських компаній-рекламодавців. *Sostav.ua:* веб-сайт. URL: https://sostav.ua/publication/tendents-v-upravl-nn-marketingovimi-komun-kats-yami-p-d-chas-v-jni-stan-sprav-ta-92699.html (дата звернення 02.04.2023).

Holovan Dmytro,
Faculty of Trade and Marketing,
course I, group 16, specialty Logistic Activities,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Starosta Hanna,***
Senior Lecturerof the Department of Modern European
Languages, SUTE

THE ROLE OF SOCIAL MEDIA IN MODERN MARKETING AND ADVERTISING: DIFFICULTIES AND OPORTUNITIES

At the current stage of information technology development, social media is becoming increasingly popular. Consumers are gradually losing confidence in traditional media and ignoring them. Conventional advertising is being replaced by such a phenomenon as «word-of-mouth», which is often used on the Internet. Therefore, social media can be useful not only for users, but also for businesses as a space to promote brands, goods and services. As a result, the active development of Internet technologies is rapidly changing the media space, posing new challenges to society and outlining new perspectives that must be taken into account[2].

Social media marketing is a set of measures aimed at using social media as a channel for promoting companies and solving other business problems.

The uniqueness of social media lies in the fact that it provides an opportunity to interact directly with consumers, without the intrusive effect of traditional marketing technologies. By using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media," rather than having marketers use advertising copy.

Social networks are characterized by the following properties:

• presence of users' own opinions, changing their opinions depending on;

• on the opinions of other contributors;

• different levels of influence and trust in the opinions of agents of other opinions

• users' opinions;

• different levels of conformity of agents; the presence of indirect influence between

• social contacts;

• reduction of the level of "indirect influence" with increasing distance;

• the presence of "leaders' opinions", the presence of a threshold of sensitivity to changes

• opinions of the environment;

• formation of groups; presence of external factors of influence (advertising, promotions marketing), etc.[3].

Social media supports firms to rethink the traditional one-way communication flow of their marketing messages. However, many firms are not acquainted with the numerous types of social media and the attributes of them[1].

One of the biggest challenges facing social media marketers is the constant change in social media search and advertising algorithms. This means that marketers need to constantly update their strategies and approaches to social media.

The smart use of social media marketing can have an effective impact on a brand's image, but at the beginning of the business, without prior experience and understanding, it can be a difficult task, and in some cases even negatively affect the company's operations.

Internet technologies expand opportunities for marketing activities, but their effective use requires the application of new approaches to marketing activities. The complex of marketing communications on the Internet, in addition to traditional means, is also supplemented by specific communication tools that are inherent only in the Internet environment, such as the functioning of network communities, search engine optimization, lead generation, targeting, etc. The main task of an enterprise's communication activities on the Internet is to develop an integrated marketing communications strategy that optimally combines the above tools to achieve the image and sales goals of the enterprise.

References

1. Грищенко О.Ф., Нєшева А.Д. Соціальний медіамаркетинг як інструмент просування продукту підприємства. *Маркетинг і менеджмент інновацій*, 2013, № 4, с. 86–98.
2. Медіакомунікації як інструмент маркетингу соціальних мереж: URL: https://sdc-journal.com/index.php/journal/article/view/230 (дата звернення: 10.04.2023).
3. Учасники проектів Вікімедіа. Маркетинг у соціальних мережах – Вікіпедія. Вікіпедія: URL: https://uk.m.wikipedia.org/wiki/Маркетинг_у_соціальних_мережах (дата звернення: 10.04.2023).

Hrushko Diana,
Faculty of Trade, Marketing and Service,
corse III, group MP-31, specialty Marketing,
Vinnytsia Institute of Trade and Economic of State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Dovhan Yuriy,*** *PhD in Economics, Associate Professor of the Marketing and Advertising Department,*
Vinnytsia Institute of Trade and Economics of the State University of Trade and Economics

MARKETING PLAN AS A COMPONENT OF THE BUSSINESS PLAN

In business, there is no certainty about the future, but any firm or organization is consciously inclined to anticipate and respond to events. There is reason to believe that planning is more effective than improvisation, as this process involves a procedure for setting goals and the necessary actions to achieve them. Insufficient thoughtfulness of goals, incomplete information for understanding problems and alternative solutions, and insufficient evaluation of decisions are factors that complicate problem solving in business.

Planning requires strict attention to thinking through goals, an extended search for solutions, a clear assessment of each action taken, and a focus on the content of the strategy.

The successful operation of an enterprise depends on how effectively it can plan its work. A business plan for marketing activities helps to understand its strengths and weaknesses, as well as to use its resources to the fullest and achieve its goals.

A marketing plan is an important component of a business plan because it defines how a company will promote and sell its products or services to customers. Planning is a special form of activity that has been used in the Ukrainian business market since the 90s. According to F. Kotler, planning is a managerial process of creating and maintaining a strategic fit between a firm's goals, potential capabilities, and chances in the field of marketing. If we consider the definitions of well-known scientists, we can come to the following conclusion: planning is a deliberate and compiled certain procedure for the optimal allocation of available resources to achieve the goal set by the enterprise.

A marketing plan is a detailed strategy that helps businesses identify their target customers, understand their needs, and develop effective marketing tactics to reach and convert them. When developing it, the company's mission is first defined, and then the target customers and ways to interact with them are identified. The plan should include research on your market and customer base, a list of marketing materials and methods you plan to use, and ways to measure its effectiveness. You may be tempted to skip the planning phase and go straight to implementing specific marketing campaigns, but the time spent developing a marketing or business plan will pay off in the end. Developing a plan will allow you to focus your marketing activities on long-term goals.

The essence of business planning of marketing activities is often reduced to the development of certain programs that respond to changes in the dynamics of the market environment. However, this concept is much broader and involves setting important goals and ways to achieve them, as well as solving long-term tasks, i.e. the term business planning of marketing activities is used to describe methods of using marketing resources and achieving marketing goals. Each company has specific resources and pursues certain goals, which are also measured in time. Thanks to business planning, the use of resources is efficient and the company is ready to respond correctly and quickly to environmental changes.

Business planning of marketing activities allows a company to make the best use of its limited resources to achieve its goals. Ultimately, business planning of marketing activities allows to achieve the goals set by the enterprise as a whole.

Here are some key elements that a marketing plan should contain as a component of a business plan:

Market analysis. The first step in developing a marketing plan is to conduct a thorough market analysis. This includes identifying target customers, understanding their needs and preferences, and researching the competition to identify opportunities and challenges.

Marketing objectives: Based on the market analysis, the marketing plan should define clear, measurable marketing objectives. These goals should be aligned with overall business objectives and provide a roadmap for achieving them.

Target audience: The marketing plan should identify the specific target audience that the business wants to reach. This includes demographic information such as age, gender, income, and education level, as well as psychographic information such as interests, values, and lifestyle.

Unique value proposition: The marketing plan should articulate the unique value proposition that the company offers to its customers. This includes the features and benefits of the product or service that distinguish it from competitors.

Budget: The marketing plan should include a detailed budget that identifies the costs associated with each marketing tactic. This helps ensure that the business can afford to implement its marketing plan and achieve its marketing goals.

Overall, the marketing plan should be closely aligned with the overall business plan, reflecting the company's goals, values, and mission. A well-executed marketing plan can help a company attract new customers, retain existing customers, and ultimately generate revenue.

In general, a marketing plan should be closely aligned with the overall business plan, reflecting the company's goals, values, and mission. A well-executed marketing plan can help a company attract new customers, retain existing customers, and ultimately increase revenue and profitability.

A business plan is a plan for the development of an enterprise, which is necessary for the development of new areas of activity and the creation of new types of business.

By successfully developing a business plan, you can get a reliable tool in competing with competitors and expanding your personal business.

A business plan provides an opportunity to assess the viability of an enterprise in a competitive environment, provides guidelines for priority activities, and serves as an argument for obtaining financial support from external investors.

Practice shows that at the current stage of business development in Ukraine, a business plan is most needed by entrepreneurs hoping to attract foreign investment, as most foreign investors prefer the traditional scheme of providing funds, the decisive point of which is the review of a business plan.

Business planning helps an entrepreneur:

– determine the degree of viability and future sustainability of the enterprise, reduce the degree of risk of entrepreneurial activity;

– specify business prospects in the form of a system of quantitative and qualitative development indicators;

– to attract attention, interest, and support from potential investors of the company.

In general, business planning provides the direction of the company's movement in the market of certain services, provides forecasts of possible results, and attracts investors.

References

1. Дяченко Я.Д. Бізнес-план як інструмент управління підприємством. *Ефективна економіка*. 2022. № 12. URL: https://doi.org/10.32702/2307-2105.2022.12.61 (дата звернення 14.04.2023).
2. Міцура О.О.Маркетинговий план для малого підприємства, що планує вихід на новий ринок збуту. URL: http://essuir.sumdu.edu.ua/handle/123456789/32616 (дата звернення 14.04.2023).
3. Сміян А.С. Бізнес-план як інструмент впровадження інновацій. URL: https://er.knutd.edu.ua/handle/123456789/7851 (дата звернення 14.04.2023).
4. Kumar D. Marketing Plan. URL: https://ssrn.com/abstract=4256574 (Last accessed: 14.04.2023).
5. Spekman R. Marketing Plan Development. URL: https://ssrn.com/abstract (Last accessed: 14.04.2023).

Hryha Anhelina,
Wydział Zarządzania Handlem, Marketingiem i Usługami,
4 rok,3 grupa, kierunek "Marketing",
Winnicki Instytut Handlu i Ekonomii Państwowego Uniwersytetu Handlu i Ekonomii,
Winnica, Ukraina
Kierownik naukowy ***Dovhan Yuriy,*** *Doktor Nauk Ekonomicznych,*
Profesor Nadzwyczajny Wydziału Marketingu i Reklamy,
Winnicki Instytut Handlu i Ekonomii Państwowego Uniwersytetu Handlu i Ekonomii

NOWOCZESNE PODEJŚCIA DO KSZTAŁTOWANIA STRATEGII PLANOWANIA MARKETINGOWEGO

Szybkie tempo integracji europejskiej oraz przekształcenia w systemie gospodarczym kraju wymagają nowoczesnego podejścia do kształtowania strategii planowania marketingowego, nadając jej jakościowo nowe cechy i zasadnicze kierunki realizacji.W kontekście fundamentalnych zmian we wszystkich obszarach działalności gospodarczej w naszym kraju planowanie marketingowe nie tylko pozostaje aktualne, ale nabiera jakościowo zupełnie nowego sensu. W związku z powyższym należy zauważyć, że wybrany temat badawczy jest istotny i aktualny.

Podstawą teoretyczną do badania współczesnych podejść do kształtowania strategii planowania marketingowego mogą być prace Babachenko L. [1], Borovska O. [3], Kuzyk O. [2], Poita I. [3] i innych.

Planowanie marketingowe to etapowy proces badania i analizy określonych warunków rynkowych oraz formułowania celów, strategii i planów marketingowych zgodnie z zasobami i możliwościami firmy. Jego uzupełnieniem jest faktyczna realizacja, ocena i kontrola działań mających na celu osiągnięcie wyznaczonych celów.

Planowanie marketingowe koncentruje się na budowaniu procesów, które skupiają się na potrzebach klientów i znalezieniu sposobów na wykorzystanie zasobów przedsiębiorstwa w celu zaspokojenia tych potrzeb. Funkcja planowania marketingowego: określanie celów i zadań średnioterminowych i końcowych; uwzględnianie potrzeb odbiorców docelowych; ocena mocnych i słabych stron firmy; zapobieganie zagrożeniom i jak najefektywniejsze wykorzystanie zasobów; formułowanie środków pozwalających na osiągnięcie wskaźników zgodnie z wyznaczonymi celami.

Skuteczne planowanie marketingowe stanowi podstawę wszystkich decyzji kierowniczych, funkcje organizacji, motywacji i kontroli są skoncentrowane na opracowywaniu planów strategicznych. W tych warunkach konieczne jest opracowanie strategii planowania marketingowego, które umożliwią realizację wszystkich założonych celów w przyszłości.

Obiektywnymi przesłankami, które determinują potrzebę formułowania strategii planowania marketingowego są: niezdolność mechanizmu rynkowego do zapewnienia makroekonomicznej stabilności gospodarki narodowej, do zapobiegania cyklicznym wahaniom produkcji, dochodu brutto, zatrudnienia; stały wzrost udziału konsumpcji publicznej w konsumpcji globalnej; pojawienie się bardziej złożonych form współdziałania podmiotów gospodarczych i całych sektorów gospodarki w wyniku procesów integracyjnych; pogłębianie się globalnych problemów współczesności (wyczerpywanie się zasobów naturalnych, degradacja środowiska naturalnego itp.), co prowadzi do wzrostu zainteresowania społeczeństwa problematyką długofalowego rozwoju; sytuacje nadzwyczajne (wojny, kryzysy gospodarcze, klęski żywiołowe), które wymagają podjęcia ukierunkowanych działań w celu wyeliminowania wpływu tych czynników na rozwój społeczeństwa [2, str. 131].

Zadania i funkcje mechanizmu kształtowania strategii planowania marketingowego: analiza pozycji konkurencyjnej firmy; ocena szans marketingowych i zagrożeń marketingowych firmy; ocena silnych i słabych pozycji firmy na rynku; zarządzanie portfelem działalności firmy w kierunku określenia strategii marketingowych dla strategicznych jednostek gospodarczych; przekształcenie misji firmy w zbiór celów marketingowych; wybór i kształtowanie strategii marketingowych; adaptacja istniejącej strategii marketingowej zgodnie ze zmianami w otoczeniu.

Głównymi etapami procesu tworzenia strategii planowania marketingowego są [1, str. 12]:

1. Analiza marketingowa;
2. Określanie celów marketingowych;
3. Formułowanie strategii marketingowych.

Wymienione powyżej etapy procesu kształtowania strategii planowania marketingowego są nieodłącznym elementem każdego poziomu strategicznego – korporacyjnego, biznesowego i marketingowego poziomu funkcjonalnego. Ale na każdym poziomie strategicznym etapy te mają swoją specyfikę i treść.

Przy formułowaniu strategii planowania marketingowego należy kierować się następującymi zasadami [3, str. 8–9]:

– wzajemna spójność z planowaniem korporacyjnym – ponieważ marketingowe planowanie strategiczne jest elementem planu korporacyjnego i nie może być z nim sprzeczne;

– cykliczność – polega na konieczności traktowania marketingowego planowania strategicznego jako procesu ciągłego;

– elastyczność – oznacza zdolność do aktywnego dostosowania strategii zgodnie ze zmianami w otoczeniu marketingowym;

– wielowariantowość – polega na uwzględnieniu możliwych zmian w otoczeniu na etapie formowania planu.

O istotnej roli formułowania strategii planowania marketingowego decyduje również fakt, że w ostatnim czasie zmienił się charakter marketingu ze względu na: upowszechnienie się słabo zróżnicowanych towarów i marek; spadek lojalności wobec marki; spadek skuteczności reklamy; wzrost kosztów komunikacji osobistej; wzrost liczby sklepów i centrów handlowych itp.

Tak więc na podstawie przedstawionych powyżej argumentów można stwierdzić, że kształtowanie strategii planowania marketingowego należy rozumieć jako proces wyboru długoterminowych celów i strategii marketingowych dla przyszłego rozwoju poprzez porównanie dostępnych zasobów i możliwości.

Główne wymagania dotyczące tworzenia strategii planowania marketingowego są następujące: tworzenie i opracowywanie strategii przez najwyższe kierownictwo, a następnie jej realizacja przy udziale wszystkich szczebli zarządzania; plan strategiczny powinien być poparty różnymi badaniami i danymi faktycznymi, które pokazują stan obecny i potencjalne możliwości rozwoju w przyszłości; w celu utrzymania skutecznej pozycji konkurencyjnej w dzisiejszym środowisku, przedsiębiorstwo musi stale gromadzić i analizować ogromną ilość informacji o branży, konkurencji i innych czynnikach.

Tak więc opracowanie strategii planowania marketingowego pomaga stworzyć jedność celu w organizacji, określić jej aktualny stan wewnętrzny i aktualną pozycję na rynku, czyli ocenić otoczenie zewnętrzne. Ze względu na ogromne znaczenie kształtowania skutecznej i efektywnej strategii planowania marketingowego, konieczne jest rzetelne podejście do opracowania strategicznego planu marketingowego i skupienie się nie na zasadach teoretycznych, które powierzchownie opisują metodologię planowania strategicznego, ale zwrócenie uwagi na praktyczne rozwiązania, które umożliwiają realizację skutecznych strategii i zmniejszają poziom możliwych błędów, zapewniając tym samym realizację celów w przyszłości.

References

1. Бабаченко Л.В. Стратегічний маркетинг у системі управління промисловим підприємством. *Науковий вісник Ужгородського національного університету*. 2017. № 15. С. 11–15.

2. Кузик О.В. Стратегічне управління маркетинговими комунікаціями на сучасних підприємствах. *Стратегія економічного розвитку України*. 2018. № 34. С. 130–135.

3. Пойта І., Боровська О. Маркетингове планування діяльності підприємств. *Актуальні проблеми менеджменту та маркетингу в XXI ст.*; зб. тез та доповідей VIII Міжвуз. наук.-практ. конф. Житомир, 2018. С. 7–9.

Ischenko Yaroslav,
Faculty of Trade and Marketing,
course I, group 21, speciality Commodity research
and organization of foreign trade,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Belova Victoria,*** *Candidate of Pedagogical Sciences,*
Assistant Professor of the Department of Modern European Languages, SUTE

CONCEPT OF COMMODITY RESEARCH

Commodity science is the science of goods, their properties, qualities, indicators and standards. In the context of foreign trade, commodity research is an important component of the process of importing and exporting goods.

I propose to consider the following issues: Analysis of the requirements set by the legislation to foreign trade and commodity management. Organization of foreign trade: basic principles and methods. Planning, organization and control of foreign trade: key stages and processes. Development of a marketing strategy in foreign trade and commodity research. Analysis of current challenges in foreign trade and commodity research, as well as identification of possible ways to overcome them. Legislation requires compliance with certain requirements for foreign trade and commodity research. Some of these requirements are described below: Registration of goods and documentation. According to the law, all exported or imported goods must be registered with the relevant authorities. Also, all necessary documentation, including contracts, invoices, quality certificates, etc., must be collected and stored. Compliance with customs regulations. Customs rules regulate the export and import of goods, in particular, establish customs payments and conditions for the passage of goods across the border. It is important to comply with all customs regulations to avoid fines and other negative consequences.Compliance with quality and safety standards. Goods that are exported or imported must meet certain quality and safety standards. In particular, certain goods may be subject to import or export restrictions or prohibitions if they do not meet certain standards. Compliance with intellectual property rules. Legislation requires compliance with intellectual property rules, such as copyright, patents, trademarks, etc. This is especially important in the context of international trade, where disputes over the rights to an invention or technology may arise.

The organization of foreign trade is the process of conducting trade operations between entities of different countries. The main purpose of foreign trade is to meet the needs of consumers in different countries through the exchange of goods and services. The organization of foreign trade is an important element of the country's economic development, as it contributes to the increase in exports and imports of goods and services [3].

The main principles of foreign trade organization include:Free competition is a principle according to which every foreign trade entity has equal conditions for carrying out its activities, without restrictions and discrimination by the state.Equality is the principle that each country has equal rights to free trade with other countries. Openness is the principle that a country should provide free access to its market for foreign entities, as well as have free access to the markets of other countries. Liberalization is the principle that countries seek to reduce restrictions and barriers to free trade, in particular by concluding international agreements and treaties.Efficiency is the principle that countries strive to conduct foreign trade with maximum efficiency and optimize the use of available resources. Planning, organizing and controlling foreign trade is a complex process that includes several key stages and processes. The main stages of planning, organizing and controlling foreign trade are as follows: Market analysis: before planning foreign trade, it is necessary to research the market in which you plan to operate. It is important to determine the demand for goods, analyze competitors, assess risks and opportunities for successful business development. Selection of goods and suppliers: after analyzing the market, it is necessary to select the goods to be exported, as well as the suppliers of these goods. It is important to determine the quality of the goods, agree on the terms of supply, and find reliable suppliers. Financing and insurance: it is necessary to determine the cost of goods, their delivery costs and customs duties, as well as to resolve the issue of insurance against possible risks. Organization of logistics and transportation: after selecting the goods and suppliers, you need to organize the logistics and transportation of the goods. It is important to choose the optimal delivery route, select the appropriate mode of transportation, and conclude contracts with carriers.Shipment and customs clearance: after organizing the logistics and transportation, it is necessary to ship the goods and clear them through customs. Organization of logistics and transportation: after selecting goods and suppliers, it is necessary to organize the logistics and transportation of goods. It is important to choose the optimal delivery route, select the appropriate mode of transportation and conclude contracts with carriers. Shipment and customs clearance: after organizing the logistics and transportation, it is necessary to ship the goods and clear them through customs.

Developing a marketing strategy is an important step in foreign trade and commodity research. This strategy includes identifying the target market, positioning the product, analyzing competitors, determining pricing policy, advertising campaigns and other marketing tools [1].

The main steps in developing a marketing strategy in foreign trade and commodity research:Market analysis. You should research potential markets that are suitable for your product, as well as assess the potential demand and competition in these markets.Selecting the target market. Based on the market analysis, you need to select markets where you can successfully trade and identify the main buyers of your goods. Product positioning. You should determine how your product will differ from competitors' products and what features and benefits will attract buyers. Determining the pricing policy. You should choose the optimal pricing strategy based on competition and analyze the costs of production and distribution. Develop an advertising campaign. You should develop an advertising strategy that includes a product promotion plan, promotional materials, and other elements. Selection of sales channels. It is necessary to determine which sales channels the company will use and which marketing tools will be used to sell the goods [2].

Modern foreign trade and commodity research face various challenges that can be divided into several groups:Geopolitical challenges. Changes in the political situation in the world, conflicts between countries, sanctions, and other factors can affect foreign trade and commodity research.Economic challenges. These include changes in the economic situation in the country, rising prices for raw materials and other goods, changes in exchange rates, etc. Increased competition in global markets. This is facilitated by an increase in the number of players in the market, their skills and the development of technology. Growth in foreign trade. Today, all countries of the world are involved in foreign trade, which necessitates the development of new sales strategies and sales expansion. Changing approaches to marketing and advertising. Due to the growing competition in the market and changing consumer priorities, it is necessary to change traditional approaches to marketing and advertising using new tools and technologies. Changing criteria for quality and safety of goods. Today, consumers are paying more and more attention to the quality and safety of goods, which necessitates the creation of new mechanisms to control the quality and safety of goods.

References

1. Onkvisit, S., & Shaw, J. JInternational Marketing: Strategy and Theory. Routledge. 2009. p. 154–179.
2. Wild, J. J., Wild, K. L., & Han, J. C. Y. International business: The challenges of globalization. Pearson. 2018. P. 75–78.
3. Zhang, H. International trade theory and policy. World Scientific Publishing Co Inc. 2019. P. 64–69.

Karpenko Maria,
Faculty of Trade and Marketing,
course II, group 4, specialty Journalism,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nypadymka Alla,*** *PhD*
in Humanitarian Sciences,
Assistant Professor of the Department
of Modern European Languages, SUTE

PR STRATEGY AND THE ROLE OF SOCIAL MEDIA IN PRESIDENTIAL ELECTION CAMPAIGN IN UKRAINE

At the turn of the ‘90s and ‘00s, the Ukrainian political nation began to take shapeactively. This was due to the growing fatigue of the society from the old elites, the desire for change and the desire for a better life. The Orange Revolution or Orange Maidan and the Revolution of Dignity, the second Maidan, were major turning points in these processes. During these years, the Ukrainian people became significantly politicized.Battles in the Verkhovna Rada were almost as popular as football championships, and politicians themselves were as famous as movieand pop stars.

The new trend has created a unique and very profitable niche in the world of show businesspolitical entertainment satire. The Kvartal 95 studio with its Evening Quarter weekly show (Vechirniy Kvartal) became the rightful and almost sole leader of this trend. Funny and inventive artists ridiculed certain politicians, officials, parties, and political forces. In this way, they gradually brought representatives of the old political elites down from their previously unattainable pedestals, and at the same time won the hearts of millions of viewers. In addition, they made a lot of money.Among these artists was the current President of Ukraine, Volodymyr Zelenskyy, who took part inKVKas a student.KVK (Klub veselykh i kmitlyvvykh,) is a TV comedy show in which different teams (from universities, enterprises, cities, and so on) improvise humorous answers to given topics, show scetches, etc. Then Volodymyr Zelenskyy discovered two talents: an artist and a manager. The provincial KVKperformer managed to turn the student team into the Kvartal 95 show group, which became the most popular and successful comedy team in Ukraine. His hobby turned intoa profession, and he started touring and filming [9].

The culmination and quintessence of the process of developing the genre of political humor and satire was the TV series "Servant of the People," the first season of which was released in 2015.The third season was released in the midst of Volodymyr Zelenskyy's election campaign, which became one of the most striking examples of the use of modern marketing and PR technologies in politics. The TV series "Servant of the People" was a key element of this success. The authors of the media product "Servant of the People", taking into account the needs and desires of the audience, offer to viewers a picture of the world that they want to take as real. This is how the image of a simple teacher, Vasyl Holoborodko, was created, whom millions of Ukrainians understood as a guy from the people, kind, sincere, and intolerant to corruption and the established rules of the old elites. The idea is ingenious in its simplicity: a new person in politics, unencumbered by the heavy background of the past, can destroy the former authorities and take their place on the pedestal. Goloborodko declares in his inauguration speech, "I do know one thing: one should act in a way that doesn’t evoke shame when looking into children’s eyes. Nor their parents’. Nor your own eyes, ofcourse". The first season of the TV series "Servant of the People" provides an idea to Ukrainians that even one ordinary person can change a rotten and corrupt political system if he or she lives and works honest and trustworthy while being a president.

The Ukrainian people have long been disillusioned with politics, politicians, and their promises and havestriven for change. They wanted to see new faces in the corridors of power. A showman Volodymyr Zelenskyy became the answer to this public demand, unexpectedly for many veterans of national politics. He managed to beat such luminaries of Ukrainian politics as Petro Poroshenko and Yulia Tymoshenko in the election race. Thus, PR technologies, and the TV series "Servant of the People" as a significant component of it, turned a satiricalcharacter into a leader of the country.

Soon, Zelenskyy's cheerful and skillful PR team began planning and implementing the movie character's path in real life. "We will write my program together, as a country. Then we will find ways to solve all the problems. And then we will bring them to life," Volodymyr Zelenskyy announced in a video recruiting for his political force, ‘Ze! Team’ [1].Mr. Zelenskyy's evolution has kept pace with the evolution of Ukraine as a nation. Before the war, he was little-known outside the country, and many people even could not find the country on the map at first. After the invasion began, few believed that Ukraine would last longer than a week under the pressure of Russian troops. But Ukraine has rallied in a way that is unheard of. President Zelensky did not run away, setting an example of courage.

It is possible to trace how attitudes toward President Zelensky have changed in headlines and articles: "Ukrainian 'clown' Zelensky leads polls ahead of presidential vote", "Zelensky: Ukrainian clown or political wonder boy?", "Volodymyr Zelensky, an actor in a president's suit", "Volodymyr Zelensky was a Jewish comedian. Now the world's eyes are on him", "Servant of the People: 'Zelensky's comedy made me admire him more'", Volodymyr Zelenskyy–A man with the weight of a nation on his back", "Volodymyr Zelensky’s improbable rise from comedian to wartime leader of a defiant nation", "How Volodymyr Zelensky Defended Ukraine and United the World", "2022 PERSON OF THE YEAR – VOLODYMYR ZELENSKY", "Volodymyr Zelensky is a hero of our time".

Volodymyr Zelenskyy’s presidential campaign was bright, iconic, and positive. For the first time in a long while, a creative product has defeated standard vote-buying tools. It turned out that people vote not only for food packages, but also with their hearts. It's just that no one has ever been able to offer anything else to believe in.

"The Servant of the People" television product was one of the factors behind the most convincing victory in the presidential election in Ukraine's history. Volodymyr Zelenskyy received 73 % of the vote, more than any other candidate in the country's recent history [2]. He managed to satisfy the main request of the voters and received carte blanche to completely reboot the political system of a multimillion country. His talented and creative team was able not only to take full power in the country into their own hands, but also to remain steadfast in the most difficult conditions of the outbreak of war and make Ukraine and President Zelensky personally the most recognizable political brand on the planet.

References

1. Володимир Зеленський у Facebook. URL: https://www. facebook.com/zelenskiy.official/videos/2170493626534335/?t=80 (дата звернення: 22.01.23)

2. Протокол Центральної виборчої комісії про результати про результати повторного голосування з виборів Президента України 2019 року.*Центральна виборча комісія.* 2019. С. 2. URL: https:// cvk.gov.ua/wp-content/uploads/2019/11/vpu_2019_protokol_cvk_300 42019.pdf (дата звернення: 27.01.23)

3. Agayev A. Volodymyr Zelenskyy- A man with the weight of a nation on his back. *The Gannon Knight*: website. URL: https:// gannonknight.com/22175/features/volodymyr-zelenskyy-a-man-with-the-weight-of-a-nation-on-his-back/ (дата звернення: 27.01.23)

4. Chemin A., Vincent F. Volodymyr Zelensky, an actor in a president's suit. *Le Monde*: website. URL: https://www.lemonde.fr/ en/ international/article/2023/02/22/volodymyr-zelensky-an-actor-in-president-s-clothing_6016858_4.html (датазвернення: 27.01.23)

5. Ferguson N. Volodymyr Zelensky is a hero of our time. *The Spectator* : website. URL: https://www.spectator.co.uk/article/volodymyr-zelensky-is-a-hero-of-our-time/ (дата звернення: 27.01.23)

6. Friedman G. Volodymyr Zelensky was a Jewish comedian. Now the world's eyes are on him. *Jewish Telegraphic Agency*: website. URL:https://www.jta.org/2022/02/25/global/in-4-years-volodymyr-zelensky-went-from-jewish-comedian-to-putins-no-1-enemy-and-defender-of-democracy (дата звернення: 27.01.23)

7. Ishchenko V. A Clown With a Balancing Act. *Jacobin* : website. URL: https://jacobin.com/2019/08/volodymyr-zelenskiy-ukrainian-parliamentary-election (дата звернення: 27.01.23)

8. Kenny J.Servant of the People: 'Zelensky's comedy made me admire him more'. BBC : website. URL: https://www.bbc.com/ news/newsbeat-60647206 (дата звернення: 27.01.23)

9. Ray M. Volodymyr Zelensky president of Ukraine. *Britannica :* website. URL:https://www.britannica.com/biography/Volodymyr-Zelensky (датазвернення: 20.02.23)

10. Shuster S. How Volodymyr Zelensky Defended Ukraine and United the World.*TIME* : website. URL: *https://time.com/6154139/ volodymyr-zelensky-ukraine-profile-russia/* (дата звернення: 27.01.23)

11. Shuster S. 2022 Person of the year – Volodymyr Zelensky. *TIME.* URL: https://time.com/person-of-the-year-2022-volodymyr-zelensky/ (дата звернення: 27.01.23)

12. Ukrainian 'clown' Zelensky leading polls ahead of presidential vote. *France 24* : website. URL:https://www.france24.com/en/20190208-ukrainian-clown-zelensky-leading-polls-ahead-presidential-vote (датазвернення: 27.01.23)
13. Yang J., Holmes R. C. Volodymyr Zelensky's improbable rise from comedian to wartime leader of a defiant nation. *PBSO. News Hour:* website. URL: https://www.pbs.org/newshour/show/volodymyr-zelenskys-improbable-rise-from-comedian-to-wartime-leader-of-a-defiant-nation

Kibets Yelyzaveta,
Faculty of Trade and Economics,
course II, group8, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Pidkolesna Ludmyla,***
Senior Lecturer at the Department of Modern European Languages, SUTE

ESSENTIAL DIGITAL MARKETING TOOLS IN 2023

Digital marketing is the process of promoting products or services using Internet technologies and digital communication channels. Digital marketing encompasses the use of channels such as websites, social media, email, mobile applications, and other online platforms to achieve maximum results in promoting a brand or product. With digital marketing, you can reach a larger audience in a shorter period of time. Technological advances have led to a significant reduction in the client base of traditional marketing agencies and departments. People have switched to tablets, phones, and computers, which are the areas where digital marketers have gained the most popularity.

Digital marketing is becoming more and more popular these days. The very term «digital marketing» appeared in 1990 when the first search engine Archie was invented. In 1993, the first clickable advertising banner appeared on the air. Yahoo made its debut, followed by Google. An important role in the history of digital marketing was also played by the Cookie technology, which is a code that tracks user information in the client's browser [1].

The year 2000 was an important milestone for digital marketing. The invention of DotCom led to the closure of many Internet startups. Google introduced AdWords, which allowed marketers to advertise their products. Social networks appeared. Later, Google became a public company, and Facebook appeared. YouTube was launched, allowing marketers to promote their brands. Mobile technologies became popular, and WhatsApp appeared. In 2011, Google+ appeared, which contributed to the even more rapid development of digital marketing, which has not slowed down to this day [2].

With the advent of digitalization, it has been noticed that the crowd of shoppers in the markets has gradually decreased, and now more and more people are shopping online for themselves and their families. Hence, promoting your business online has numerous advantages as you want to reach the right audience and your audience is online.

The global digital advertising and marketing market is currently estimated at $460 billion. It is growing so fast that while the global digital advertising and marketing market was estimated at $350 billion in 2020, it is expected to reach $786.2 billion by 2026, according to PR Newswire Statistics [3].

Spending on digital advertising worldwide is currently estimated at $441 billion in 2022 and, according to PR Newswire Statistics, will reach $485 billion in 2023 (Fig. 2).

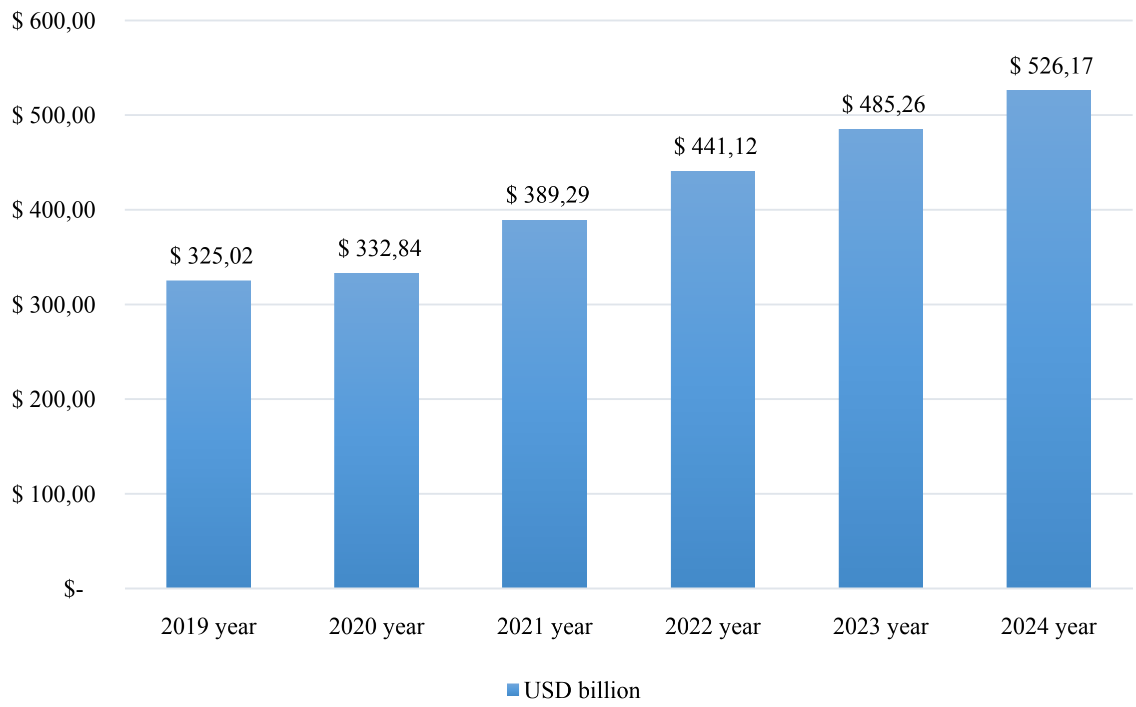


Fig. 2. Spending on digital advertising around the world
Source: compiled by the author based on [3]

Digital marketing includes strategies such as search engine optimization (SEO), content marketing, social media advertising, e-commerce, email marketing, mobile marketing, and more. The main goal of digital marketing is to attract the attention and interest of potential customers, increase sales, and ensure business growth in the digital space.

After the world has faced the challenges of 2022, now we need to focus on creating better and more innovative strategies in 2023. In this article, I will review and analyze the best tools to use if you want to conduct effective digital marketing in 2023.

1. Google Analytics: Google Analytics is a free web analytics service from Google that tracks and reports website traffic, user behavior, and other valuable information.

2. SEMrush: SEMrush is a comprehensive SEO tool that provides keyword research, competitor analysis, backlink tracking, and more.

3. Hootsuite: Hootsuite is a social media management tool that allows you to manage multiple social media profiles, schedule posts, and track social media performance.

4. Mailchimp: Mailchimp is an email marketing platform that allows you to create and send email campaigns, automate your email marketing, and track the effectiveness of your email campaigns.

5. Canva: Canva is a graphic design tool that allows you to create stunning visuals for your marketing campaigns, such as social media graphics, infographics, and presentations.

6. Ahrefs: Ahrefs is another comprehensive SEO tool that provides keyword research, competitor analysis, backlink tracking, and more.

7. Buffer: Buffer is a social media management tool that allows you to schedule posts, analyze social media performance, and manage multiple social media profiles.

8. HubSpot: HubSpot is an all-in-one marketing platform that provides a wide range of tools, including email marketing, social media management, SEO, and more.

9. Google AdWords: Google AdWords is a powerful advertising platform that allows you to create and run search and display ads on Google and its partner sites.

10. BuzzSumo: BuzzSumo is a content marketing tool that allows you to research content ideas, analyze content performance, and track social media distribution.

These digital marketing tools can help you optimize your marketing efforts and achieve better results. However, it is important to choose the tools that are right for your business and marketing goals.

References

1. Priti Jeevan. A study on Digital marketing-A case study with special reference to Flipkart.com.*Srinivas Institute of Management Studies*. 2015. Vol. 9. P. 2–3. Retrieved 12 March 2023 fromhttps:// deliverypdf.ssrn. com/delivery.php? ID=876127020083071029112017118083029098032032005076035071068099123022104025109096064123038034063030056048039113081091110005080122019016043042041096008000027066096114093093037091116005101002066014125015086115089115115093073030123027098098084099120098009116&EXT=pdf&INDEX=TRUE

2. P. Sathya. A study on digital marketing and its impact. *International Journal of Science and Research (IJSR)*. 2015. Vol. 3. P. 866–867. Retrieved 12 March 2023 from https://www.ijsr.net/archive/v6i2/ART2017664.pdf

3. Susie Marino. 165 Strategy-Changing Digital Marketing Statistics for 2023. *Word Stream*. 2023. Vol. 1. P. 1. Retrieved 12 March 2023 fromhttps://www.wordstream.com/blog/ws/2022/04/19/digital-marketing-statistics

4. Brendan Hufford. 61 digital marketing stats for 2022. *The wise marketer. Active Campaign*. 2021. Vol. 1. P. 1. Retrieved 12 March 2023 from https://www.activecampaign.com/blog/digital-marketing-statistics

5. Avantika Monnappa. The History and Evolution of Digital Marketing. *Simpli Learn*. 2023. Vol. 1. P. 1. Retrieved 12 March 2023 from https://www.simplilearn.com/history-and-evolution-of-digital-marketing-article#how_successful_is_digital_marketing

Khalus Daniela,
Faculty of Management,
course I, speciality otel and Restaurant Management,
Uzhhorod Institute of Trade and Economics of
State University of Trade and Economics,
Uzhhorod, Ukraine
Scientific supervisor ***Babynets Myroslava,*** *PhD in Pedagogics,*
Associate Professor of the Department of Management, UITE SUTE

MOTIVATION IN SERVICE IN THE FIELD OF ENTERPRISE

Motivation plays a significant role in service field enterprises as it directly affects the employees' job satisfaction, productivity, and ultimately, the company's success. In a service-oriented industry, employees are the backbone of the business, and their level of motivation can significantly impact the quality of services provided to customers. Therefore, it is essential to understand the factors that motivate employees and how to create a work environment that promotes motivation.

Factors influencing motivation:

Several factors can influence an employee's motivation level. The following are some of the most important factors that can affect motivation in a service field enterprise:

• *Recognition and reward:*

Employees who feel that their efforts are recognized and rewarded are more likely to be motivated. Recognition can be in the form of promotions, bonuses, or simple gestures such as public appreciation [1].

• *Job security:*

Employees who feel secure in their jobs are more likely to be motivated. In a service field enterprise, where job stability is crucial, providing employees with job security can increase their motivation levels.

• *Autonomy:*

Giving employees the freedom to make decisions and work independently can increase their motivation levels. Autonomy helps employees feel trusted and valued, and it can also lead to more innovative ideas and approaches to work [2].

• *Work-life balance:*

Employees who feel that they have a healthy work-life balance are more likely to be motivated. In a service field enterprise, where work can be stressful and demanding, providing employees with flexible working arrangements can help them maintain a healthy work-life balance.

• *Learning and development opportunities:*

Employees who have access to learning and development opportunities are more likely to be motivated. Service field enterprises should invest in their employees' training and development to enhance their skills and knowledge, leading to higher job satisfaction and motivation levels [3].

Creating a motivating work environment:

Creating a motivating work environment requires a strategic approach that addresses the above factors. The following are some practical ways to create a work environment that promotes motivation in a service field enterprise:

• *Communication:*

Establishing an open communication system between employees and management can help identify areas of improvement and address concerns promptly. It also fosters a culture of transparency and trust, which can increase motivation levels.

• *Empowerment:*

Empowering employees to make decisions and take ownership of their work can increase their motivation levels. Service field enterprises should provide employees with the necessary tools and resources to make informed decisions.

• *Incentives:*

Offering incentives such as bonuses or promotions can motivate employees to work harder and achieve better results. However, incentives should be aligned with the company's objectives and goals.

• *Work-life balance:*

Service field enterprises should prioritize their employees' work-life balance and provide them with flexible working arrangements. This can include flexible hours, remote working, and paid time off.

• *Recognition:*

Recognizing employees' efforts and contributions publicly can increase their motivation levels. Service field enterprises should establish a system to reward employees for their hard work and dedication.

Conclusion:

Motivation plays a crucial role in the success of a service field enterprise. Understanding the factors that influence motivation and creating a work environment that promotes motivation can lead to higher job satisfaction, productivity, and ultimately, the company's success. Service field enterprises should prioritize their employees' needs and invest in their training and development to create a motivated and engaged workforce.

References

1. Herzberg, F. (1968). One more time: How do you motivate employees? Harvard Business Review, 46(1), 53–62.

2. Locke, E. A., & Latham, G. P. (2002). Building a practically useful theory of goal setting and task motivation: A 35-year odyssey. American Psychologist, 57(9), 705–717.

3. Ryan, R. M., & Deci, E. L. (2000). Intrinsic and extrinsic motivations: Classic definitions and new directions. Contemporary Educational Psychology, 25(1), 54–67.

Khanychenko Yuliia,
Faculty of Trade and Marketing,
course II, group 11, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleh,*** *PhD in Pedagogics,*
Associate Professor,
Associate Professor of the Department of Modern European Languages, SUTE

TRENDS AND PERSPECTIVES OF INTERNET MARKETING

Internet marketing, also known as digital marketing or online marketing, has become an essential part of business strategy in the modern era [2]. Here are some of the current trends and prospects of Internet marketing implementation [1]:

1. Increased use of AI and Machine Learning: AI and machine learning have made significant progress in recent years and are being used in a wide range of industries, including internet marketing. By leveraging AI and machine learning, businesses can analyze vast amounts of data and gain insights into consumer behavior, allowing them to create more targeted and personalized marketing campaigns.

2. Growth of Video Marketing: Video marketing has become increasingly popular in recent years, as it provides a more engaging and visually stimulating experience for consumers. Platforms such as YouTube, Instagram, and TikTok have become key channels for video marketing.

3. Emergence of Influencer Marketing: Influencer marketing has become an effective way for businesses to reach new audiences and promote their products and services. Social media influencers with large followings can help businesses to build brand awareness and generate sales.

4. Importance of Mobile Optimization: As mobile devices have become the primary way that many people access the internet, it is essential for businesses to optimize their websites and marketing campaigns for mobile devices. This includes ensuring that websites are mobile-friendly and that marketing campaigns are designed with mobile users in mind.

5. Focus on Personalization: Personalization has become an important trend in internet marketing, as consumers expect personalized experiences from the brands they interact with. By using data and analytics, businesses can create more targeted and personalized marketing campaigns that resonate with their target audience.

6. Rise of Social Commerce: Social media platforms are increasingly becoming places where consumers not only engage with brands but also purchase products directly through the platform. Social commerce, the practice of using social media to drive online sales, is becoming more prevalent as social media platforms continue to develop e-commerce features [4].

7. Emphasis on Customer Experience: As customer experience becomes a key differentiator for businesses, internet marketing is becoming more focused on creating seamless, engaging, and personalized experiences for customers. This includes everything from creating user-friendly websites to providing exceptional customer service.

8. Increased Use of Data and Analytics: As businesses continue to collect vast amounts of data on their customers, data and analytics in internet marketing are becoming more prevalent. By analyzing data, businesses can gain insights into consumer behaviour, optimize their marketing campaigns, and make data-driven decisions that drive growth.

9. Growing Importance of Privacy and Security: With the rise in cybercrime and concerns about data privacy, businesses need to ensure that their internet marketing strategies prioritize privacy and security. This includes implementing secure data storage and transmission practices and protecting customer data.

10. Continued Growth of E-commerce: E-commerce continues to grow at a rapid pace, with more and more consumers turning to online shopping. Internet marketing will continue to play a critical role in driving e-commerce growth, as businesses look for ways to reach and engage with online consumers.

Overall, the future prospects of internet marketing implementation look bright, as businesses continue to adopt new technologies and strategies to reach and engage with their customers. As the world becomes increasingly connected, internet marketing will continue to play an important role in business growth and success.

In summary, internet marketing is constantly evolving, and businesses need to stay up-to-date with the latest trends and developments to remain competitive. As new technologies emerge, businesses that can adapt and incorporate them into their internet marketing strategies will be better positioned for success. In this context, we have seen several trends that are shaping the future of internet marketing. These include the increasing use of social media platforms, mobile marketing, and the expansion of artificial intelligence and machine learning [2]. Businesses are also focusing more on local SEO, voice search optimization, and user-generated content. Additionally, the adoption of chatbots, omnichannel marketing, and virtual events are becoming more common. Furthermore, there is a growing awareness of the importance of sustainability, and businesses are beginning to incorporate sustainable practices into their marketing strategies. Social listening is also emerging as a critical tool for businesses to better understand their customers' behavior and sentiment. It's worth noting that while the trends discussed above offer a glimpse into the future of internet marketing, the landscape is constantly evolving. For instance, the COVID-19 pandemic has had a significant impact on internet marketing, with businesses pivoting to digital channels to connect with customers. This has led to a surge in e-commerce and the adoption of virtual events and webinars. It is possible that the pandemic's effects may persist even after the pandemic is over, and we may see a continued emphasis on virtual events and e-commerce as businesses adapt to the new normal.

References

1. What Internet Marketing Trends Can Be Expected For The Future. – eLearning Industry. – [Electronic Recourse]. 2022ю – Retrieved from: https://elearningindustry.com/advertise/elearning-marketing-resources/blog/what-internet-marketing-trends-can-be-expected-for-the-future
2. Швець, М. Що таке інтернет-маркетинг — повний огляд для новачків + основні інструменти і стратегії просування. – 2023. – Режим доступу: http://itstatti.in.ua/internet-marketing/51-shcho-take-internet-marketin-povnij-oglyad-dlya-novachkiv-osnovni-instrumenti-i-strategiji-prosuvannya.html [in Ukrainian].
3. MailChimp. Email Marketing. Electronic Resource. – 2023. – Retrieved from https://mailchimp.com/marketing-glossary/email-marketing/
4. Winter, D. A Comprehensive Guide to Ecommerce: Definition, Models, and Examples. – Electronic Resource. – 2023. Retrieved from: https://www.shopify.com/blog/what-is-ecommerce

Khort Daria,
Faculty of International Trade and Law,
course II, group 7-a, specialty Management
of Foreign Economic Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Magden Oksana,***
Senior Lecturer of the Department
of Foreign Philology and Translation, SUTE

COCOONING AND ITS MEANING IN THE POST-LOCKDOWN WORLD

The early 2020-s have witnessed an intensified home-focused behavior which is, in its turn, strongly characterized by an individual's desire to isolate themselves from the normal social environment when they perceive it as unsafe or unfavorable, as well as one's readiness to work, socialize and entertain at home rather than go out. This type of behavior is called cocooning.

The term 'cocooning' was coined by Faith Popcorn, an American marketing consultant and trends forecaster, who in her 1991 book, *The Popcorn Report*, described it as "the impulse to stay inside when the outside gets too tough and scary. To pull a shell of safety around yourself, so you are not at the mercy of a mean, unpredictable world" [1, p. 24–26]. This term is currently used in such fields of knowledge as social science, marketing, economic forecasting, etc.

According to Popcorn, cocooning is a significant phenomenon in a commercial context as it encourages new technological advances and responds to contemporary challenges. She distinguishes and describes the following forms of cocooning:

- ***socialized cocooning***, which suggests the shift of focus in an individual's everyday life to home, which becomes the center of human functioning and provides privacy along with the ability to stay in contact through mobile phones and/or social media;
- ***wandering cocooning***, which demonstrates isolation from the outside world created by such technological barriers as iPods, tablets, smartphones, headphones, etc., which allows a person to live in their own world of sounds and have an excuse to ignore other people;
- ***armored cocooning***, which establishes the feeling of being protected from outside threats due to excessively cautious use of the

Internet, installed alarm systems and surveillance cameras, security company services, etc. [1, p. 27–28].

It is obvious that cocooning is changing consumers' behavior and shaping new consumption habits. Therefore, we may be speaking about consumption cocooning, which is "a consumer trend that involves a transfer of consumption from public institutions to the home, which simultaneously becomes a place that satisfies cultural, educational, leisure, health, etc. needs which were previously met outside the home (e.g. in cinemas, cafés, shopping centers)" [2, p. 412]. Consequently, cocooning as an in-home-staying lifestyle poses certain challenges to businesses whose task is to respond to changing demands on the market and cocooners are becoming natural targets for marketers who are trying to find new ways of interacting with their consumers.

It is suggested that cocooning becomes especially topical during some crisis times. Over the past few years, cocooning has been accelerated due to the Covid-19 restrictions. People were forced to look for new ways to do many things at home including shopping and entertaining themselves as shopping malls, restaurants, cinemas, and other leisure hubs were closed. They also began to use the Internet more often in search of goods and services. Moreover, those who had always been reluctant to do online shopping for security reasons got ensnared on the web, too. Thus, the trend of purchasing online has been extremely popularized and now e-commerce and various delivery services are expected to reach wider and wider audiences. However, for brick-and-mortar businesses like shops and restaurants, it is becoming increasingly difficult to do business as they need their customers to enter their stores physically.

Smart companies have also been agile to participate in the cocooning consumption trends and are now creating new updated versions of their products for consumers who want to remain ahead of the game. For example in e-gaming, Sony has recently introduced to the market its PlayStation 5 and Microsoft – the all-new Xbox Series X console.

Fashion and body care industries do not stay aside either and extensively embrace the cocooning culture. As it is assumed that staying at home, people tend to concentrate more on their own personal emotions and body, some French companies have already launched on the market the "Cocooning kit" with products for treating and indulging themselves. Clothes also create protection from the outside world. Apparently, cocooners will look for the right home clothing that gives them the feeling of being able to hide in the fabric. No wonder we can now see a big choice of trendy oversized knitted jumpers with the wide long neck on offer.

Another trend that has been noticeable against the backdrop of the Coronavirus pandemic is the fact that consumers have become more concerned about improving their homes. Some have left cities and moved to the suburbs in search of a more comfortable and safer living environment. This resulted in an increased demand for DIY, gardening, and interior decorating goods. It is expected that people will be putting a lot of effort and budget into improving and decorating their homes.

Because of the pandemic restrictions, businesses and organizations around the world had to switch to teleworking, which definitely contributed to cocooning. Many cocooners have seen a lot of benefits from remote working, such as having fewer distractions, staying in comfortable surrounding, having an opportunity to multitask, and getting extra time to pursue their own hobbies or passions. As a result, the rise of freelancers and entrepreneurs has become part of the trend.

Summing up, we would like to state the following: cocooning is a social, psychological, and economic phenomenon whose spread was mainly predetermined by such factors as progressive individualization of lifestyle and escape into privacy as well as by technological trends related to the increased popularity of the Internet and various mobile devices. It is probably one of the strongest latest trends which can be regarded as both the result and the cause of the changes at the same time. Cocooning has a significant impact on life and work style, business environment and it opens new doors for innovative ideas.

References

1. Faith Popcorn. The Popcorn Report: Faith Popcorn on the future of your company, your world, your life. *Doubleday.* 1991. P. 248. Retrieved 25 April 2023 from https://archive.org/details/ popcorn-reportfai00popc_0/page/n3/mode/2up

2. Zalega Tomasz. Consumption Cocooning in Consumer Behaviour of Polish Seniors (Report from Own Research). *Handel Wewnętrzny.* 2018. 4 Vol. 1. P. 410–422. Retrieved 25 April 2023 from https://bazekon.uek. krakow.pl/zawartosc/171530076

Kondratenko Anastasiia,
Faculty of Economics, Management and Psychology,
course II, group 15, specialty Industrial Management,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zheronkina Olena,***
Senior Lecturer at the Department
of Modern European Languages, SUTE

NEURAL NETWORKS GENERATING IMAGES

In recent years, neural networks have begun to develop rapidly and now they are actively used by a huge number of people. It has become a breakthrough in marketing and advertising. Many experts make predictions that in the near future neural networks will be able to replace a large number of professions and deprive people of jobs, particularly in the areas of digital drawing, design, and data analysis.

Artificial intelligence itself is the ability of computer programs to learn, make decisions and do things that are inherently human. AI technologies are divided into four groups: machine learning, a natural language processing, a computer vision science, and robotics. Artificial intelligence is used to reduce costs for content production. AI is able to write texts based on databases, specified topics or analysis of similar materials. It can also offer topics for copywriters, prepare reports, and write drafts of the text [1].

A particularly interesting application of artificial intelligence is generating various images that can be used for advertising, presentations, avatars, etc. Neural networks for drawing are developing rapidly, images are becoming more and more detailed, high-quality, and realistic. At the same time, you don't need to be able to draw to achieve an incredible result – you just need to formulate a text search correctly or select available images.

There are discussions in the Web about who exactly owns the copyright on such images: the neural network user or a company itself. The images themselves are generated in a few seconds according to the description given by the user. The description and image itself can often be adjusted and you can select the best one from the options. Although there may be inaccuracies or distortions in the images, real graphic designers would take hours, sometimes even days, to create such detailed and vivid images, that neural networks create in just a few seconds.

The most popular image-generating neural network today is Midjourney. Midjourney has attracted attention not only for its amazing ability to create images quickly, but also for its ease of use, unlike similar products. Currently, this neural network can even create an image almost like an ordinary photo, or process a user's photo uploaded to it in a certain stylization [2].

The second most popular image-generating neural network today is Leonardo.ai. Unlike Midjourney, it has a much higher number of free trial versions, but the images themselves are more animated than realistic, which can be an advantage for some users and a disadvantage for others.

There are many other similar neural networks, but we would like to highlight Stable Diffusion XL. This neural network is similar in its work to Midjourney and generates pretty good images. The advantage of this neural network is its extraordinary speed, and a huge selection of formats and number of images. It also has a fairly large number of free trial versions and a relatively cheap subscription.

Even though there are a lot of advantages of using neural networks for generating images, there are also a lot of disadvantages, such as poor drawing of hands, shadows and small details, often overloaded servers, paid subscriptions and much more.

In conclusion, we can say that neural networks are a huge step toward the future, which will help people make certain types of work much easier and cheaper. Neural network technologies will continue to develop and take over more of the marketers' routine. However, it is unlikely that artificial intelligence will be able to completely replace a human.

References

1. Гурчунова Є. Штучний інтелект в маркетингу: де його використовують та як впровадити його вже завтра – About Marketing. About Marketing. URL: https://aboutmarketing.info/internet-marketynh/shtuchnyy-intelekt-v-marketynhu-de-yoho-vykorystovuyut-ta-yak-vprovadyty-yoho-vzhe-zavtra/ (дата звернення: 15.04.2023).
2. Пономаренко Д. Нейромережі, що малюють за словами: добірка найкращих та інструкції до них. Новини України – останні новини України сьогодні – УНІАН. URL: https://www.unian.ua/techno/neyromerezhi-shcho-malyuyut-za-slovami-dobirka-naykrashchih-ta-instrukciji-do-nih-12115641.html (дата звернення: 14.04.2023).

Konovalova Alina,
Faculty of Trade and Marketing,
course I, group 4, specialty Journalism,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Stroganova Galyna,*** *PhD in Linguistics,*
Associate Professor of the Department of Modern European
Languages, SUTE

ADVERTISING CAMPAIGNS OF FAMOUS BRANDS

Advertising is one of the most crucial aspects of any brand's marketing strategy. A successful advertising campaign can make or break a brand's reputation, sales, and profitability. The purpose of this paper is to analyze advertising campaigns of some of the most famous brands and examine how they have managed to create successful advertising campaigns that have resonated with their target audience. The study is carried out on the example of such brands as Victoria’s Secret, Roshen and Under Armour.

Victoria's Secret is a well-known American lingerie and women's clothing brand. It is also known for its iconic fashion shows, which feature some of the world's most famous models wearing the brand's clothing. Victoria's Secret's advertising campaigns play an important role in creating brand awareness and building a loyal customer base. One of the company's most successful campaigns is the Angels campaign that features some of the world's most famous models, known as Victoria's Secret Angels, wearing the brand's clothing. The Angels campaign has been a major part of Victoria's Secret's marketing strategy since the late 1990s [3].

Victoria's Secret is successful in using social media to promote its products, build brand awareness and reach a large audience. The company has a strong presence on social media platforms such as Instagram, Twitter, and Facebook, where it shares images and videos of its products, promotions, and events.

Roshen is a well-known Ukrainian confectionery corporation founded in 1996. The company produces a wide range of chocolate, sweets, biscuits, cakes, and other confectionery products. The Roshen corporation conducts an active PR campaign in the press. The format of communication with the press is press-conferences. The company does not pursue the goal of mandatory publication of materials in all mass media from which journalists came to press conferences. At press conferences, company representatives do not speak much about the company Roshen, but about the situation on the market as a whole, new products, production of products, about the main ingredients in the production of confectionery products, food additives. A press tour of three factories has also been organized for journalists [1].

Roshen's advertising campaigns is very successful in creating brand awareness and building a loyal customer base. One of the company's most successful campaigns is the "Sweet Life" campaign which features a wide range of Roshen's products, highlighting the company's commitment to quality and the use of natural ingredients. The "Sweet Life" campaign has been a major part of Roshen's marketing strategy since its inception, and it is very successful in promoting the brand's products.

Another successful campaign by Roshen is the "Roshen Fest" campaign that focuses on promoting Roshen's products during major Ukrainian festivals and holidays, such as Christmas, Easter, and Independence Day. The "Roshen Fest" campaign features a range of promotions, including discounts, contests, and giveaways, and is very successful in generating interest and engagement with consumers. In this way, the company attracts a large audience and let a wide range of people to experience the brand.

Under Armour is an American sports clothing and accessories company founded in 1996. The company produces a wide range of sportswear, including clothing, shoes, and accessories. One of their latest advertising campaigns is "Rule Yourself". This advertising campaign "keeps telling the story and go deeper" [2]. The company tries to invite more famous sportsmen and make them ambassadors so that the athletes feel part of the brand. For example, Anna Rizatdinova, the world bronze medalist in gymnastics, is Under Armour's ambassador in Ukraine. This campaign focuses on the idea of self-improvement and features athletes training andtrying to become their best.. It has a positive impact on the audience and increases the company profit.

Due to the reputation of famous ambassadors, the brand has become more popular and well-known. The "Rule Yourself" campaign has been very successful in generating interest and engagement with consumers and helped to reinforce Under Armour's image as a brand for athletes who are serious about their training and performance.

One of the company's most successful campaigns was the "I Will" campaign featuring athletes from various sports and highlighting the importance of hard work, dedication and commitment in achieving success. Its main idea was to present Under Armour as a gender equal brand, being not only men's brand, but also paying attention to female audience [2]. Nowadays, Under Armour is a famous brand both for men and women. This advertising campaign doubled the amount of brand's customers and helped the brand to increase the profit. The audience coverage also became higher than it used to be.

Advertising campaigns are an essential part of any brand's marketing strategy. The most successful campaigns are those that resonate with consumers and create an emotional connection with the brand. Victoria's Secret has succeeded in creating a strong brand image through its advertising campaigns focused on promoting a glamorous and confident lifestyle, which resonates with its target female audience. Roshen has a wide range of advertising campaigns promoting a sense of sweetness, joy and happiness associated with its products. Roshen's campaigns use various platforms, such as television, billboards and social media. Under Armour's advertising campaigns have been very successful in promoting the brand's products, building a strong brand image and a loyal customer base due to celebrity endorsements.

References

1. Характеристика рекламної діяльності КК "Roshen". URL: https://vuzlit.com/250508/harakteristika_reklamnoyi_diyalnosti_roshen (дата звернення: 24.04.2023).
2. Top 5 Under Armour Ad Campaigns. *Footwearnews*. URL: https://footwearnews.com/2016/business/marketing/top-5-under-armour-ad-campaigns-misty-copeland-stephen-curry-michael-phelps-217962/ (дата звернення: 24.04.2023).
3. Why Were The Victoria's Secret Angels Cancelled? *The Things*. URL: https://www.thethings.com/why-were-the-victorias-secret-angels-cancelled/ (дата звернення: 24.04.2023).

Korobko Anastasia,
Faculty of Food Technologies,
course I, speciality Restaurant Technologies,
Uzhhorod Institute of Trade and Economics
of State University of Trade and Economics,
Uzhhorod, Ukraine
Scientific supervisor ***Babynets Myroslava,*** *PhD in Pedagogics,*
Associate Professor of the Department
of Management, UITE SUTE

COUNTER SERVICE IN FOOD ESTABLISHMENTS IN UKRAINE

Counter service, which is a type of food service where customers order and pay for their food at a counter, is a popular approach to food service in Ukraine. Counter service has several benefits for food establishments. It allows for faster service and increased customer throughput, as customers can place their orders quickly and efficiently. Additionally, it reduces labor costs, as fewer staff members are required to serve customers [1].

However, counter service also has several drawbacks. One of the main drawbacks is that it can lead to a lack of personal interaction between customers and employees. Without a server to take their order and engage in conversation, customers may feel disconnected from the food establishment and less likely to return. Additionally, counter service can be less accommodating to customers with special requests or dietary restrictions, as the food options may be limited or the staff may not be trained to handle these requests.

Counter service can have both positive and negative impacts on customer satisfaction. On the one hand, faster service and shorter wait times can increase customer satisfaction. On the other hand, the lack of personal interaction and potential difficulty accommodating special requests can decrease customer satisfaction [2].

Counter service has a long history in Ukraine, dating back to the Soviet era when cafeterias were a common feature in government buildings, factories, and universities. These cafeterias served low-cost meals to workers and students, and often operated on a self-service model where customers would select their food from a display and pay at a counter. After Ukraine gained independence in 1991, many of these cafeterias were privatized and turned into commercial food establishments that offered counter service. Over the years, counter service has evolved to include new technology, such as self-service kiosks and mobile ordering apps, and expanded to a wider range of food establishments, such as fast food restaurants and coffee shops [3].

To optimize their counter service operations, food establishments can use several strategies. One such strategy is to offer self-service kiosks or mobile ordering apps, which allow customers to place their orders electronically without having to interact with a staff member. This can improve the speed and accuracy of orders, as well as reduce labor costs.

Another strategy is to train staff members to be knowledgeable about special requests and dietary restrictions, and offer a range of customizable menu options to accommodate these needs. This can improve customer satisfaction and ensure that all customers are able to enjoy their meals.

Finally, food establishments can improve the design and layout of the counter service area to create a welcoming and comfortable space for customers. This can be achieved through the use of attractive signage, comfortable seating, and engaging décor [4].

Counter service is a popular approach in food service that offers several benefits for food establishments in Ukraine, including faster service and increased customer throughput. However, it also has several drawbacks, such as a lack of personal interaction and difficulty accommodating special requests. Food establishments can optimize their counter service operations through the use of self-service technology, staff training, and design improvements, ultimately improving customer satisfaction and operational efficiency [5].

References

1. Hu, M., & Jang, S. (2018). Factors affecting customer satisfaction in fast food restaurants: A study of counter service and drive-thru customers. International Journal of Hospitality Management, 74, 139–148. doi: 10.1016/j.ijhm.2018.03.004

2. Lee, M., Lee, H., & Yoo, D. (2019). Self-service technology in fast food restaurants: Impacts on customer satisfaction and behavioral intentions. Journal of Hospitality & Tourism Research, 43(5), 678–698. doi: 10.1177/1096348019849075

3. Voronova, M. (2018). Food service innovations in Ukraine. International Journal of Economics and Business Administration, 6(1), 33-41. doi: 10.35808/ijeba/85

4. Reynolds, D., & Schindler, R. (2019). Food service management: Principles and practices. New York, NY: Routledge.

5. DIASPORIANA. Ukraine in the historical encounter. URL: https://diasporiana.org.ua/wp-content/uploads/books/14515/file.pdf
Square. 10 Scientific Proven Ways to Motivate Employees. URL: https://squareup.com/gb/en/townsquare/how-to-motivate-your-employees

Kostenko Anna,
Faculty of Trade and Marketing,
course II, group 12, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Oleshko Nataliia,***
Senior Lecturer of the Department
of Modern European Languages, SUTE

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON MARKETING

Artificial intelligence has rapidly changed the rules of the game in various industries, and marketing is no exception. Thanks to its ability to analyze huge amounts of data and draw valuable insights, AI is changing the way marketers approach their business. From predicting consumer behavior to personalizing marketing messages, AI allows marketers to be more efficient and effective in reaching their target audience. However, as with any new technology, the use of AI in marketing raises questions about ethics, privacy, and the role of human creativity in the marketing process.

Currently, we can distinguish the 10 most popular AIs, namely: Open AI GPT-3; Jarvis.ai; Descript; AIVA; Runway ML; Artisto; QuillBot ; Adext AI; Lumen5; and InferKit [1]. Speaking about the benefits of using artificial intelligence for marketers, we can distinguish the following:

1. Personalization: AI can analyze large amounts of data to help identify patterns and insights about individual customers, which can be used to create more personalized marketing campaigns that speak directly to their interests and needs.

2. Automation: AI can automate many time-consuming marketing tasks, such as lead scoring, content creation, and social media posting. This allows marketers to focus on more strategic activities and improves their productivity.

3. Targeting: AI can help identify and target the right audience for a marketing campaign by analyzing data on customer behavior, preferences, and demographics. This ensures that marketing messages are delivered to the most relevant and receptive audience.

4. Predictive analytics: AI can use predictive analytics to anticipate customer behavior and preferences, helping marketers make more informed decisions about which marketing strategies to pursue.

5. Customer service: AI-powered chatbots can provide 24/7 customer service and support, allowing marketers to quickly respond to customer queries and complaints, and providing a positive customer experience.

6. Cost savings: AI can help reduce marketing costs by automating tasks and improving the efficiency of marketing campaigns. This can help marketers get more value from their marketing budget.

Along with the numerous benefits, the use of artificial intelligence in marketing also carries certain risks: Risks to personal data and privacy; risks of segregation, i.e., due to the way AI is trained and based on what data, it may favor certain social groups, it will work better with these groups and pay less attention to others and marginalize them, exclude certain minorities and reproduce human prejudices against these minorities; risks of inaccuracy and unfairness of information, because AI is not very good at distinguishing facts from fiction, but at the same time gives the impression that it is a reliable interlocutor and security risks, because AI is very convenient to use for mass disinformation [2].

Speaking about the successful use of artificial intelligence in marketing, it should be noted that it requires careful planning and execution. Here are some strategies worth considering:

1. Define clear objectives: Before implementing AI in marketing, it's essential to have a clear understanding of the business goals and objectives. Determine which areas of marketing will benefit the most from AI, such as improving customer segmentation or increasing conversion rates.

2. Develop a data strategy: AI relies on data, so it's important to have a data strategy in place to ensure that the data being used is accurate, relevant, and properly structured. This includes identifying the data sources, determining the data collection and storage methods, and establishing data governance policies.

3. Choose the right AI tools: There are various AI tools available for marketing, such as predictive analytics, chatbots, and personalization engines. Select the tools that best align with your objectives and data strategy.

4. Invest in talent and resources: Implementing AI in marketing requires specialized skills and expertise. Hire or train a team with the necessary knowledge and experience to manage the AI tools and analyze the data.

5. Monitor and measure results: AI is not a one-time solution but an ongoing process. Continuously monitor and measure the results to ensure that the AI tools are delivering the desired outcomes and adjust as needed.

Summarizing, artificial intelligence offers numerous prospects for contemporary marketing by automating and customizing content, enhancing the quality of customer inter "action, and minimizing the time taken for mundane duties. Nevertheless, utilizing AI also involves some hazards, such as imprecise and irrelevant content. Therefore, marketers need to strike a balance between the advantages and the risks, acclimate themselves to emerging technologies, and track the prospects for the industry's advancement to maintain their competitiveness and accomplish marketing objectives proficiently.

References

1. Миронович В. Тренди ШІ: які етичні загрози несе використання штучного інтелекту. Speka – онлайн медіа про технології та підприємництво | SPEKA.media. URL: https://speka.media/trendi-si-yaki-eticni-zagrozi-nese-vikoristannya-stucnogo-intelektu-v4q3wp (дата звернення: 20.03.2023).
2. Штучний інтелект у маркетингу: переваги та ризики використання генеративних моделей для створення контенту та поліпшення взаємодії з клієнтами. CASES. URL: https://cases.media/article/ shtuchnii-intelekt-u-marketingu-perevagi-ta-riziki-vikoristannya-generativnikh-modelei-dlya-stvorennya-kontentu-ta-polipshennya-vzayemodiyi-z-kliyentami (дата звернення: 20.03.2023).

Kovalchuk Oleksandr,
Faculty of Trade and Marketing,
course II, group 9, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Ovcharova Olena,***
Lecturer of the Department
of Modern European Languages, SUTE

THE IMPACT OF ARTIFICIAL INTELLIGENCE AND ITS ROLE IN MARKETING

Every year, we get amazed by the development of artificial intelligence and how quickly it is changing our everyday lives, making this an extremely popular subject.

One area of corporate operations where artificial intelligence (AI) is commonly expected to bring about significant change is marketing. According to a McKinsey study, sales are the other business function where it will have the biggest financial impact [2]. In other words, if you're a marketer and you're not using AI, you're missing out on what may be the most transformative technology's advantages.

McKinsey is a well-respected management consulting organization that undertakes research on different issues, including the impact of AI in marketing. This study offers insightful information on how companies may use AI to enhance marketing initiatives and spur growth.

According to McKinsey's research, AI may have a big impact on marketing by enabling more tailored and targeted messages, improving consumer experiences, and increasing efficiency in marketing processes.[2]. AI can be used, for instance, to analyze consumer data and provide insights into customer behavior and preferences, enabling businesses to customize their messaging and offerings to particular audience segments.

McKinsey's study emphasizes the significance of creating a solid data strategy to support AI-enabled marketing initiatives [2]. This entails assuring data quality and accuracy, putting in place the proper governance and security mechanisms, and developing the technical skills required to handle and analyze data effectively.

Overall, McKinsey's research underscores the potential for AI to transform marketing and drive business growth, but also emphasizes the need for businesses to approach AI implementation strategically and thoughtfully.

What then are the most intriguing possibilities for applying AI to marketing, and where are they already being utilized? AI is transforming the marketing industry by enabling businesses to gather, analyze, and leverage data in more sophisticated ways.

I would like to highlight several key areas where AI is having a significant impact on marketing:

- ***Personalization:*** AI is allowing marketers to provide customers with tailored experiences based on their behavior, preferences, and past interactions with the brand. This is accomplished using machine learning algorithms that can examine vast amounts of data to find trends and forecast the behavior of specific customers.
- ***Automation:*** Several repetitive marketing processes, like email campaigns, social media posts, and content development, may be automated with the help of AI-powered solutions. This enables marketers to operate more productively and effectively by allowing them to concentrate on higher-level strategic responsibilities.
- ***Predictive analytics:*** AI may evaluate consumer data to forecast future behavior, such as which products or services a client is likely to purchase or which channels, they are most likely to use. The possibility of conversion can be increased by using this data to customize marketing strategies for each customer.

- ***Chatbots:*** AI-powered chatbots may communicate with customers in real-time, giving personalized recommendations and answers to their queries. Better customer assistance and service are made possible by doing this, which increases client retention and loyalty.
- ***Visual recognition:*** AI is capable of analyzing pictures and videos to find items, logos, and other visual components that may be used to target customers with effective advertising. Because of this, companies can produce advertising campaigns that are more effective and reach the right customers at the right time.

Overall, AI is revolutionizing the marketing sector by empowering companies to become more data-driven, individualized, and effective. "AI is not merely the future of marketing; it is currently the present," observes Marr [1]. Companies that adopt AI and use its potential to propel marketing activities are probably going to gain a substantial competitive advantage in the future.

Nevertheless, I would like to tell you about artificial intelligence in marketing using a specific example [3]:

1. Spotify: Spotify uses AI to customize its users' song selections. The platform uses an individual's listening history, behavior, and preferences to make recommendations for new songs, playlists, and artists.
2. Netflix: The company employs artificial intelligence to suggest TV episodes and movies to its subscribers. A user's watching history and preferences are analyzed by the platform to make recommendations for new content they might like.
3. Coca-Cola: They optimize the packaging for their products using AI-driven algorithms. In order to determine which packaging designs are most successful, the company employs machine learning to evaluate consumer data, including social media posts and product evaluations.
4. Ford: Ford employs artificial intelligence to make its vehicles safer. The Co-Pilot360 technology from the business employs machine learning algorithms to identify and steer clear of potential crashes as well as to help drivers with parking and other activities.

In conclusion, artificial intelligence is significantly transforming the marketing industry by enabling businesses to gather, analyze, and leverage data in more sophisticated ways. McKinsey's research emphasizes the potential of AI to transform marketing and drive business growth, but also underscores the need for businesses to approach AI implementation strategically and thoughtfully. AI is being utilized in several areas of marketing, including personalization, automation, predictive analytics, chatbots, and visual recognition. Examples of companies already utilizing AI in marketing include Spotify, Netflix, Coca-Cola, and Ford. Companies that adopt AI and use its potential to propel marketing activities are likely to gain a substantial competitive advantage in the future.

References

1. Artificial Intelligence And The Future Of Marketing – URL:https://www.forbes.com/sites/bernardmarr/2022/09/09/artificial-intelligence-and-the-future-of-marketing/?sh=406ec05b697f (дата звернення: 10.04.2023).

2. The state of AI in 2022–and a half decade in review – URL: https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-in-2022-and-a-half-decade-in-review (дата звернення: 18.04.2023).

3. What is AI Marketing? A Complete Guide - URL: https:// www. marketingevolution.com/marketing-essentials/ai-markeitng#:~:text= What % 20is % 20AI % 20(Artificial % 20Intelligence,that % 20may % 20impact % 20marketing % 20efforts (дата звернення: 29.03.2023).

Kovalishyna Yaryna,
Faculty of Trade and Marketing,
course II, group 9, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Ovcharova Olena,***
Lecturer at the Department
of Modern European Languages, SUTE

EFFECTIVENESS OF INTERNET ADVERTISING: IMPACT OF DIGITAL ADVERTISING ON INCREASING SALES AND ATTRACTING CUSTOMERS

In recent years, the advertising industry has experienced a significant shift from traditional forms of advertising to digital advertising due to advancements in technology and the increased use of the internet by consumers. Internet advertising offers a wide range of benefits, including wider reach, cost-effectiveness, and the ability to target specific audiences.

Internet advertising has become a popular choice for businesses due to its effectiveness in increasing sales and attracting customers. According to a study by Statista [6], digital advertising spending is expected to reach $605 billion globally by 2023, reflecting a steady increase in the use of internet advertising.

Several studies have shown that digital advertising has a significant impact on sales. For example, a study by Google and Ipsos [2] found that 70 % of consumers who clicked on a Google search ad made a purchase from the advertised brand. Additionally, a study by Nielsen [4] showed that online display ads have a positive impact on sales, with an average increase of 16 % in sales for businesses that used display ads compared to those that didn't.

One of the key advantages of internet advertising is its ability to target specific audiences. With digital advertising, businesses can target their ads based on demographic information, interests, and behavior. This targeted approach has proven to be effective in attracting customers and increasing sales. According to a study by eMarketer [1], targeted ads have a click-through rate that is 670 % higher than non-targeted ads.

Another benefit of internet advertising is its cost-effectiveness. Compared to traditional advertising methods such as TV or print, digital advertising is much more affordable, making it accessible to businesses of all sizes. Additionally, digital advertising platforms such as Google AdWords and Facebook Ads allow businesses to set their own budgets and only pay when someone clicks on their ad, ensuring that they get the most out of their advertising dollars.

Social media platforms have also emerged as an effective tool for businesses to advertise and attract customers. With billions of active users on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn, businesses have a vast audience to tap into. Social media platforms offer a unique opportunity for businesses to connect with their target audience on a more personal level and build brand loyalty.

Studies have shown that social media advertising can have a significant impact on increasing sales and attracting customers. For example, a study by Hootsuite [3] found that social media advertising resulted in a 25 % increase in website traffic for businesses. Additionally, a study by Shopify [5] showed that social media advertising led to a 50 % increase in website traffic and a 300 % increase in sales for businesses.

However, with the increasing use of ad-blocking software and consumers becoming more ad-resistant, businesses need to be strategic in their approach to internet advertising. One way to do this is by creating engaging and relevant content that resonates with their target audience. By creating content that is educational or entertaining, businesses can build trust with their audience and increase the chances of converting them into customers.

In conclusion, internet advertising has proven to be an effective tool for businesses to increase sales and attract customers. The ability to target specific audiences, cost-effectiveness, and the use of social media platforms make digital advertising a popular choice for businesses of all sizes. However, businesses need to be strategic in their approach to internet advertising by creating engaging and relevant content that resonates with their target audience.

References

1. eMarketer. (2020). Targeted Ads Have a Much Higher Click-Through Rate. URL: https://www.emarketer.com/content/targeted-ads-have-a-much-higher-click-through-rate (дата звернення: 23.03.2023)
2. Google & Ipsos. (2019). Understanding Consumers' Local Search Behavior. URL: https://www.thinkwithgoogle.com/consumer-insights/local-search-behavior-study/ (дата звернення: 22.03.2023)
3. Hootsuite. (2021). Social Media Advertising Statistics for 2021. URL: https://blog.hootsuite.com/social-media-advertising-stats/ (дата звернення: 22.03.2023)
4. Nielsen. (2019). The Nielsen Total Audience Report: Q1 2019. URL: https://www.nielsen.com/us/en/insights/report/2019/the-nielsen-total-audience-q1-2019/ (дата звернення: 22.03.2023)
5. Shopify. (2022). Social Media Marketing Statistics for 2022. URL: https://www.shopify.com/blog/social-media-marketing-statistics (дата звернення: 23.03.2023)
6. Statista. (2022). Digital Advertising Spending Worldwide from 2018 to 2023. URL: https://www.statista.com/statistics/278414/global-digital-advertising-spending/ (дата звернення: 23.03.2023)

Kozlenko Anastasiia,
Faculty of Trade and Marketing,
course II, group 11, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Oleshko Nataliia,***
Senior Lecturer of the Department
of Modern European Languages, SUTE

THE USE OF ANALYTICS IN MARKETING AND ITS IMPORTANCE FOR DECISION-MAKING

Marketing is an essential part of any business, and as technology advances, the importance of analytics in marketing is becoming more and more apparent. Analytics provides companies with valuable insights into consumer behavior that can help them make informed decisions about marketing strategies and tactics.

Analytics is the process of collecting, analyzing, and interpreting data to gain insight into patterns and trends. In marketing, analytics involves collecting data about consumer behavior, such as website traffic, social media interactions, and email activity, and using this data to make informed decisions [1].

The Importance of Analytics in Marketing is huge. Analytics plays a critical role in modern marketing, and its importance cannot be overstated. Here are some of the key reasons why analytics is so essential for marketing:

1. Identify Consumer Behavior Patterns

Analytics allows businesses to identify patterns and trends in consumer behavior. By analyzing data on website traffic, social media interactions, and other marketing channels, businesses can gain insights into consumer preferences and behavior. This information can help businesses develop more effective marketing strategies that are tailored to their target audience.

2. Optimize Marketing Efforts

Analytics can help businesses optimize their marketing efforts by providing data on which marketing channels and tactics are most effective. By tracking metrics such as click-through rates, conversion rates, and engagement rates, businesses can identify which marketing channels and tactics are driving the most engagement and conversions. This information can help businesses allocate their marketing budget more effectively and focus their efforts on the channels and tactics that are delivering the best results [3].

3. Measure Marketing ROI (return on investment)

Analytics allows businesses to measure the ROI of their marketing efforts. By tracking metrics such as the revenue generated, cost per lead, and customer lifetime value, businesses can determine the effectiveness of their marketing campaigns and make data-driven decisions about future marketing investments [2].

4. Personalize Marketing Messaging

Analytics can help businesses personalize their marketing messaging to better resonate with their target audience. By analyzing consumer behavior and preferences data, companies can develop targeted messaging that speaks directly to the needs and interests of their audience. This can help improve engagement and conversion rates and ultimately drive revenue growth [3].

In Marketing companies can be used analytics in several ways. Here are some of the most common applications of analytics in marketing:

1. Web Analytics

Web analytics involves analyzing data on website traffic and user behavior to gain insights into consumer behavior. This includes tracking metrics such as pageviews, bounce rates, and time spent on the site, as well as identifying which pages and content are driving the most engagement.

2. Social Media Analytics

Social media analytics involves analyzing data on social media interactions, such as likes, shares, and comments, to gain insights into consumer behavior. This includes tracking metrics such as engagement rates, reach, and follower growth, as well as identifying which types of content are driving the most engagement.

3. Email Marketing Analytics

Email marketing analytics involves analyzing data on email campaigns, such as open rates, click-through rates, and conversion rates, to gain insights into consumer behavior. This includes identifying which subject lines, messaging, and calls to action are driving the most engagement and conversions.

4. Marketing Automation Analytics

Marketing automation analytics involves analyzing data on marketing automation campaigns, such as lead nurturing and drip campaigns, to gain insights into consumer behavior. This includes identifying which types of content and messaging are driving the most engagement and conversions, as well as optimizing the timing and frequency of automated messages [4].

In today's digital age, the amount of data available to businesses is vast and growing rapidly. However, without the right tools and expertise to analyze that data, businesses risk missing out on valuable insights that can inform their marketing decisions []. This is where analytics comes in, providing businesses with the tools they need to unlock the full potential of their data and make data-driven decisions that can help drive their business forward.

In conclusion, using analytics in marketing is critical for businesses to remain competitive and drive growth in today's digital age. By harnessing the power of analytics to gain insight into consumer behavior and optimize marketing efforts, businesses can create targeted marketing campaigns that resonate with audiences and drive revenue growth. With the right analytics tools and expertise, organizations can unlock the full potential of their data and make data-driven decisions that drive the business forward.

References

1. Data Analytics: The Key to Manufacturing Efficiency. *Automation Alley* : web-site. URL: https://www.automationalley.com/articles/data-analytics-the-key-to-manufacturing (Last accessed 02.05.2023).
2. Coursera. Marketing Analytics: What It Is and Why It's Important. Coursera: web-site. URL: https://www.coursera.org/articles/marketing-analytics (Last accessed 02.05.2023).
3. Hemann C. and Burbary K. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World . Que Publishing; 2nd edition. 2018. 272 p.
4. Kaushik A. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity. John Wiley & Sons, 2009. 512 p.

Kravtsiv Tetiana,
Faculty of Trade and Marketing,
course II, group 24, specialty Entrepreneurship, Trade and Exchange Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Starosta Hanna,***
Senior Lecturer, the Department of Modern European Languages, SUTE

EXPLORING THE ETHICS OF SUBLIMINAL ADVERTISING

It is impossible to imagine the modern world without advertising, it covers all spheres of life (Inna Naboka, 2006). It is everywhere. In subway cars, in newspapers, on radio and television, on the Internet. But mindlessly perceiving advertising slogans and commercials, we rarely think about its true essence [2]. That is why the concept of subliminal advertising appeared.

Subliminal advertising is a marketing technique that employs carefully crafted messages, sounds, or visuals to convey a particular message to viewers of the advertisement. The aim of subliminal advertising is to embed a specific message in the minds of the audience without their conscious awareness of it while watching the ad [3].

Subliminal messaging comes in three main forms, all of which can be utilized for advertising purposes across various media platforms including radio, television, and even social media channels such as Instagram, Facebook, and Snapchat.

One of these forms is called *backmasking*, which involves playing a voice recording backwards on a track that is meant to be played forwards. This technique is believed by some to contain hidden messages that the listener's brain unconsciously tries to decipher [3].

Subliminal messaging can also take the form of *sub-audible messages*, which are inserted into other audio recordings such as songs or interviews. These messages are typically played at a much lower volume than the primary audio, making them difficult to detect consciously but still present in the background. Despite not being consciously audible, the listener's brain may still register and store these messages in their subconscious memory, making them accessible in the future [3].

The last type is *sub-visual* messaging, which is frequently used in television, print, and other forms of visual advertising. This type of messaging involves presenting viewers with subtle visual cues, such as a hidden message within a logo or a small image hidden within another image. Although these cues are typically brief or inconspicuous, the viewer's brain may still store them in their memory, despite not being consciously aware of them [3].

There are some examples of subliminal advertising (mostly *sub-visual* messaging):

The Amazon logo design incorporates an arrow that forms a smile, which is believed to symbolize the company's focus on customer satisfaction. In addition, the arrow stretches from the letter A to the letter Z, suggesting that Amazon offers a comprehensive range of products, from A to Z. These elements are subtle yet intentional, providing additional meaning and depth to the logo's design [4].

amazon

Gillette, a popular brand of razors for both men and women, has a cleverly designed logo that incorporates a subtle yet effective subliminal message. The logo features a sharp, diagonal slash through the letters "G" and "i," which not only adds visual interest to the design but also suggests the precision and sharpness of Gillette's razors [4].

Gillette

The iconic glass bottle used by Coca Cola is instantly recognizable worldwide due to its distinctive shape, a unique and eye-catching bottle. Some people believe that the shape was intentionally designed to resemble a woman's curves. Regardless of the intention behind the design, the bottle's curvaceous silhouette has become synonymous with the Coca Cola brand and is a key element of its visual identity [5].

The logo of Toyota is a cleverly designed representation of the company's brand name. By utilizing each letter in the word "Toyota," the logo effectively reinforces and emphasizes the brand's name in a visually compelling way [5].

Also, many psychological techniques are used in advertising, which attract a person's attention at a subconscious level. There are some of them:

– Creation of "lack of time" psychosis. Keywords: "hurry up", "crazy discounts today only", "the first hundred people who call get a prize" and so on. This method is created in order to draw the consumer into a state of agitation, feverish haste.

– Human authority. The product is advertised by a popular person: a movie actor, a youth idol, and so on. Calculation on the stereotype: "since such people are already buying, then there is nothing to doubt, you have to buy."

– Manipulation of "Good Feelings". The product should be associated with events that cause positive emotions that arise during human communication. Friendship, meeting with parents, building a new house, passing an exam, etc.

– Patriotism. Keywords: "Ukraine", "Armed Forces of Ukraine", "our", "motherland". Images of national heroes, historical and folklore characters, national costumes and so on are used.

– Color. The game of colors is used – from a pale black and white picture (life is gray when there is no given product) to bright saturated colors when showing the happy owners of the advertised product.

– Hypnosis. Video with the passage of a three-dimensional tunnel is used – concentric circles, spirals that rotate, corridors that go from the depth of the screen to the viewer, and other methods of hypnotization [1].

In conclusion, the subliminal advertising is a marketing technique that uses carefully crafted messages, sounds, or visuals to convey a particular message to viewers of an advertisement without their conscious awareness of it. It was explained that subliminal messaging comes in three forms, including backmasking, sub-audible messages, and sub-visual messaging. Also, we have discussed various psychological techniques used in advertising, including the creation of a "lack of time" psychosis, the use of human authority, manipulation of "Good Feelings," patriotism, color, and hypnosis. Overall, the prevalence of advertising in modern society was highlighted and how advertisers use subtle messaging techniques to influence consumer behavior.

References

1. Ковтунович Т. Розпізнаваймо методи маніпуляцій у рекламі. *Детектор-медіа* : веб-сайт. URL: https://ms.detector.media/mediadoslid-zhennya/post/11060/2010-09-17-rozpiznavaymo-metody-manipulyatsiy-u-reklami/ (дата звернення: 10.04.2023)

2. Набока І. Психологічний вплив реклами. *Радіо Свобода* : веб-сайт. URL: https://www.radiosvoboda.org/a/945612.html (дата звернення: 10.04.2023)

3. What is Subliminal Advertising (and Should You Leverage It for Your Brand)? | July 13, 2021. URL: https://sharethis.com/ marketing/ 2021/07/what-is-subliminal-advertising-and-should-you-leverage-it-for-your-brand/ (дата звернення: 10.04.2023)

2. Examples of Subliminal Advertising. *Sharethi*s : web-site. URL: https://sharethis.com/marketing/2023/02/examples-of-subliminal-advertising-and-why-they-work/ (дата звернення: 10.04.2023)

3. Examples Of Companies Using Subliminal Messages In Their Marketing. URL: https://www.colourgraphics.com/blog/10-examples-of-companies-using-subliminal-messages-in-their-marketing/ (дата звернення: 10.04.2023)

Kyrychenko Ksenia,
Faculty of Trade and Marketing,
course I, group 7, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Senior Scientific supervisor ***Zatserkovnyi Oleh,***
Senior Lecturer at the Department
of Modern European Languages, SUTE

THE POWER OF INFLUENCER MARKETING IN SOCIAL MEDIA

In today's fast-paced and competitive digital environment, companies need to stay ahead of the curve to gain a competitive advantage. One of the most effective ways to do this is through influencer marketing. Simply put, influencer marketing is the use of social media influencers to promote a brand or product to their followers. Influencer marketing has become an increasingly popular marketing strategy over the past few years, and for good reason.

Influencer marketing is a collaboration between popular social-media users and brands to promote brands' products or services.

What does an influencer marketing agreement look like?

These partnerships often combine the two models:

- Influencers are paid a fixed amount per post to show case their product or service. This is called a brand agreement. Even for influencers who do not have millions of followers or global recognition, the flat fee can be in the three to five figures. A celebrity may charge six figures or more per post.
- Influencers post about a product or service and link to a purchase gateway. Each time a viewer clicks on the link or purchases a product using the promo code, the influencer earns an affiliate commission [2].

The importance of social media in influencer marketing cannot be overstated: social media platforms such as Instagram, Twitter, and Facebook have billions of active users, social media has become an essential tool for companies to connect with their audiences. Influencer marketing in social media has proven to be one of the most effective ways to reach potential customers, increase brand awareness, and build a loyal customer base [1].

This talk will take a closer look at the power of influencer marketing in social media. We will explore the biggest benefits of influencer marketing, how to identify the right influencers for your brand, and best practices for developing an effective influencer marketing campaign. We will also examine and learn from successful influencer marketing campaigns.

One of the main benefits of influencer marketing in social media is increased brand awareness and credibility. When influencers promote a brand or product, they increase brand awareness and create a positive image in the minds of their followers. Influencers have loyal followers and trust their opinions and recommendations, thus increasing the credibility of the brand.

Another benefit of influencer marketing is the ability to target specific audiences. Influencers are interested in specific topics, and by partnering with influencers who have similar target audiences, companies can more effectively tap into their desired niche. This can result in higher conversion rates and increased sales [4].

Furthermore, influencer marketing is a cost-effective marketing strategy compared to traditional advertising. Particularly for small and medium-sized businesses, partnering with influencers can be a more cost-effective option than investing inexpensive advertising campaigns. Influencer marketing can also generate higher engagement and conversion rates than other forms of advertising.

To get the most out of influencer marketing, it is important to identify the right influencers for your brand. This requires knowing your target audience and identifying influencers who are relevant in their field. You can also analyze influencer metrics and performance to ensure that you are working with influencers who have high retention and active followers [3].

An effective influencer marketing campaign requires setting campaign goals [5]. Companies need to define their goals and develop a social media advertising strategy. Working with influencers to create engaging content is also important to increase engagement and conversions. It is also important to measure the success of your campaign and adjust as needed.

To ensure the success of an influencer marketing campaign, companies should focus on building long-term relationships with influencers. This will help build trust and foster a sense of authenticity in the influencer partnership. Transparency is also important, as consumers expect influencers to disclose sponsored content. Finally, staying on top of industry trends and best practices helps companies stay ahead of the competition.

In conclusion, influencer marketing in social media is a powerful tool for companies to connect with their audiences, increase brand awareness, and drive sales. By partnering with influencers who have a loyal following, companies can effectively promote their products and services to an open-minded audience. However, to get the most out of influencer marketing, it is important to identify the right influencers for your brand, create engaging content, and measure the success of your campaign.

Influencer marketing is an ever-evolving field, and it is important for companies to stay on top of the latest trends and best practices. By building long-term relationships with influencers and focusing on transparency and authenticity, companies can create successful influencer marketing campaigns that resonate with target audiences and build a strong brand identity.

Therefore, influencer marketing in social media has the power to transform the way companies approach their target audiences. With the right strategy and partnerships, companies can harness the power of social media influencers to drive engagement, increase conversions, and ultimately achieve their marketing goals.

References

1. Що ми повинні знати про інфлюенс-маркетинг. URL: https://elit-web.ua/ua/blog/chto-my-dolzhny-znat-ob-inflyuens-marketinge (date of application: January, 2022)
2. What is influencer marketing? URL: https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-influencer-marketing (date of application: April, 2023)
3. Influencer Marketing: The Ultimate Guide. URL: https://www.bigcommerce.com/articles/ecommerce/influencer-marketing/ (date of application: March, 2023)
4. Evolution of influencer marketing platforms. URL: https://glewee.com/evolution-of-influencer-marketing-platforms/ (date of application: March, 2023)
5. The importance of setting clear influencer marketing campaign goals. URL: https://blog.eleve.co.in/the-importance-of-setting-clear-influencer-marketing-campaign-goals/ (date of application: April, 2023)

Ladychenko Oleksandra,
The Institute of Journalism,
course III, group 3, specialty Advertising & PR,
Taras Shevchenko National University of Kyiv,
Kyiv, Ukraine
Scientific supervisor ***Hrytsyuta Nataliya,***
Professor, Candidate of Philological Sciences,
Doctor of Sciences in Social Communications
at The Institute of Journalism
of Taras Shevchenko National University of Kyiv

SPIN DOCTORING AS MODERN PR TECHNOLOGY

K. Sharlamanov and A. Jovanovski state that the term "spin" in political communication is borrowed from baseball. There, "spin" is a ball thrown so that it spins, and its trajectory is difficult to predict for the person who has to catch it. The purpose of information spin is to interpret, "twist" information, to present it in a certain way that would correspond to the wishes of a specific political subject [7, p. 74; 6, p. 97]. The “Doctor” part refers to the idea of a professional in his field rather than a medical term.

In the media, the term "spin" first appeared on January 22, 1979, in an article published in the Guardian Weekly. However, the definition "spin doctor" first appeared in the press as early as 1984 in an editorial article in the New York Times written by Jack Rosenthal. Another decade passed until it was picked up by scientists. In 1994, Maltese discussed the importance of spin-doctoring for political communication and Sumpter and Tankard for public relations [4, p. 4783].

Prof. N. Hrytsyuta examines spin-doctoring in the historical-typological contest of the history of PR of the second half of 20th century and proves at the empirical level of election campaigns that it is one of their modern technologies [1].

According to D. Watt, there are five possible scenarios for the manipulator's entry into the media arena [3, p. 216]. They can be grouped into "preceding to events," "parallel to the event," and "post-event."

To give the event the right tone of coverage, "add-spin" is used. Using this technique, you can present a first-to-come or main version of what will happen or prevent possible deviations from the desired narrative.

If something does not go according to plan during the event, spin doctors use "spin control." This technique aims to stabilize the situation and steer the media and public opinion in the right direction.

The "tornado-spin" technique stands on the border of parallel and post-use. "Tornado-spin" contains a natural metaphor and means a quick, sudden, and gusty (like the wind of a tornado) diverting of attention from a problem or event. It can happen by covering the information about the event with another high-profile situation or by drawing the public's attention to another issue, distant from the topic.

In the same way, the technique of "spin-down" (reversal and decrease) can be used both during a situation unfavorable to the customer and after such a situation has occurred. "Spin-down" is used to manage the agenda for the relevant event to control and prevent or minimize possible damage.

After the event, "post-spin" can be used, which glamorizes and elevates the event, maintaining it in the light of the news discourse.

Researchers refer to Haber to define the basis of spin-doctoring activity. One of the types of this activity concerns the preparation and processing of information. Some main rules for spin doctors include being consistent and not sending conflicting messages. They also would provide one-of-a-kind information to some selected journalists and confirm stories before details and evidence from other sources have to be published. This way, they can use a counterattack as a defense strategy. Spin doctors choose the correct time to highlight the positive or negative side of the event. Usually, it comes with the propaganda of positive and marginalization of negative stories. However, sometimes they replace bad or attempt to create good news and highlight them instead of bad ones about the client.

K. Sharlamanov and A. Jovanovski also mention that C. Temple, citing J. Manning, states that among the methods used by spin doctors are establishing good relations with the mass media; delivery of relevant information to mass media; knowledge of the value of insights submitted to mass media; getting to know the work of journalists and the media business in general and establishing good relations with the centers of power for which spin doctors work [7, p. 75–76].

In a more recent publication on spin-doctoring techniques, Associate Professor of Journalism and Media Advisor K. Fisher, citing British researcher A. Haber, divides spin-doctoring tactics into overt and covert ones and also highlights the main methods used by the government, using the example of the work of government press secretaries from the times of T. Blair [5].

In Ukraine, O. Kuprienko calls the scandal with "Khlopchaky" and Ukroboronprom one of the latest and most successful examples of deliberate spin doctoring. In 2019, one of the key figures in the scandal about top corruption in the defense sector, the son of the Deputy Secretary of the National Security Council, Ihor Hladkovsky, Jr., in response to the three series of the investigation called Our Money with Denys Bigus, starred in a professionally edited video in which he reacted to the revelations of journalists.

The main thing in the parody of Bigus was the promise of the soon reveal of where the investigators got "insider data" about embezzlement at the defense plant. Appearing from the screen under the logo "Your Money," Hladkovsky said that with the help of some computer programs and video editing skills, it is possible to easily shoot any investigative program, "making any non-existent conversation real."

He did not deny what the journalists were discussing but said that "reality was mixed with a fake, and they passed it off as the truth" [2]. In this way, the person involved in the scandal tried to counterattack the information front and discredit the journalists' work without confirming or refuting the information.

In conclusion, from the concepts of the above-mentioned scientists comes the proof that spin doctoring is a modern PR technology that already has a proven history of use and broad prospects, especially in political life, in particular in electoral processes.

References

1. Грицюта Н. М. Історія PR: Європа (новітні часи: 1945-2023): навч. посіб. / Н. М. Грицюта. – К.: ВПЦ "Київський університет", 2023. – 416 с.

2. Куприенко А. Хотите изменить реальность, зовите спин-доктора. Как устроена эта сфера. LIGA. URL: https://biz.liga.net/keysy/all/opinion/hotite-izmenit-realnost-zovite-spin-doktora-kak-ustroena-eta-sfera (дата звернення: 21.04.2023).

3. Пельчер М., Юрик Н. Спіндокторінг як сучасна технологія в публічному управлінні. Актуальні задачі сучасних технологій: Матеріали VII Міжнар. науково-техн. конф. молодих уч. та студентів, м. Тернопіль, 28 листоп. 2018 р. URL: http://elartu.tntu.edu.ua/bitstream/lib/27675/2/VII_AZST_2018v3_Pelcher_M_V-Spindokorting_as_a_modern_216-217.pdf

4. Esser F. Spin doctor. The international encyclopedia of communication. London, 2008. URL: https://www.zora.uzh.ch/id/eprint/8072/1/Esser_2008_Spin_Doctor_(ICA_Ency).pdf

5. Fisher C. The vomit principle, the dead bat, the freeze: how political spin doctors' tactics aim to shape the news. The Conversation. URL: https://theconversation.com/the-vomit-principle-the-dead-bat-the-freeze-how-political-spin-doctors-tactics-aim-to-shape-the-news-106453
6. Schmitz A. A., Karam F. J. C. The Spin Doctors of news sources. Brazilian journalism research. 2013. Vol. 9, no. 1. P. 96–113. URL: https://doi.org/10.25200/bjr.v9n1.2013.562
7. Sharlamanov K., Jovanovski A. Sociological analysis of spin and spin doctors. International journal of scientific & engineering research. 2016. Vol. 7, no. 12. URL: https://www.ijser.org/researchpaper/SOCIOLOGICAL-ANALYSIS-OF-SPIN-AND-SPIN-DOCTORS.pdf

Lahoda Daria,
Faculty of Trade and Marketing,
course II, group 14, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Stroganova Galyna,*** *PhD*
in Linguistics, Associate Professor of the Department
of Modern European Languages, SUTE

TIKTOK MARKETING STRATEGY

Nowadays, TikTok is one of the most popular social media applications with almost 1,051 million users all around the world (Figure 1). Basically, TikTok is a social media that is used for creating, sharing and discovering short videos. Most of the content is created for entertainment and comedy. The main reasons for the popularity of this app are algorithm that allows users to watch what they are interested in, ease of video creation, constantly changing trends and opportunity to use copyrighted music. 77 % of users say, TikTok is a place where people can express themselves openly, what makes it an even more pleasant venue for users.

All of the above characteristics give an opportunity for brands to use TikTok as a platform for creating advertisements, communicating with consumers and reaching the target audience. One of the marketing strategies used in TikTok is influencer marketing. Social Media Influencers (influencers or SMIs, for short) are people who share details about their personal life or professional experience and have a large community of followers in the social media [3, p. 908]. According to the study, in 2019 54 % of marketers planned to spend more than $250,000 annually on influencer marketing with 17 % planning to spend over $1 million. Normally, the more followers influencer has, the higher rate he has for collaborations. To encourage users to try their products, companies can give an influencer their own promotional discount code, that gives an opportunity to track which sales are coming from which influencer.

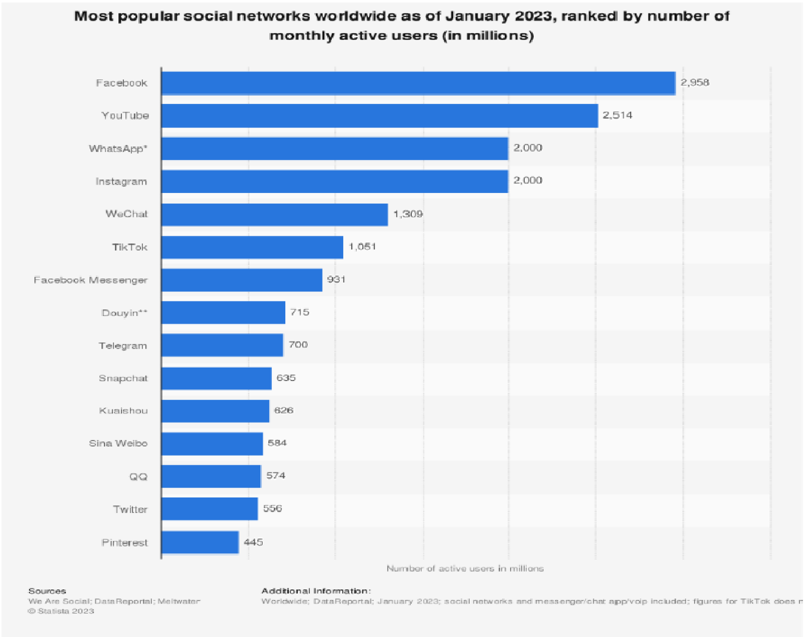


Figure 1. Global social networks ranked by number of users 2023 [2]

The next way to promote brands is using TikTok ads, which is divided into in-feed native ads, hashtag challenge ads and brand takeover ads. To build a campaign, companies should choose an objective, set a budget, select placements and target the right audience. User age statistics says that the percentage of TikTok users in the USA is as follows: 10–19 – 32.5 % , 20–29 – 29.5 % , 30–39 – 16.4 % , 40–49 – 13.9 % , 50+ – 7.1 % (Figure 2). This information can be helpful for understanding which audience is the most active in the application.

The way businesses can also market their products or services is making their own videos. Firstly, company should create and brand its profile by adding profile photo, some information and connect other social media accounts' links. Then, it is important to define the target audience a brand wants to reach. The next step is to understand trends and popular sounds. It is important to test a variety of videos to see what will resonate with consumers. Viral videos will be a buster for popularity and give an opportunity to gain more and more customers. J. Berger analyses why some ideas, products or even videos can become viral. He suggests the following steps: using triggers, social currency or making the product desirable to recommend, using emotions, adding practical value, telling stories and making the product public [1, p. 31]. All of those tools are suitable for the TikTok strategy.

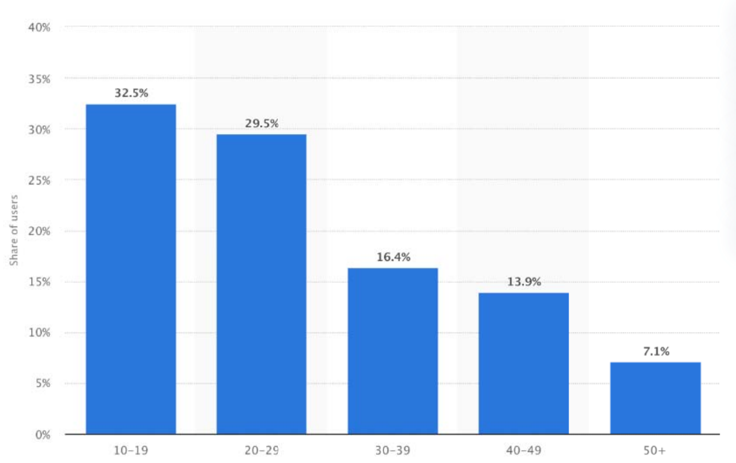


Figure 2. TikTok users by age [4]

The following recommendations can help brands to increase their sales using TikTok:

1) Show the connection with customers, for instance making videos with personnel or sharing backstage of the company's processes to demonstrate brand authenticity;

2) Share useful information by making videos about results of the service or product or teach people how to use a product;

3) Provoke people using humour, quizzes, giveaways;

4) Sell product and illustrate the advantages of the product with reviews and presentation of the product.

Thus, TikTok is an excellent tool for marketers to sell their products or services through social media. Some of the marketing strategies for TikTok can be influencers marketing, using TikTok advertisements or making own videos trying to reach the target audience. The main trends for companies are to show connection with customers, be useful, be simple and remember to market the product by showing reviews.

References

1. Berger J. Contagious: why things catch on. New York: Simon & Schuster, 2016. 256 p.

2. Dixon S. Global social networks ranked by number of users 2023. *Statista.* URL: https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/ (дата звернення: 24.03.2023).
3. Ki C. W., Kim Y. K. The mechanism by which social media influencers persuade consumers: the role of consumers' desire to mimic. *Psychology & marketing.* 2019. Vol. 36. Issue 10. P. 905–922. URL: https://doi.org/10.1002/mar.21244 (дата звернення: 24.03.2023).
4. Nover S. TikTok is growing up, and so are its users. *Adweek.* URL: https://www.adweek.com/performance-marketing/tiktok-is-growing-up-and-so-are-its-users/ (дата звернення: 24.03.2023).

Lutsenko Victoria,
Faculty of Trade and Marketing,
course I, group 5, specialty Journalism,
State University of Trade and Economics,
Kyiv, Ukraine
*Scientific supervisor **Stroganova Galyna,** PhD in Linguistics,*
Associate Professor of the Department of Modern European
Languages, SUTE

FACTORS INFLUENCING ADVERTISING EFFECTIVENESS

Advertising means information about a person or product disseminated in any form and by any means and intended to create or maintain awareness of and interest in the person or product among advertising consumers [1]. Advertising is an important component of a company's marketing strategy, as it helps to increase sales of a particular product or service and attracts the attention of consumers. It is a powerful tool for influencing and manipulating people. To create effective and efficient advertising, you definitely need to understand the psychology of consumers and the peculiarities of their behavior.

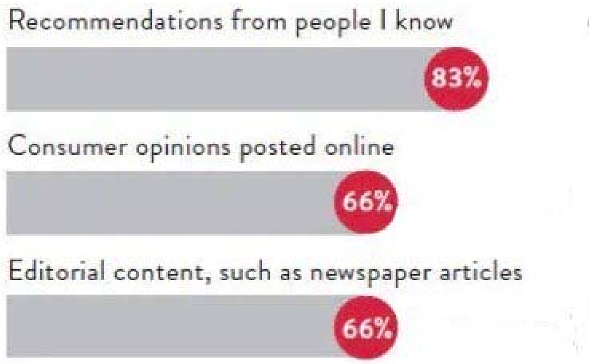
Many people trust the information they get from newspapers, radio, TV and the Internet. This means that media play an important role in communication with audience. Advertisers should also take into account who the advertisement is intended to reach, where it is located, where it is placed, and what meaning it has. All of these aspects affect the way people perceive advertising.

There are several factors that influence the purchasing decision of potential buyers. The following factors are distinguished: awareness of the need, desire, comparison of goods, purchase and reaction to the purchase [2]. For advertising to be effective, it must be targeted at a specific audience and adapted to their needs or interests to attract their attention. For example, advertising aimed at young people should include youth slang or trends followed by this age group.

One of the key aspects of consumer psychology is the sense of satisfaction they get from a purchase. The following techniques are used in advertising practice to create a positive emotional impression:

- the law of emotional transformation of structure;
- the effect of simple possession.

A satisfied customer will be willing to buy the chosen product in the future, and will also become an advertiser for this product. Personal experience and recommendations from friends are a strong incentive to buy a product. It is confirmed with the results of a study conducted by Nielsen, a global marketing research company, which showed that as many as 83 % of consumers buy a product because they have heard a good review about it from their friends, and 66 % make a purchase after reading online reviews (see Picture 1).



Picture 1. Communication channels trusted by consumers [4]

To ensure that advertising stays in people's subconscious, experts use the "highlighting" method, i.e. they either darken objects in the background or highlight the main objects that attract the attention of consumers and remain in their memory.

Color is an important aspect of advertising. The choice of color in advertising should not be taken lightly, as it shapes the consumer's emotions and evokes a response ranging from interest to indifference. Psychologist Karl Flechinghaus and psychiatrist Max Luscher studied the influence of color on human thinking and behavior. They concluded that colors have a significant impact on the emotional state of a person and can cause certain reactions in the brain. This has made colors popular tools in marketing and advertising to increase the effectiveness of advertising campaigns and attract consumer attention. Color can influence the decision to make a purchase by up to 85 % , as it is decribed in the research conducted by the international association of color design professionals, Color Marketing Group (CMG) [3]. Volumetric letters, gradients, and arrows also concentrate the consumer's attention on the object of advertising, and this is also facilitated by the use of a simple and clear font.

Effective advertising is based on 3 main characteristics: attracting attention, memorization, and emotional response. The best way to do this is to use situations that are familiar to the future buyer and that he or she can theoretically get into.

The ability to quickly adapt advertising to current events is also a key to success. Nowadays, we can see a lot of military-themed advertising, which touches people, evokes emotions and leaves its mark on their minds. When buying a product or service, a person will feel an emotional connection to it, which arose while watching an advertisement.

The use of native advertising is gaining popularity. It gently integrates into the context and tries to look invisible. This way of presenting information is actively used on the Internet and social networks. Native advertising can be more effective than traditional advertising formats. However, its success depends on how useful the content is for the target audience, so it is important to take into account their expectations and behavior and to follow ethical rules and not violate the rights of users so that native advertising is not perceived as deceptive or insufficiently honest.

Thus, advertising is an important part of any business, and understanding consumer psychology and behavior helps to create an effective and successful advertising campaign. Information about the target audience, their needs and desires, lifestyles and values allows you to create an advertising strategy that communicates more effectively with the audience. It is also important to keep in mind that consumers not only evaluate products, but are also guided by their emotions and intuition. Therefore, effective advertising should be visually appealing, emotionally touching and memorable.

References

1. «Про рекламу» Закон України від 03.07.1996 р. № 271. URL: https://zakon.rada.gov.ua/laws/show/270/96-вр (дата звернення: 20.04.2023).

2. Процес прийняття рішення про покупку товару. *Букліб*. URL: https://buklib.net/books/30320/ (дата звернення: 20.04.2023).
3. From Color to Cash – How Brand Color Motivates Buyers. *Munsell Color*. URL: https://munsell.com/color-blog/brand-color-psychology/ (дата звернення: 20.04.2023).
4. Global Trust in Advertising. *Nielsen*. URL: https:// www.nielsen.com/insights/2015/global-trust-in-advertising-2015/ (дата звернення: 20.04.2023).

Lychak Anastasiia,
Faculty of Trade and Marketing,
course II, group 23, specialty Logistics Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Starosta Hanna,***
Senior Lecturer of the Department
of Modern European Languages, SUTE

WHAT MARKETING SHOULD BE IN WARTIME

As the war continues in Ukraine, both governments and businesses around the world are making difficult choices about how to engage in such dire circumstances. From government sanctions, to business withdrawals, to giving humanitarian support, the world is watching the choices leaders are making in response to such a humanitarian crisis. This is a time when brand marketing strategies must be re-examined.

With the whole world watching, every business needs to engage in their brands' values and make sure that those values are reflected in their marketing strategy immediately. Time is of the essence, as many consumers are looking to see how brands respond to an unprovoked war. They are looking to see if companies will follow their established marketed values, even if it comes at a cost.

While most companies have a detailed marketing plan for the next year, there are moments when plans need to take a sharp shift in response to a world crisis. As the world continues to look for ways to support Ukraine, now is the time to embrace a rapid response marketing strategy to express your company values to your customers.

Rapid response marketing is a strategy that leverages breaking worldwide events to provide brands with an opportunity to lend a voice to the situation with relevant content, messaging, and public relations. It works differently than traditional marketing campaigns in that the responses are quick, concentrated, and don’t involve a great deal of planning or technical effort. Rapid response marketing is a great way to show authenticity and stay relevant during significant events [4].

According to the results of the survey, globally, the goals for performance marketing channels have not changed. However, the focus on leads and conversions has increased significantly. About 40 % of surveyed Ukrainian marketers indicate that in order to effectively resume work and return to the pre-war level of sales, it is important to concentrate efforts on attracting new customers. So, with the beginning of a full-scale invasion, the main task of all advertising campaigns is conversion.

Also, marketers began to pay more attention to the allocation of the budget in performance, directing the efforts of advertising campaigns to priority and profitable categories of services/goods. In the conditions of war, the focus of marketers is on a strategy that has already proven its effectiveness [3].

In order not only to retain their audience in difficult times, but also to win the favor of new consumers, brands need to be very careful in the info space and change their approach in favor of responsible marketing. In particular, it is worth:

1. Abandon the strategy of silencing and avoiding public topics that are "not relevant" to the brand.

2. Not to parasitize the war and not to use information drives related to it where it is unnecessary and inappropriate.

3. Be careful with decorative techniques, such as the use of blue and yellow colors, sunflowers, other Ukrainian symbols or military identities in an inappropriate context.

4. Demonstrate a transparent and clear political, social, environmental and cultural position and confirm this with actions that benefit people (after all, 64 % of consumers will prefer brands that care about social issues, rather than purely profit) [2].

5. Delivering on what the company promises in its key communication message. Refrain from making unnecessary promises.

6. Trying to make the brand more human and open means changing the focus from the consumer to the person. Do not demonstrate a desire to expect profit from every touch with a consumer.

7. Simplify the product consumption experience as much as possible or offer new features that will help people optimize their lifestyle in conditions of martial law and total uncertainty (for example, an online bank launches a new functionality that simplifies calculations in the

application for those who have gone abroad, or a mobile phone operator connection, which actually unites families separated by the war, offering special tariffs for Ukrainians) [2].

8. Maintain optimism and gently entertain, for example by offering appropriate wartime humor.

9. Strengthening and flexibility of communication, including timely and successful use of the situation. Thus, on the wave of popularity of the British prime minister, the capital coffee shop "Zavertailo" launched the sale of "Johnsonyuk" croissants. Emphasis is also placed on deeper contact with the consumer – communication not with slogans, but through live stories in articles and videos: the same backstage production, coverage of the company's work [1].

In general, military communications must adapt to current conditions. A full-scale war changed the life of every person and with it their attitude towards brands and consumer behavior. When building a marketing strategy, companies should take into account these changes and create, first of all, human, sincere and responsible communication, in which universal human values will always be in the first place.

References

1. Інтерв'ю «Маркетинг у воєнний час: на що слід звертати увагу в першу чергу» Юлія Ковальчук, голова команди маркетингу «Молокія». URL: https://speka.media/yak-zminivsya-marketing-za-cas-viini-dosvid-molokiyi-9dw0ov (дата звернення 10.04.2023).

2. Лекція про комунікацію «Маркетинг в умовах війни» Катерина Крючко. URL: https://youtu.be/YPkArX2c_qI (дата звернення 09.04.2023).

3. Результати опитування агенції Webpromo «Як змінилися цілі українського бізнесу в умовах війни». URL: https://webpromoexperts.net/ua/blog/yak-zminilisya-cili-ukrayinskogo-biznesu-v-umovah-viyni/ (дата звернення 10.04.2023).

4. "5 Ways the War in Ukraine is Influencing Brand Marketing Strategies" Sarah McNabb. URL: https://www.gate39media.com/5-ways-the-war-in-ukraine-is-influencing-brand-marketing-strategies/ (дата звернення 08.04.2023).

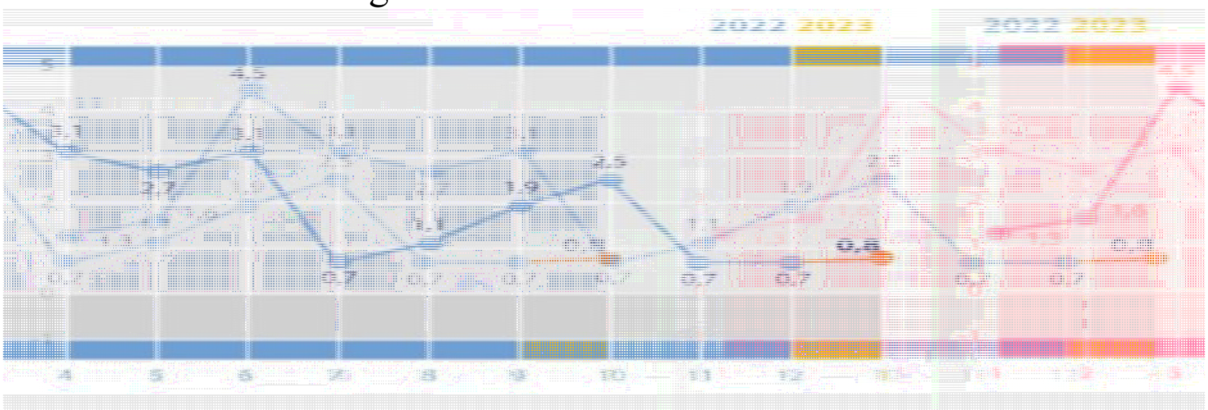
5. Definitions of Marketing. *American Marketing Association* : website. URL: https://www.ama.org/the-definition-of-marketing-what-is-marketing / (дата звернення 08.04.2023).

Matushchak Anna,
Faculty of Trade and Marketing,
course I, group 19, specialty Entrepreneurship,
Trade and Exchange Activity,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Starosta Hanna,***
Senior Lecturer of the Department
of Modern European Languages, SUTE

UKRAINIAN AND INTERNATIONAL INFLATION

Inflation is a long-term increase in the general level of prices, which reflects a decrease in the purchasing power of a monetary unit; excessive increase in the amount of paper money, against the needs of commodity circulation, followed by their rapid devaluation. Due to the beginning of the war, various economic processes began to take place on the territory of Ukraine, which led to the development of inflation.

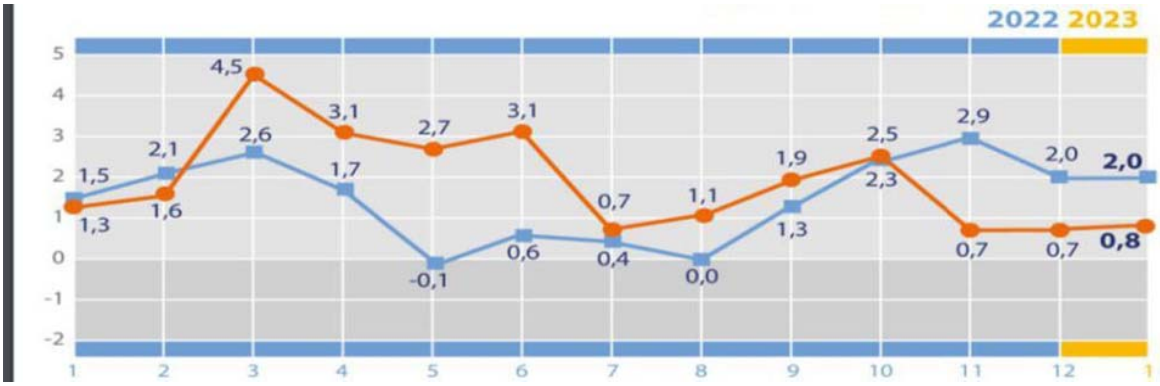
The inflation index in Ukraine 2023 or, what is the same, the consumer price index is an indicator that characterizes changes in the general level of prices for goods and services purchased by the population for non-productive consumption. The inflation index in March 2023 was 101.5 % . The following was observed:



PRICE REDUCTION IN JANUARY 2023

in % to the previous month
▼ –2.0 % – fuel and lubricants
▼ –5.1 % – clothes and shoes
▼ –3.3 % – grain processing products
▼ –0.2 % – sugar
PRICE INCREASE IN JANUARY 2023 % compared to the previous month
▲ 6.4 % – vegetables

▲ 4.4 % – fruits
▲ 3.2 % – railway passenger Transport
▲ 2.5 % – outpatient services
▲ 2.0 % – milk, eggs
▲ 1.4 % – bread



PRICE INCREASE IN JANUARY 2023 graph 2

The consumer price index is red. The increase in bread prices is blue.

With the beginning of the war, non-monetary factors increased their influence on inflationary dynamics. The aggravation of security and logistics problems led to a premature increase in the prices of food, medicine, fuel, and transport services.

What decisions were made to solve such problems? In order to return inflation to a path of steady decline, as well as maintain exchange rate and macro-financial stability in conditions of a high level of uncertainty: situational factors → a further increase in the attractiveness of term hryvnia assets is necessary;

Introduction of a new three-month deposit certificate at a fixed rate at the accounting level (25 %). The amount of money that banks will be able to invest in such certificates will be determined by the amount of the existing portfolio of household hryvnia deposits of three months or more and the subsequent attraction of such deposits by banks. These measures should invigorate competition for depositors, because only those banks that have actively attracted and will continue to attract hryvnia deposits from citizens with a term of three months or more will receive better returns on certificates. There is room for further implementation of the effects of the June rate increase to 25 % . The forecast is based on assumptions. As for international inflation, according to Eurostat, annual inflation in the euro area is expected to be 8.1 % in May 2022 compared to 7.4 % in April.

The acceleration of inflation occurred mainly due to energy carriers, which rose in price by 39.2 % in May compared to 37.5 % in April.

Consumer prices increased the most in Estonia (20.1 %), Lithuania (18.5 %) and Latvia (16.4 %). In Germany, the index accelerated by 8.7 %, in France – by a record 5.8 % . Also, record price growth was recorded in Italy (7.3 %) and Spain (8.5 %), according to Eurostat statistics.

This is to a certain extent related to the imposition of sanctions on Russia and the need to purchase oil and gas products from the USA. The USA has taken a leading position in this field. And will receive the most profit. The countries of the European Union also suffered certain losses, but they are not too strong

Inflation has stabilized in recent months, although it remains at high level (26.6 % in 2022). It will decrease to 18.7 % in 2023 will contribute to maintaining tight monetary conditions, reducing global inflation and weaker consumer demand in conditions of electricity shortage. Inflation in the following years will slow down faster thanks to reduced security risks, a full-fledged restoration of logistics and increase of harvests The recovery of the economy was interrupted by the Russian terrorist attacks against energy infrastructure, so GDP in 2023 will grow by only 0.3 % . As it decreases security risks, Ukraine will return to sustainable economic growth (from 2024) Limited export opportunities, a significant number of forced migrants abroad and the significant import needs of the economy for reconstruction will determine the high level of the current account deficit in the following years. The arrival of international support and cooperation with the IMF will make it possible finance a significant budget deficit, as well as support international reserves for sufficient level In order to return inflation to the path of steady decline, as well as maintenance exchange rate and macro-financial stability in conditions of a high level of uncertainty .The NBU keeps the discount rate at 25 % and takes additional measures to strengthen it the attractiveness of the hryvnia as a means of savings In the coming years, price pressure will ease due to the reduction of security risks, the improvement of logistics and the increase of harvests. As a result, inflation will slow to 10.4 % in 2024 and to 6.7 % in 2025.

References

1. Чинники відхилення інфляції: веб-сайт. URL: https://bank.gov.ua/admin_uploads/article/Inflation_Report_for_Experts_pr_2023-Q1.pdf?v=4 (дата звернення 23.03.2023)

2. Національний банк прогнозує зниження інфляції в цьому році та повноцінне відновлення економіки з 2024 року – Інфляційний звіт:

веб-сайт. URL: https://bank.gov.ua/ua/news/all/natsionalniy-bank-prognozuye-znijennya-inflyatsiyi-v-tsomu-rotsi-ta-povnotsinne-vidnovlennya-ekonomiki-z-2024-roku--inflyatsiyniy-zvit (дата звернення 23.03.2023)
3. Бій з інфляцією: як центробанки протидіють зростанню цін: веб-сайт. URL: https://www.epravda.com.ua/ columns/2023/03/31/ 698636/ (дата звернення 29.03.2023)
4. Інфляція. Фінансова абетка: веб-сайт. URL: https://suspilne.media/1427-inflacia/ (дата звернення 12.04.2023)

Moskvina Anna,
Faculty of Trade and Marketing,
course IV, group 12, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Ladychenko Kateryna,***
Candidate of Economic Sciences,
Associate Professor of the Department
of World Economy, SUTE

DIGITAL MARKETING TOOLS TO ENTER THE FOREIGN MARKET

The marketing world is constantly changing. Thus, the well-known 4P concept has also undergone several changes. Product, Price, Place and Promotion are now firmly established and are unquestionably at the heart of marketing. However, they are no longer as effective. One of the most recent approaches to the value proposition includes the 4Es: engagement, experience, exclusivity and emotion [2].

Given the global crises that have occurred over the past few years, namely the COVID-19 pandemic and the Russian invasion of Ukraine, companies are adapting their marketing strategies to the current realities. In particular, the Internet remains the most stable and effective channel for marketing and advertising communications [1].

Speaking of online marketing, social networks in the world continue to increase the number of their users and, accordingly, their popularity. Today, at least half of the world (3.9 billion people) uses social media. Compared to 2021, this is an 11 % increase; compared to 2015, it is an 88 % increase. It is expected that the average growth rate of social media will be 3.9 % until 2025 [6].

The results of a study by Hootsuite [4] point to the uncertainty of the markets after the pandemic: "A looming recession, mounting inflation, declining consumer spending, and workforce reductions across major business sectors have made things precarious for businesses of all sizes." Despite this uncertainty, many social media marketers have found themselves in relative safety, with larger shares of the overall marketing budget and more flexibility in their work. In 2023, successful social marketers will spend time and effort carefully assessing their capabilities and thinking about the long-term impact of their short-term actions.

After analyzing several resources [5,6] on the most popular social networks, Facebook remains the undisputed leader (69 % of global social media users), followed by Instagram (40 %), LinkedIn (28 %) and Twitter (23 %). Nevertheless, it is important to note that the distribution of users by region has interesting data (Table 1). The number of people on social media grew by 9.2 per cent between 2019 and 2020. The slowest growth was in Europe, down 4.9 per cent, and the fastest in Asia, up 16.98 per cent. Asia is home to the largest number of social media users in the world.

Table 1

Number of social media users by country in 2023

Country	Social Media Users	Country	Social Media Users
India	1,428,627,663	Ethiopia	126,527,060
China	1,425,671,352	Japan	123,294,513
United States	339,996,563	Philippines	117,337,368
Indonesia	277,534,122	Egypt	112,716,598
Pakistan	240,485,658	DR Congo	102,262,808
Nigeria	223,804,632	Vietnam	98,858,950
Brazil	216,422,446	Iran	89,172,767
Bangladesh	172,954,319	Turkey	85,816,199
Russia	144,444,359	German	83,294,633
Mexico	128,455,567	Thailand	71,801,279

Source: created by the author based on [6]

Knowing the most popular social networks does not mean successful communication with users. After all, people use different networks for different reasons. Moreover, they are often users of several social networks. Over 84 % of TikTok users are also on Facebook, and almost 88 % of Twitter users are also on Instagram. On Facebook, people usually follow friends, learn about current events, and keep in touch with the world. Twitter is used to see the latest news of the day. TikTok is used to find entertainment and the latest viral trends [4].

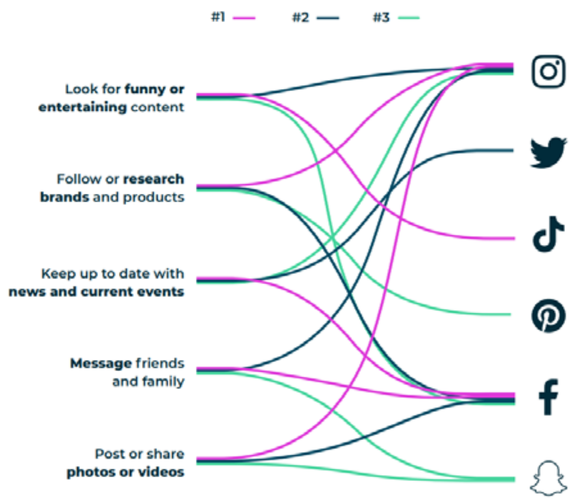


Fig. 1. Social media activity by platform

Source: Hootsuite report [2]

In his article, Al-Ababneh [3] argues the specifics of marketing transformation in modern conditions. As a result of his research, he proved the close relationship between marketing and consumers (in which marketing significantly depends on the mood and behaviour of consumers, which are changing rapidly). This fact is confirmed by the fact that the more users use Internet technologies, the more they need remote services, purchases and consultations. This fact is confirmed by research on the number of active users of social networks, users who use voice search and video content to purchase goods and services.

Conclusion. When Ukrainian enterprises enter the foreign market, social media should be used as one of the Internet tools for marketing communication with consumers. Content creation should be based on: the platform used by the company; the reasons why the target audience is on these platforms. Video material is increasingly attracting users, so companies should pay more attention to this element of communication.

References

1. Москвіна А. Перспективи інтернет-маркетингових комунікацій підприємств під час Covid-19. Сучасні напрямки розвитку економіки і менеджменту підприємств України: зб. матеріалів всеукр. наук.-практ. інтерн.-конф. здобувачів вищої освіти та молодих вчених (17 лист. 2021 р.). Харків: ХНАДУ, 2021. С. 303–308. URL: https://fmab.khadi.kharkov.ua/kafedri/menedzhmentu/vseukrajinska-naukovo-praktichna-konferencija/

2. 9 Thoughts About the Future of Marketing. BRAND24: web-site. Retrieved 25 April 2023 from https://brand24.com/blog/the-future-of-marketing/

3. Al-Ababneh, H. A. RESEARCHING GLOBAL DIGITAL E-MARKETING TRENDS. *Eastern-European Journal of Enterprise Technologies*. 2022. 1(13-115). P. 26–38. DOI:10.15587/1729-4061.2022.252276

4. Report: Social Media Trends 2023. Hootsuite. Retrieved 25 April 2023 from https://www.hootsuite.com/research/social-trends

5. Social Media Stats Worldwide. Statcounter Global Stats. Retrieved 25 April 2023 from https://gs.statcounter.com/social-media-stats#monthly-202101-202303

6. Social Media Users by Country 2023. Retrieved 25 April 2023 from https://worldpopulationreview.com/country-rankings/social-media-users-by-country

Myronez Jaroslawa,
Fakultät für Handel und Marketing,
Studentin des vierten Studienjahres, Gruppe 14,
Hauptfach "Marketing",
Staatliche Universität für Handel und Wirtschaft,
Kyiv, Ukraine
Wissenschaftliche Betreuerin ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen, SUTE

PROJEKTMANAGEMENT TRENDS IM JAHRE 2023

Projektmanagement ist in jeder Organisation von entscheidender Bedeutung, um erfolgreiche Projekte durchzuführen. Die Technologien und Praktiken, die für die Durchführung von Projekten verwendet werden, entwickeln sich ständig und schnell weiter. In unserer Welt nach der Pandemie werden sich die Möglichkeiten des ortsunabhängigen Arbeitens und der Hybridarbeit durchsetzen [2, S. 3]. In diesem Bericht werden die Projektmanagement-Trends für das Jahr 2023 untersucht und darüberhinausgehende Entwicklungen aufgezeigt, die in den nächsten Jahren zu erwarten sind.

Künstliche Intelligenz (KI) und maschinelles Lernen KI-Tools werden in Zukunft in der Lage sein, Projektmanagement-Prozesse zu automatisieren und zu optimieren. Maschinelles Lernen kann dazu großen

Beitrag leisten, Prozesse zu vereinfachen und die Qualität von Entscheidungen zu verbessern. Beispielsweise kann KI-Technologie dabei helfen, die beste Aufgabenzuweisung für bestimmte Teammitglieder zu identifizieren.

Agiles Projektmanagement hat in den letzten Jahren an Popularität gewonnen und seine Methoden werden auch im Jahre 2023 eine wichtige Rolle spielen. Unternehmen werden auch bestimmt weiterhin agile Methoden anwenden, um schnell auf sich ändernde Anforderungen von dem XXI. Jahrhunderts zu reagieren und flexibler zu sein. Insbesondere wird es eine erhöhte Nachfrage nach agilen Skalierungsrahmen wie Scaled Agile Framework (SAFe) und Large-Scale, Scrum (LeSS) geben.

Die Zukunft des Projektumfelds zeigt einen klaren Trend: Eine wachsende Zahl von Beteiligten ziehen es vor, ihre Arbeitsweise selbst zu bestimmen und ihre Aufgaben unabhängig von Ort und Zeit nach eigenem Rhythmus zu erledigen. Dies bezieht sich auf selbstorganisierte Beschäftigung innerhalb von Teams, wie es in agilen Methoden praktiziert wird. In Zukunft werden vorgegebene Prozesse und Methoden oft nur als Leitlinien und nicht als verbindliche Vorschriften angesehen. Dies ermöglicht eine Trennung des Arbeitsplatzes zwischen Büro und Homeoffice [1, S. 3].

Es ist selbstverständlich und unumstritten, dass verschiedene Soft Skills einen entscheidenden Einfluss auf erfolgreiches Projektmanagement haben. In der Vergangenheit wurde der Methodenkompetenz allerdings ein höherer Stellenwert als anderen sozialen Kompetenzen eingeräumt. Dies ändert sich nun, denn das technische Wissen im Projektmanagement kann immer mehr von guter Projektmanagement-Software übernommen werden. Daher liegt der Fokus bei Führungskräften im Projektmanagement immer stärker auf guter Kommunikation, einer höheren Führungskompetenz sowie der Fähigkeit, optimale Entscheidungen zu treffen. Aber auch innerhalb eines Projektteams spielen Soft Skills wie Konfliktlösung, eine gute Teamarbeit, emotionale Intelligenz und Zeitmanagement eine zentrale Rolle [4, Seite 1].

Es ist nicht zu übersehen, dass virtuelle Zusammenarbeit und Beteiligung an unterschiedlichsten Projekten auch in Zukunft eine wichtige Rolle spielen muss. Diese Tatsache ist von vielen Organisationen aufgrund der COVID-19-Pandemie anerkannt worden. Im Jahr 2023 werden virtuelle Zusammenarbeitstools und -technologien weiter verbessert und effektiver werden. Unternehmen werden weiterhin remote arbeiten und virtuelle Zusammenarbeit wird eine dauerhafte Rolle in der Arbeitswelt spielen.

Der dritte Projektmanagement-Trend bleibt auch weiterhin für Unternehmen unersetzlich. Daraus, dass viele Teams nur noch zeitweise aus dem Büro arbeiten, ergibt sich ein neues Schlüsselkonzept: das hybride Arbeiten. Es ist bemerkenswert, dass die unterschiedlichen Trends auch fast alle miteinander verbunden oder aufeinander aufgebaut sind. Hybrides Arbeiten ist ein Trend in der Arbeitswelt, der zunehmende Herausforderung mit sich bringt, da es Unternehmen schaffen müssen, Teams – trotz ihrer unterschiedlichen Arbeitsorte – zu vereinen. Das kann z.B. besonders bei Hybrid-Meetings zu einem Stolperstein werden, weil Beschäftigte (sowohl im Büro als auch Zuhause) nicht immer die gleichen Bedingungen bekommen bzw. die gleichen Voraussetzungen haben. Hybrid-Arbeit wird deswegen auch in den kommenden Jahren noch stärker in den Vordergrund treten. Organisationen haben durch ihre bisherige Erfahrung nun die Aufgabe, noch effizientere Lösungsansätze zu erarbeiten bzw. bestehende zu optimieren [3, S. 2].

Datenanalyse wird auch im Projektmanagement immer wichtiger. Unternehmen werden Datenanalyse-Tools verwenden, um Projekte besser zu verwalten und Entscheidungen auf Grundlage von Daten zu treffen. Zum Beispiel können Unternehmen Datenanalyse benutzen, um die Leistung von Teammitgliedern zu bewerten oder um Risiken zu identifizieren, die die Projektergebnisse beeinflüssen können. Durch den Einsatz der Datenanalyse im Projektmanagement können Unternehmen auch Projektziele und Meilensteine besser definieren und den Fortschritt des Projekts in Echtzeit verfolgen. Zudem können sie mithilfe von Datenanalyse-Tools auch Vorhersagen darüber treffen, wie lange bestimmte Projektschritte dauern oder wie viel Ressourcen benötigen. Darüber hinaus ermöglicht Datenanalyse im Projektmanagement eine bessere Kommunikation innerhalb des Teams und mit anderen Stakeholdern. Durch den Zugriff auf Echtzeitdaten können Teams schnell auf Probleme reagieren und Lösungen entwickeln, um das Projekt auf Kurs zu halten. Ein weiterer Vorteil der Datenanalyse im Projektmanagement ist die Möglichkeit, aus vergangenen Projekten zu lernen. Unternehmen können Daten von früheren Projekten analysieren, am besten Praktiken zu identifizieren und Fehler zu vermeiden.

Daraus schlussfolgern die Forscher, dass Projektmanagement ein sich ständig weiterentwickelndes Feld ist, das von technologischen Fortschritten und sich ändernden Arbeitsbedingungen beeinflusst wird. Die Projektmanagement-Trends für das Jahr 2023 werden eine stärkere Verwendung von KI, agilen Methoden, virtueller Zusammenarbeit und Datenanalyse beinhalten. Unternehmen, die in der Lage sind, diese Trends im Voraus zu erkennen und zu nutzen, werden in der besseren Lage sein, erfolgreiche Projekte durchzuführen und wettbewerbsfähig auf dem Arbeitsmarkt zu bleiben.

Liste der verwendeten quellen

1. Projektmanagement-Trends in 2023 – wohin geht die Reise? The Project Group. 2021. URL: https://www.theprojectgroup.com/ blog/projektmanagement-trends/#Kapitel6. (дата звернення 03.03.2023).

2. Projektmanagement Trends 2023: Das hybride Arbeiten wird zur Normalität [Електронний ресурс] // Factro GmbH. – 2021. – Режим доступу до ресурсу: https://www.factro.de/blog/projektmanagement-trends/#hybrid. (дата звернення 03.03.2023).

3. Projektmanagement Trends 2023: was beeinflusst das PM der zukunft? [Електронний ресурс] // Tiba Transformation Consulting. – 2022. – Режим доступу до ресурсу: https://www.tiba.de/projektmanagement-trends-2023-tbs/#:~: text=Die % 20Projektmanagement % 20Trends % 202023 % 20werden,anhaltenden % 20Auswirkungen % 20geopolitischer % 20Krisen % 20geformt. (дата звернення 03.03.2023).

4. Trends im Projektmanagement 2023: Die fünf wichtigsten Entwicklungen [Електронний ресурс] // Parm AG. – 2021. – Режим доступу до ресурсу: https://parm.com/trends-im-projektmanagement-2023/. (дата звернення 03.03.2023).

Pashkevych Maria,
Faculty of Trade and Marketing,
course II, group 11, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleg,***
Associate Professor for the Department
of Modern European Languages at
State University of Trade and Economics

CUSTOMER RELATIONSHIP MANAGEMENT

In today's highly competitive business environment, it is more important than ever for companies to have strong relationships with their customers. Customer relationship management (CRM) is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information [1].

The goal of CRM is to develop long-term relationships with customers by providing them with personalized service and products that meet their individual needs. This is accomplished by using a variety of tools and techniques, such as customer profiling, segmentation, and data analysis. By understanding the needs and preferences of individual customers, companies can tailor their products and services to meet those needs, which can lead to increased customer loyalty and retention.

The benefits of CRM stretch across the entire sales cycle, from identifying prospects and converting them to loyal customers, to keeping them satisfied and returning for more [2]. For example, it can help you to improve customer satisfaction, increase customer loyalty and retention, and reduce customer churn. It can also help you to identify new sales opportunities and improve the effectiveness of your marketing campaigns.

In order to successfully implement a CRM strategy, it is important to have the right tools and technology in place. This includes a customer database, which allows you to store and organize customer information, as well as software that can help you to analyze that data and develop targeted marketing campaigns.

However, technology alone is not enough to ensure the success of your CRM strategy. It is also important to have a customer-centric culture within your organization, with a focus on delivering exceptional customer service and support. This requires training and development for your employees, as well as a commitment to continuous improvement.

In addition to having the right tools and technology, and a customer-centric culture, there are a few other key considerations for successful CRM implementation. One is the need for strong leadership and clear communication throughout the organization. CRM requires a coordinated effort across departments, from sales and marketing to customer service and support. It is important to have a clear understanding of roles and responsibilities, as well as a shared vision for how CRM can support the overall business goals.

Another important factor is the need to include regular opportunities to evaluate your progress [3]. This includes tracking customer satisfaction and loyalty metrics, as well as analyzing the effectiveness of your marketing campaigns and customer service interactions. By regularly assessing your CRM performance, you can identify areas for improvement and make data-driven decisions to optimize your strategy.

Another important consideration for successful CRM implementation is the use of customer feedback to continuously improve the customer experience. This can involve soliciting feedback from customers through surveys, focus groups, or other channels, and then using that feedback to make improvements to your products, services, and customer interactions. By listening to your customers and taking their feedback into account, you can build stronger relationships and create a more customer-centric organization.

It is also important to keep up with evolving customer needs and preferences, as well as changes in the broader business environment. This requires staying up-to-date with industry trends and innovations, as well as leveraging data analytics and other tools to gain insights into customer behavior and preferences. By staying agile and adaptable, you can remain competitive and continue to deliver exceptional customer experiences over time.

Finally, it is worth noting that effective CRM is not just about satisfying customers, but also about creating value for your business. This means balancing customer needs with your own business goals, such as revenue growth and profitability. By using CRM to better understand your customers and deliver targeted solutions that meet their needs while also supporting your business objectives, you can achieve sustainable, long-term success.

References

1. Contributors to Wikimedia projects. Customer relationship management – Wikipedia. *Wikipedia, the free encyclopedia*. URL: https://en.wikipedia.org/wiki/Customer_relationship_management (date of access: 19.03.2023).

2. Devis L., Bottorff C. 6 Key Benefits Of CRM For Your Business. *Forbes Advisor*. URL: https:// www. forbes.com/ advisor/ business/software/six-key-benefits-a-crm-brings-your-business/ (date of access: 19.03.2023).

3. Boogaard K. 7 Steps to Creating a CRM Strategy | Wrike. *Versatile & Robust Project Management Software | Wrike*. URL: https://www.wrike.com/blog/crm-strategy/#What-is-customer-relationship-management (date of access: 19.03.2023).

Pohrebska Yelyzaveta,
Wydział handlu i marketingu,
Kurs I, grupa 19, kierunek przedsiębiorczość,
handel i działalność giełdowa,
Państwowy uniwersytet handlu i ekonomii,
Kijów, Ukraina
Kierownictwo naukowe ***Starosta Hanna,*** *starszy wykładowca,*
PUHE

REKLAMA W CZASIE WOJNY

Zgodnie z przewidywaniami, straszne wydarzenia wojenne znacząco wpłynęły zarówno na sytuację materialną Ukraińców, jak i na ich stan psychiczny. Większość Ukraińców zauważa, że wojna wpłynęła na psychologiczną sferę życia (poczucie niepokoju, niepewności, strachu). Jakość życia wielu obywateli pogorszyła się, stracili oni pracę lub stały dochód. A niektórzy mieszkańcy Ukrainy stracili cały swój majątek. Większość może zaspokoić swoje podstawowe potrzeby, ale jedna czwarta ludności nie ma pieniędzy na ubrania, a niektórzy nawet na jedzenie. Tylko jeden procent konsumentów stać na wszystko.

Obywatele Ukrainy preferują ukraińskie marki, ponieważ chcą wspierać zarówno same marki, jak i całą gospodarkę. Stosunek do marek, które nadal działają na terenach krajów agresorów, jest skrajnie negatywny: duża część Ukraińców bojkotuje takie firmy i szuka substytutów dla tych towarów. Tylko niewielki odsetek nie zwraca na to uwagi i nadal kupuje.

Przy wyborze marki najważniejsze są jej związki z krajami agresora, cena i wsparcie Sił Zbrojnych. Tylko jedna trzecia respondentów przy wyborze produktu bierze pod uwagę obecność linii produktów z ukraińskimi symbolami lub użycie tożsamości patriotycznej. Bo połowa obywateli uważa praktyczne działania marek (np. wolontariat) za bardziej wartościowe niż symboliczne. Decydując się na zakup towarów przez Internet, Ukraińcy zwracają przede wszystkim uwagę na trzy główne czynniki: sklep wspiera siły zbrojne Ukrainy; sklep nie posiada towarów z krajów agresorów; zamówienia były tu już przed wojną.Ważne są jednak ukraińskie produkty w asortymencie, ukraińskojęzyczny interfejs i język konsultantów, a także wyraźne stanowisko patriotyczne.

Ponieważ większość Ukraińców nie ma ulubionej marki, reklama jest bardzo ważna, dlatego połowa mieszkańców naszego kraju uważa za konieczne dalsze reklamowanie towarów i usług w czasie wojny, tylko niewielka część jest temu przeciwna. Wiele osób zauważa też, że takie działania powinny uwzględniać realia militarne i uznać za stosowne wykorzystanie motywu militarnego.

Produkty z symbolami narodowymi i motywami etnicznymi zyskują coraz większą popularność wśród Ukraińców. Tradycyjne haftowane koszule uzupełniają różne akcesoria o innowacyjne wzornictwo. Ale nie wszyscy jednoznacznie postrzegają taką popularność. Ukraińcy zauważają, że w stanie wojennym denerwują ich działania marek: wykorzystywanie symboli narodowych w celach komercyjnych, w ogóle nie uwzględniające realiów wojny lub wręcz przeciwnie, spekulują i zaangażować się w PR na ten temat. Ludzi irytuje język rosyjski w komunikacji, brak zajęć towarzyskich. Adaptacja materiałów kreatywnych z rynku rosyjskiego wywołuje u Ukraińców negatywne emocje. Większość pozytywnie ocenia humor w reklamach, zwłaszcza wykorzystanie popularnych memów zarówno o tematyce wojskowej, jak i niewojskowej.Przede wszystkim chcą widzieć w reklamie: obraz rozwoju technologicznego Ukrainy; informacje o wspieraniu kultury ukraińskiej; wzmianka o kulturze i historii Ukrainy; informacja o pomocy wojska od marki; poparcie dla idei „Żyć dalej pomimo wojny"; używanie symboli narodowych; informacje o przywróceniu marki; informacje o cechach funkcjonalnych marki; humor; informacje o działaniach wolontariackich marki. Ukraina uważa, że nie warto spekulować na temat zasług właściwych tylko Siłom Zbrojnym, nazywając produkty po broni, reklamę należy dostosować do rzeczywistości.

Wojna bardzo wpłynęła na sytuację finansową Ukraińców, płace się nie zmieniły, wielu obywateli całkowicie straciło źródło utrzymania, a ceny znacznie wzrosły, więc coraz więcej kupujących czeka na rabaty i promocje.

Z tego możemy wywnioskować, że konieczne jest promowanie swojej marki i reklama w warunkach wojennych jest bardzo trafna, ale musimy wziąć pod uwagę grupę docelową marki i jej trafność zgodną z realiami. Warto używać odpowiednich żartów, reagować na czas na opinie użytkowników i nie spekulować na tematy militarne.

Źródła

1. «Високий сезон» під час війни: як змінились правила реклами. *MixDigital* : веб-сайт. URL: https://mixdigital.com.ua/blog/visokij-sezon-pid-chas-vijni-yak-zminilis-pravila-reklami/ (дата звернення 27.03.2023).

2. Реклама під час війни: що працює, а що ні. *Sostav.ua* : веб-сайт. URL: https://sostav.ua/publication/reklama-p-d-chas-v-jni-shcho-pratsyu-a-shcho-n-92799.html (дата звернення 03.04.202).

3. Савош Я., Ковцун В. Українська символіка на одязі: патріотизм чи бізнес? *Радіо Свобода* : веб-сайт. URL: https://www.radiosvoboda.org/a/26733960.html (дата звернення 05.04.202).

Popova Milana,
Faculty of Trade and Marketing,
course II, group 14, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Danchenko Larysa,***
Senior lecturer at the Department
of Modern European Languages, SUTE

MODERN MARKETING STRATEGIES OR DRIVING BUSINESS GROWTH IN THE DIGITAL AGE

Marketing is an essential aspect of every business, and as technologies and the internet progress, modern marketing strategies have become even more important. To stay competitive in today's digital age, businesses have to evolve and adapt to new marketing techniques that can help them reach and engage with their target audience. So, there are some of the most effective modern marketing strategies that businesses can use to drive growth and success in the digital age:

Social Media Marketing

Social media marketing is a powerful tool that businesses can use to reach and engage their target audience. As billions of people using social media platforms like Facebook, Twitter, and Instagram, businesses can use these platforms in order to connect with their customers and promote their products and services. Social media marketing can take many forms, including paid advertising, organic content, influencer marketing, and more. The key to successful social media marketing is to understand your target audience and create content for them.

Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of optimizing a website to rank higher in search engine results pages (SERPs). By improving website's visibility in search results, businesses attract more organic traffic to the site in which way chances of converting visitors into customers increase. SEO involves a variety of tactics, including keyword research, on-page optimization, link building, and more. To be successful with SEO, businesses must stay up-to-date with the latest algorithm changes and best practices.

Content Marketing

Content marketing is the process of creating the content which attracts and engages your target audience. Content marketing can take many forms, including blog posts, videos, infographics, whitepapers, etc.

The goal of content marketing is to establish the brand as a thought leader in front of other competitors and build trust between business and its target audience. By providing proper information and insights, businesses can create a loyal following of customers who are more likely to convert and make repeat purchases.

Video Marketing

Video marketing is a powerful way to engage target audience and tell the brand's story. With the rise of platforms like YouTube, TikTok, and Instagram Reels, businesses can create short-form video content that is optimized for social media and designed to go viral. Video marketing can take many forms, including explainer videos, product demos, behind-the-scenes content, etc. The main goal of video marketing is to create content that is entertaining, informative, and shareable for the audience.

Modern marketing strategies are essential for businesses that want to stay competitive and drive growth in today's digital age. By using the latest technologies and techniques, businesses can reach more customers, build stronger relationships, and ultimately drive more revenue and profit. As each of these strategies requires time, effort, and investment, the potential rewards are significant for businesses that are willing to embrace modern marketing techniques.

References

1. Campaign Monitor. Design High-Performing Email Campaigns. URL: https://www.campaignmonitor.com/resources/guides/email-design/ .

2. Content Marketing Institute. What is Content Marketing? URL: https://contentmarketinginstitute.com/what-is-content-marketing/

3. Danny Wong. 5 Ways Inbound Sales Teams Can Innovate the Customer Experience. Retrieved on May 19, 2017 from: https:// www. entrepreneur.com/growing-a-business/5-ways-inbound-sales-teams-can-innovate-the-customer/293621

4. Digital Marketing Institute. What is SEO and how does it work? Retrieved on October 21, 2019 from: https://digitalmarketinginstitute. com/blog/what-is-seo

Pryhornytskyi Dmytro,
Fakultät für Wirtschaft, Management und Psychologie,
Studenten des ersten Studienjahres, Gruppe 11,
Fachrichtung: «Industriell Management»,
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner europäischer Sprachen,
Staatliche Universität für Handel und Wirtschaft

KÜNSTLICHE INTELLIGENZ VERÄNDERT FÜHRUNG IN UNTERNEHMEN

Management ist die Fähigkeit, Ziele durch die Arbeit und Intelligenz anderer Menschen zu erreichen.

Seit dem zwanzigsten Jahrhundert hat sich die künstliche Intelligenz verbessert und angepasst, um der Menschheit zu helfen, und im Jahr 2023 wurde sie bereits von Topmanagern eingesetzt, um klassische Probleme zu lösen und Zeit zu sparen.

Systeme der künstlichen Intelligenz können Manager von sich wiederholenden, standardisierten Aufgaben befreien und Prozesse wie die Erstellung von Dienstplänen, die Zuweisung von Aufgaben oder die Kontrolle von Budgets automatisieren. Riesengroße Mengen von Betriebsdaten oder Kennzahlen können von Techniken des maschinellen Lernens in kurzer Zeit ausgewertet werden. Auf solche Weise werden auch die Auswertungen und strategische Entscheidungen unterstützt.

Darüber hinaus können diese Systeme auch Führungskräfte bei ihren Aufgaben unterstützen, indem sie zum Beispiel vor Stress-Burnout warnen.

"Künstliche Intelligenz kann einen wichtigen Beitrag zur menschenzentrierten kooperativen Führung leisten", erklärt Dr. Raheld Neuburger, Experte für Kommunikation und Führung an der LMU München School of Management und Mitglied der Plattform Lernende Systeme. Assistenz- und Automatisierungssysteme schaffen durch die Entlastung von operativen Aufgaben Freiräume für effektives Personalmanagement, Innovation und strategischen Weitblick. Führungskräfte können sich auf ihre menschlichen Stärken und die Kernaspekte moderner Führung konzentrieren: kreative Problemlösungen, Motivation und Coaching von Mitarbeitern sowie eine offene und wertschätzende Kommunikation mit den Mitarbeitern [2, S. 1–3].

Einige populäre Unternehmen nutzen Systeme der künstlichen Intelligenz häufiger als Unternehmen mit «langsam wachsenden Umsätzen». Dies ist das Ergebnis einer internationalen Studie von Microsoft. In Deutschland ist der

Unterschied noch ausgeprägter. Diese Technologie treibt nicht nur das Wachstum voran, sondern verändert auch die Unternehmensführung in allen untersuchten Ländern: Neben der Effizienzsteigerung wollen die Entscheider künstliche Intelligenz auch für Managementaufgaben einsetzen – vor allem in schnell wachsenden Unternehmen mit zweistelligen Wachstumsraten. Die Zeit, die sie mit KI einsparen, sollten sie vor allem dazu nutzen, ihre Mitarbeiter zu motivieren und zu inspirieren – 28,5 Prozent, neue Marktchancen zu identifizieren - 23,8 Prozent und die richtigen Ziele zu setzen – 22,3 Prozent [3, S. 1–2].

In der Studie untersuchte Microsoft, welche Entscheidungsträger künstliche Intelligenz einsetzen und wie sich diese auf die Managementaufgaben auswirkt. Insgesamt wurden 1150 Manager aus 13 Ländern befragt. Schnell wachsende Unternehmen halten den Einsatz von Technologie in verschiedenen Geschäftsbereichen generell für relevanter: 75 Prozent der deutschen Führungskräfte in wachstumsstarken Organisationen wollen im nächsten Jahr Technologie für bessere Entscheidungen nutzen. In deutschen Unternehmen mit geringem Entwicklungsstand sind es nur 43,3 Prozent. 42,9 Prozent der wachstumsstarken Unternehmen wollen im nächsten Jahr auch künstliche Intelligenz nutzen, um neue Lösungen und Geschäftsmodelle zu entwickeln – im Vergleich zu nur 16,7 Prozent der langsam wachsenden Unternehmen [3, S. 3].

Zuständigkeiten der IT-Systeme bleiben noch unklar, aber die Tatsache, dass künstliche Intelligenz von Menschen entwickelt worden ist, lässt oft Manager an ihrer Qualität zweifeln. So ist beispielsweise nicht eindeutig klar, ob und auf welcher Grundlage künstliche Intelligenz Anweisungen erteilen könnte.

Zu den Risiken des Einsatzes intelligenter Systeme gehört zum Beispiel, dass durch die verwendeten Kennzahlen und Statistiken der Mensch hinter den Daten aus dem Blick gerät, warnen Experten der Plattform Lernende Systeme. Künstliche Intelligenz kann Managementaufgaben übernehmen, für die bisher ausschließlich der Mensch zuständig war, behauptet Professor Sascha Stovasser, Direktor des ifaa – Institut für angewandte Arbeit und Mitglied der Plattform Lernende Systeme. Die Systeme können Führungskräfte dabei unterstützen, individualisierte Trainingsprogramme für die Weiterbildung von Mitarbeitern zu erstellen [4, S. 1].

Trotzdem sagt Andre Kine, Leiter des Bereichs Cloud und Solutions und Mitglied der Geschäftsleitung von Microsoft Deutschland: „Das ist eine gute Nachricht, dass deutsche Unternehmen künstliche Intelligenz als wichtigen Wachstumstreiber erkannt haben, aber die gesamtgesellschaftliche Debatte über den Einsatz dieser Technologie und ihre Auswirkungen steckt noch in den Kinderschuhen. Es ist an der Zeit, eine gemeinsame Vision für unsere Zukunft mit KI zu entwickeln und einen Rahmen für den Umgang mit der Technologie zu schaffen [4, S. 2].

Einsatz von quantitativen Optimierungsmethoden neben den traditionellen Managementtechniken hat die quantitative Modellierung und Lösung der industriellen Entscheidungsprobleme an erheblicher Bedeutung gewonnen. Der hieraus entstandene Wissenschaftszweig vom Operation Research befasst sich mit der entscheidungsorientierten Planungsmethodik und ist durch ein Zusammenwirken von Mathematik, Wirtschaftswissenschaften und Informatik gekennzeichnet. Viele praktische Fragestellungen, wie zum Beispiel die Bestimmung des kostenminimalen Produk-tionsprogramms oder die Erstellung des optimalen Transport- und Tourenplans, können heute mit OR-Verfahren und entsprechenden Softwareprodukten gelöst werden. Hinweis Zu den angrenzenden Wissensgebieten und Methoden siehe Ablauforganisation, Aufbauorganisation, Analysemethoden, Beschaffungsmanagement, Controlling, ERP-Systeme (Enterprise Resource Planning-Systeme), Entscheidung, betriebswirtschaftliche, Logistik, Materiallogistik, Operations Research, Optimierung, Organisation, Grundlagen, Produktion, Formen, Produktions- und Kostentheorie, Produktionsmanagement, Produktionsplanung und -steuerung, Prozessmanagement, Qualitätscontrolling, Qualitätsmanagement, Supply Chain Management,Total Quality Management, Unternehmensführung, Unternehmensplanung, Workflow Management [2, S. 2].

Zusammenfassend lässt sich sagen, dass möglichst geeignete und optimale Vorschläge zur Erreichung der Unternehmensziele dem Entscheidungsträger im Industrieunternehmen gegeben werden sollen. Ohne Zweifel steht dabei die künstliche Intelligenz an der Spitze.

Liste der verwendeten quellen

1. Frank Scheelen. Führung mittels Künstlicher Intelligenz. 2020 URL: https://www.cio.de/a/fuehrung-mittels-kuenstlicher-intelligenz, 3583807 (дата звернення 10.04.2023).

2. Industriemanagement. Fachbereich: Wirtschaftslexikon. Ausgabe 2023-2024. URL: https://www.wirtschaftslexikon24. com/e/ industrie-management/industriemanagement.htm (дата звернення 12.04.2023).

3. Juergen Frisch. Künstliche Intelligenz unterstützt Führungskräfte. IT-Machmaker. Mediadaten. Deutschland. Aachen. 2023. URL: https:// news.it-matchmaker.com/kuenstliche-intelligenz-unterstuetzt-fuehrungs-kraefte/ (дата звернення 15.04.2023).

4. Kremena Georgieva. Künstliche Intelligenz verändert Führung in Unternehmen. IT-Matchmaker. 3. April 2019 URL: https://news.it-matchmaker.com/kuenstliche-intelligenz-veraendert-fuehrung-in-unter-nehmen/ (дата звернення 15.04.2023).

Salamakha Yuliia,
Faculty of Trade and Marketing,
course I, group 8, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor **Debych Mariia,** *Doctor of Sciences in Pedagogy,*
Associate Professor, Senior Researcher,
Associate Professor of the Department
of Modern European Languages, SUTE

ASSESSMENT OF THE CONSTRUCTION MATERIALS MARKET

The modern building materials industry is a complex industry that includes more than twenty independent sub-sectors, many of which, in turn, include several types of production, while each sub-sector forms its own market that functions independently.

Besides, the construction materials industry is a major component of any country's economy. This industry, being the main material base for the construction complex, significantly affects the growth rates in other sectors of the economy and the socio-economic condition of society as a whole.

In table 1 the volume of manufactured construction products by type is given. It shows dynamics of construction output (mln UAH) in 2019-2021. The total number includes buildings: residential, non-residential, transport and communication facilities, warehouses, highways, railways, buildings of various enterprises and other engineering structures [1].

Volume of manufactured construction products by type (mln UAH)

Table 1

	2019	2020	2021
Construction (mln UAH)	181697,9	202080,8	258073,6

As it can be seen from table 1, the dynamics in the period 2019–2021 is growing, because the current state of the building materials market in Ukraine is characterized by an increase in production volumes, rising prices for construction products and the instability of the economic situation.

Regarding the dynamics of import volumes, in 2018, basic building materials were imported from Belarus, Kazakhstan, and the Russian Federation for 41 million UAH, which in turn is almost 6 times less than the volume of imported materials from the EU countries 245 million UAH. A stable growth dynamics of exports over imports of basic construction materials is observed.

According to the State Statistics Service of Ukraine, nearly 9,000 enterprises are engaged in the production of building materials in Ukraine, most of which are concentrated in Kyiv, Lviv, Kharkiv, Donetsk, Sumy, and Zhytomyr regions. However, the range and quality of domestic manufacturers' products does not always meet the needs of modern construction. The significant lag is due to the insufficient technical level of production, for the improvement of which innovative and investment projects are needed [2].

Thus, the list of the main domestic brands of construction materials is the following:

- Ferosite;
- Ceramics;
- Euroton;
- Keraterm and others.

At the same time, domestic manufacturers are faced with the insufficient competitiveness of their own products in comparison with foreign analogues, which outlines the problem of directing incoming cash flow to investments for the development of construction, modernization of equipment at domestic enterprises, and the introduction of innovative technologies.

Therefore, the main foreign brands of building materials are:

- Knauf
- Ceresit
- Siltek and others.

After conducting an analysis of changes in the cost of construction materials in comparison of the average prices of October 2021 and October 2022, the results in figure 1 were obtained:

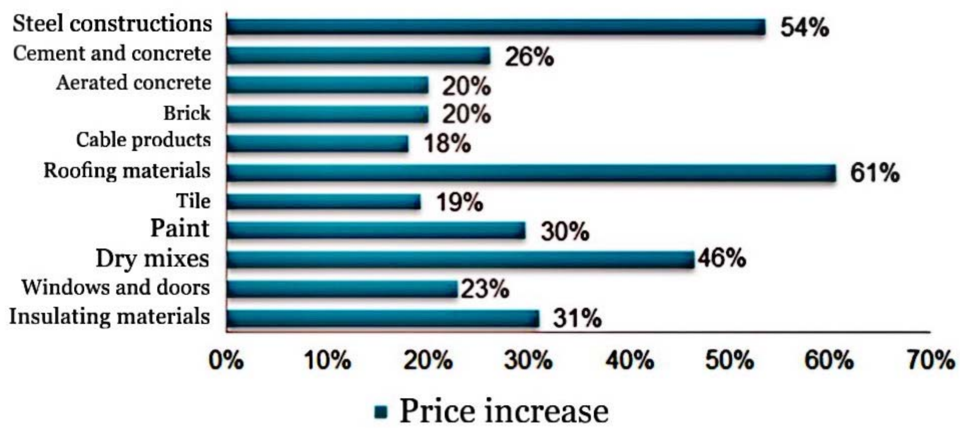


Figure 1. Changes in the cost of construction materials in comparison of the average prices of October 2021 and October 2022

Moreover, a significant increase in the prices of steel structures, roofing materials, dry mixes and insulating materials can be considered predictable and related to the shortage in the domestic market. By the way, in the coming year, it is also possible to predict a further increase in prices for glass and windows, due to high demand and the lack of own production of high-quality glass. In other industries, price increases do not exceed 30 % and correlate with the general level of inflation.

As a result, the tendency of a regular increase in the price of products is classic for this industry, because producers explain the increase in prices to the increase in the price of gas and electricity [1].

The next aspect is the dynamics of the volume of implementation. In 2021, the building materials market entered a growth phase, because in January-September 2021, the volume of sales showed an increase of 14.9 % compared to the same period last year. For example, for 2020, the volume of sales amounted to 0 % by 2019.

But in 2022, due to the war, the sale of goods for the construction, repair and furnishing of housing suffered. For example, in the first month of the war, the sale of construction materials decreased by 47 % . Instead, the category of building materials began to recover: in May, the rate of sales decline decreased to 15–20 % .

An important stage for the behavior of the market was the crisis during the period of COVID-19. It intensified at the beginning of 2020 due to the epidemic. As a result, with the beginning of the quarantine, the retail sector practically shrank significantly. However, at the end of 2020, an increase in demand in the domestic market was noted, which can be considered a sign of a gradual exit from the crisis [3].

In 2021, the impact of the global COVID-crisis was noted, nevertheless, due to the low base of previous years in the construction market, an increase in the demand for construction materials was recorded due to the "Big Construction" program [3].

In fact, the quarantine was only the beginning of great difficulties for the markets, in particular for the building materials market. Undoubtedly, in 2022, due to the full-scale invasion, a number of changes took place in the construction industry. The main factors influencing the market situation are the following:

- loss of control over territories and enterprises;
- destruction of industrial facilities;
- lack of raw materials;
- disruption of logistics chains, etc [3].

At the same time, an increase in demand for building materials for capital repairs and new construction in the liberated and affected territories as a result of hostilities is predicted. Due to hostilities and quarantine, the production of metal, dry building mixtures, and heat-insulating materials was the most affected [3].

I would like to come to the conclusion that now the main ways to improve the situation on the construction materials market and the development of the industry are the following:

- support of the national producer;
- search for new sales markets;
- development of marketing strategies for industry development;
- restructuring of unprofitable enterprises;
- use of modern technological methods of extraction and production of building materials [4].

References

1. Будівельний ринок України вийшов у фазу зростання: на передовій – будівництво житла. URL: https://realty.rbc.ua/ukr/show/stroitelnyy-rynok-ukrainy-vyshel-fazu-rosta 1637071901.html
2. Економічна статистика / Економічна діяльність / Будівництво. URL: https://ukrstat.gov.ua/operativ/menu/menu_u/bud_20.htm
3. Короткий огляд впливу війни на ринок будівельних матеріалів України. 2023 рік. URL: https://pro-consulting.ua/ua/issledovanie-rynka/kratkij-obzor-vliyaniya-vojny-na-rynok-strojmaterialov-2022-god
4. Україна: промисловість будівельних матеріалів. URL: https://vue.gov.ua/Україна:_промисловість_будівельних_матеріалів

Shamota Viktoria,
department of Management, Administration and Philology,
course 3, group 89, specialty "Entrepreneurship, trade and exchange activity",
Separate structural unit "Vinnytsia Professional College of Trade and Economic of State University of Trade and Economics",
Vinnytsia, Ukraine
Scientific supervisor ***Trublyak Halyna,*** *Teacher,*
Separate structural unit "Vinnytsia Professional College of Trade and Economic of State University of Trade and Economics"

STAFF MOTIVATION AS A KEY COMPONENT BUSINESS SUCCESS

The modern development of economic relations requires the construction of a system of motivation of the personnel of the production enterprise, which could ensure the most productive activity of the personnel and at the same time was economically expedient. This problem has been relevant for many decades and will remain so, in connection with the transition of technology and equipment, and therefore social and labor relations to a qualitatively new level. The problem of building an effective motivation system, given its importance, was studied both by foreign classics of management theory (A. Maslow, D. McGregor, P. Armstrong, E. Mayo) and by modern domestic scientists [3]. The system of motivation of the personnel of the production enterprise is one of the key components of the success of the enterprise. It allows to ensure a high level of employee motivation and increase their productivity. It is also the subject of close attention of practical managers. In today's conditions of high competition and the growing role of the creative component in all professions, an effective system of motivating the work of the company's personnel must: take into account the forecast situation on the labor market; coordinate with the general strategy of the enterprise. An effective motivation system should be transparent and fair. It should give employees a clear idea of what they need to do to receive a material or non-material reward. In other words, the level of remuneration of employees should be clearly defined, which, on the one hand, will stimulate them to high performance results, and, on the other hand, not reduce the profitability of the enterprise; to provide high-quality forecasting and planning of the effectiveness of the labor motivation process itself at the production enterprise. The motivation system must be adapted to the needs and characteristics of a specific organization and its employees. For example, providing opportunities for professional development may be important for young workers, while for more experienced workers, salary and the opportunity to occupy higher positions. In addition, the motivation system should be flexible and able to change according to changes in the needs of the company and the market. For example, in a period of crisis, when the company is forced to cut costs, motivation tools can be redistributed, but remain effective. The interaction between the company's management and employees is also extremely important, which should be built on mutual trust and mutual understanding. Management must be ready to listen to employees, take into account their ideas and opinions, and respond to their requests and suggestions [1].

It is an economic axiom that there is a direct consequential relationship between the productivity of the employee and the efficiency of production at the enterprise. Because of this, the main task in the process of motivating employees of a production enterprise is to make them not only owners of the means of production, but also first of all owners of their own labor force. In addition, when considering the results of an individual employee, it would be logical to link them directly to changes in the state of production at a specific enterprise.

Today, domestic enterprises use a very wide range of modern forms and methods of influencing the work motivation of employees, the development of their creative initiative and entrepreneurship, which are ultimately aimed at increasing the efficiency of the enterprise or the division as a whole. However, a constant debatable issue is the rational combination of all forms of economic incentives with non-economic ones and the justification, introduction of an economically appropriate amount of remuneration to the employee [2].

A rational system of labor motivation of personnel in the modern conditions of management of a manufacturing enterprise, taking into account the analysis of the activities of specific enterprises, should meet the following conditions:

– the presence of clear requirements for the functional duties of employees, with the definition of the necessary qualifications, which are formalized in the job instructions;

– a guaranteed level of rewards for flawless performance of functional duties by the employee;

– a clearly defined degree of responsibility for improper performance of their direct functional duties responsibilities of the employee, which are clearly agreed with the current labor legislation and defined in the collective agreement;

– availability of duly approved documentary support for the above measures.

Also, in the implementation of an effective system of motivation and an important warehouse management of the enterprise, which allows you to ensure the satisfaction of the needs of the workers, the increase in their productivity and productivity, the reduction in staffing.

References

1. Карасьова Ю. М. Трансформація мотиваційного механізму трудової діяльності в транзитивній економіці України. Наукові праці Донецького національного технічного університету. Серія економічна. 2004. Вип. 69. С. 142–147.

2. Кудрявський І. В. Вплив мотивації праці персоналу на прибутковість підприємства. Актуальні проблеми розвитку підприємницької діяльності в Україні. 2009. Вип. 9. С. 67–77.

3. Мотивація персоналу як складова ефективного управління підприємством. URL: http://journals.uran.ua/vsed_oneu/ article/view/ 183677 (дата звернення: 18.03.2023).

Stan Anna,
Faculty of Trade, Marketing and Service,
course III, group 32, specialty Hotel and Restaurant Business,
Vinnytsia Institute of Trade and Economics
of State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Dovhan Yuriy,*** *PhD in Economics,*
Associate Professor of the Marketing and Advertising Department,
Vinnytsia Institute of Trade and Economics of the State University of Trade and Economics

BRANDING AS A MARKETING CONCEPT

Branding is one of the key marketing concepts that helps companies create a strong and recognizable brand. A brand is a name, term, design, symbol or other element that identifies the goods or services of one company from others. Branding allows you to increase brand awareness, create a positive impression of the company and increase consumer loyalty. With the help of branding, companies can make their product or service more attractive to consumers and increase their competitiveness in the market.

One of the key elements of branding is the creation of a unique branding proposition (Unique Selling Proposition, USP), which defines what makes a product or service unique and attractive to consumers. The USP can be different for each company and its product, but must always be related to the needs and desires of the target audience [1].

Another important element of branding is appropriate visual identification, which includes a logo, color scheme, corporate style and other design elements. These elements allow you to create a recognizable brand and attract the attention of consumers.

It is also important to pay attention to brand communication, which includes all means of communication with consumers, including advertising, promotions, video and social networks. Brand communication should be consistent and consistent with the company's branding strategy. This allows you to ensure the same perception of the brand among different audiences and strengthen its position on the market. Successful brand communication is based on consistency, honesty and transparency.

Branding is a marketing concept that consists in the creation, development and management of a brand in order to increase its recognition and loyalty among consumers. This is an important element of any company that wants to increase its profits and take a leading position in the market [2]. Branding is one of the key marketing concepts that focuses on brand development and management. This concept is based on the idea that a successful brand can be created and managed to increase customer commitment and loyalty, as well as to provide a competitive advantage in the market.

Scholars are engaged in branding research to help companies understand how to effectively create and manage their brand. One of the important aspects of research is the understanding of consumer behavior and perception of brands. For example, research shows that consumers generally prefer brands that they perceive as trustworthy and that have a positive image reputation.

Many scholars have studied various aspects of branding and its impact on businesses and consumers. One of the most famous branding researchers is Philip Kotler, who believes that a brand can be used as a tool to increase the value of a product and increasing the ratio of cost to price [3]. Researchers Kevin Keller and Leslie de Certi investigated the creation and development of a brand, focusing on elements such as identity, promise, emotional connection and consumer perception [4]. In their research, the scientists came to the conclusion that branding is an important tool for any company, as it allows you to increase its recognition, value for money and take a leadership position in the market. They also note that the success of a brand depends on its uniqueness and consumer perception.

The brand development process should be focused on the consumer, taking into account his needs and wishes. In addition, it is important not to forget about the preservation and development of the uniqueness of the brand, which allows you to differentiate yourself from competitors and maintain your position in the market.

Since consumers are becoming more demanding and conscious, it is important to pay attention not only to the product, but also to how it is presented on the market and what image it gives to the company. Therefore, brand development is a process that requires constant attention and effort, but its success can significantly increase the effectiveness of the company's marketing strategy and ensure a stable place in the market.

In addition, it is important to take into account technological and cultural trends that can affect the perception of the brand by consumers. For example, the increased use of social networks and digital technologies may require changes in the way we communicate with consumers and contribute to the development of a brand's online strategies. In general, a successful brand should become a significant element of the company's corporate culture, which should be directed to the development and support of the brand in all aspects of its activities. This approach ensures the stability and success of the brand in the future.

Therefore, branding is an important element of the marketing concept, which requires the creation, development and management of a brand in order to increase its recognition and loyalty among consumers. The findings of scientists show that the success of a brand depends on its uniqueness and consumer perception, as well as on consistency and compliance with the company's brand strategy. Building and developing a brand requires systematic and constant attention to brand communication, including advertising, promotions, video and social media. Properly designed brand communication helps establish an emotional connection between the brand and consumers, creating a sense of loyalty and trust.

Thus, branding is an important tool in the company's marketing strategy, which helps to increase brand awareness, establish its positioning in the market, create a unique image and contribute to increased sales. A successful brand allows the company to gain a competitive advantage and ensure stability in the market.

References

1. Aaker D. Building strong brands. New York: Free Press. 1996. 400 p.
2. Fournier S., & Alvarez C. Brands as relationship partners: Warmth, competence, and in-between. *Journal of Consumer Psychology.* 2012. P. 177–185.
3. Kapferer J.-N. The new strategic brand management: Advanced insights and strategic thinking (5th ed.). London: Kogan Page. 2012. 512 p.
4. Keller K. Strategic brand management: Building, measuring, and managing brand equity. NJ: Pearson Education. 2019. 600 p

Stasenko Anna,
Faculty of Trade, Marketing and Services,
course II, group 1, specialty Marketing,
Vinnytsia Institute of Trade and Economics
of State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Dovhan Yuriy,*** *PhD in Economics,*
Associate Professor of the Marketing and Advertising Department,
Vinnytsia Institute of Trade and Economics of the State University
of Trade and Economics

BRANDING AS A MEANS OF INCREASING THE COMPETITIVENESS OF AN ENTERPRISE'S PRODUCTS

Branding as a mass phenomenon and the subject of attention of marketing and sales professionals first appeared in the nineteenth century, when the first fast-moving branded consumer goods were introduced to the market. Some of the first branded products were Campbell's soups, Quaker Oats, and Coca-Cola. However, the idea of branding really flourished in the second half of the twentieth century, due to the emergence of a large number of similar products on the market, and, obviously, the formation of a global supermarket chain and, accordingly, a sharp increase in the role of trade capital.

It is the brand that identifies a product with its manufacturer, shapes its image, and is a guarantee of quality. Branding policy, starting with the creation of a product and continuing with its existence on the market, is an important component of the marketing activities of leading producers. For a manufacturer, achieving loyalty and sustainable commitment of consumers to its product is the main task of its branding policy [3].

Today, in the light of this, the activities of enterprises of any form of ownership are aimed at identifying and satisfying consumer needs. In a highly volatile environment, ensuring competitive advantages of enterprises is a prerequisite for survival in the market. A product is produced at an enterprise, but it becomes a brand only if it acquires tangible, intangible and psychological factors and continues to exist in the minds of consumers. Thus, a brand is a definition of the competitive advantages of any product (tangible or intangible) and the peculiarities of their acceptance by consumers.

The main advantages of a brand include:

1) generating additional income;

2) facilitating the procedure for choosing goods

3) identification of the manufacturing company and its products
4) simplification of entering new markets with new products
5) facilitating cooperation with partners;
6) investing in the future;
7) ensuring an emotional connection with the buyer;
8) development of industries in which brands operate;
9) creating a history and reputation.

Undoubtedly, branding in the modern economy is one of the ways to increase competitiveness. In a market environment where competing products are not too different from each other, branding is often the only way for a company to show its individuality. Thus, branding is a set of consistent activities aimed at creating a coherent and consumer-demanded image of a product or service [2].

Branding begins long before the product itself is manufactured and can last for several years. However, first you need to realize that you should not waste money on creating and promoting a brand based on a low-quality product. A brand will only work on the mind of the buyer if the contents of the "package" are of guaranteed stable quality, and the "brand legend" does not contradict the actual product [4].

When forming the brand of an enterprise of any form of ownership, it should be borne in mind that an effective trademark should consist of 6 levels of its value.

An equally important component is individuality. Brands with a strong personality have deep and strong relationships with consumers and strongly influence their perception of the product. To model the content of such brands, it is not enough to have knowledge of the person's value orientations; it is also necessary to make the buyer believe in the value of the product brand and reflect the life of society in the brand. Brand individuality is determined by: sophistication - original design, sincerity – objective reflection of character, brightness – unique, vivid facets, competence – authoritative knowledge about the product, indicating confidence and leadership of the product or company [1].

Thus, it can be concluded that branding is a guarantee of increasing the competitiveness of products in the domestic and foreign markets, as well as a guarantee of their safety. In addition, branding makes it possible to convey the culture of the country, region, city where the product is manufactured in advertising messages and campaigns, to consider the needs of the consumers for whom it is intended, as well as the specifics of the territory where it is sold. This is important when launching products in other geographic markets.

A brand is not just a means of differentiating a product from a similar one. It is one of the most effective tools for improving the efficiency of the technical level of production, bringing its technology up to date, a means of significantly improving the quality of manufactured products, and a means of increasing competitiveness. Branding helps to establish the necessary range of goods or services required by the consumer. Consumers prefer a brand that has a high value because it makes it easier for them to understand the benefits of the branded product. At the same time, a brand is valuable if consumers' familiarity with it helps to create a commitment to the product and build loyalty.

References

1. Брендинг як складова маркетингової діяльності та необхідна умова забезпечення конкурентоспроможності підприємства на ринку молочної продукції. URL: https://revolution.allbest.ru/marketing/00995962_0.html (дата звернення: 20.03.2023).
2. Зоріна О.І, Нескуба Т.В. Формування бренду як складової конкурентоспроможності підприємства. *Економіка та управління національним господарством*. URL: http://www.market-infr.od.ua/journals/2018/23_2018_ukr/9.pdf (дата звернення: 20.03.2023).
3. Мороз О.В. Брендинг як інструмент підвищення конкурентоспроможності виробництва органічної продукції в Україні. *Ефективна економіка*. 2015. № 2. *Журнал «Ефективна економіка» – наукове фахове видання з питань економіки*. URL: http://www.economy.nayka.com.ua/?op=1&z=3772 (дата звернення: 20.03.2023).
4. Фарат О.В., Мазурик М.Б. Базові принципи управління брендом. *Вісник Національного університету "Львівська політехніка"*. 2007. № 580. С. 337–341.

Stepanova Sofia,
Faculty of Trade and Marketing,
course II, group 9, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Ovcharova Olena,***
Lecturer of the Department
of Modern European Languages, SUTE

TOP SERVICE FOR DIGITAL MARKETERS: GOOGLE ANALYTICS

Topicality. In the past century, the firms in the traditional marketing roles were operated by using the available mediums such as newspaper, TV, radio, and field visits. These mediums were enough to cover a sample of consumers in the same country or regional place. According to the role of globalization and the market competition rising. The firms have started to convert from traditional to digital marketing [1, c. 15]. Of course, tracking all the necessary data and the relevance of your business online is much harder, so that's what analytics services are for.

Over the past years, the field of Digital Marketing has been developing very strongly and now developers offer a lot of services for analytics, so it is very important to find the most suitable tool that will provide you with all the necessary functions.

Research results. According to W3Techs [6] and Datanyze [8], Google Analytics is the most used web analytics platform on the entire Internet. 34.1 % of the websites use none of the traffic analysis tools. Google Analytics is used by 56.7 % of all the websites, that is a traffic analysis tool market share of 86.1 % .This is not only because Google is the number one global search engine, but also because its tools offer impressive analytics resources.

In October 2020, Google launched the most recent update to its measurement platform for web analytics, named Google Analytics 4 (GA4). [3]. This new version is better from the old one called Universal Analytics because it focuses on Active Users whereas Universal Analytics highlights Total Users in most reports [5].

Ways You Can Use Google Analytics include:

1) ***insights to help improve ROI:*** trends measuring, customer behavior predictions, retaining of customers. All these insights help you create better marketing strategies and make a clearer path for you to achieve a return on investment.

2) ***better understanding of client behavior:*** Google Analytics has a more customer-centric approach in measurement. The service gives unique IDs to users, you can track their behavior individually – from the acquisition stage to retention.

3) ***targeted marketing:*** Google gives you the option to set up personalized ads relevant to the socio-demographic characteristics, age, gender, geographical data etc. collected from your clients.

4) ***Search Engine Optimization or SEO*** **(**the science of improving a website to increase its visibility when people search for products or services [4]**)**: the tool gives insights regarding the pages of your website that are gaining a relative number of visitors and your best-performing pages. This can help you strategize on what kind of content to invest in and how you allocate your efforts accordingly.

5) ***creating innovative business ideas:*** with the information Google Analytics provides, your ideas are based on reliable data and facts.Going over these data can help you devise actionable plans and reasonable business goals [7].

With a sound implementation Google Analytics can generate the right reporting know how, and a long term commitment. GA also gives you free online access to all of its sub-services: Google Analytics Academy, Google Tag Manager, and a broad range of GA focused blogs, e books, and tutorials that steadily provide real value for learning.

These services provide you with the following analytics features:

- overviewing of the Audience and Behavior reports as well as a thorough walk-through of the functionalities
- evaluation of the need for more specialized tracking and reporting
- reviewing of processing communication challenges
- account creation and tracking code installation
- acquisition reports
- formation of the campaign parameters
- attribution of traffic from email, social, tracking of paid and organic search engine traffic
- abandonment rate metrics
- breaking down with segments that map to different audience constituencies and amplify trends
- creating Dashboards, Custom Reports, Intelligence Alerts etc. [2, c. 28–30].

Conclusion. In the digital world of analytics and marketing, Google Analytics is a very complete platform that can help your company in many advanced ways. It provides valuable information that is extremely useful for improving your website performance. For Google Analytics 4, measurements include both website and app. So, data is a combination of two integral parts of your operations. This way, you have a more comprehensive view of your marketing efforts. With Google Analytics and all the services it offers, tracking digital channels has been made easier and more efficient. Through this tool, you are provided with accurate data that can be used to scale your business.

References

1. Ahmad Omar Mobydeen. The impact of digital marketing practices on the organizational performance in the mobile phone companies in Jordan 2021. C. 15. URL: http://docs.neu.edu.tr/library/9292951663.pdf (дата звернення: 27.03.2023)
2. Feras Alhlou, Shiraz Asif, Eric Fettman. Google Analytics Breakthrough 2016. C 28–30. URL:https://download.e-bookshelf.de/download/0008/0372/64/L-G-0008037264-0015324565.pdf (дата звернення: 27.03.2023).
3. History of Google Analytics – URL: https://onward.justia.com/history-of-google-analytics/ (дата звернення: 27.03.2023).
4. Search engine optimization (SEO) – URL: https://www. tech-target.com/whatis/definition/search-engine-optimization-SEO (дата звернення: 27.03.2023).
5. [UA→GA4] Comparing metrics: Google Analytics 4 vs. Universal Analytics – URL: https://support.google.com/analytics/answer/11986666?hl=en#zippy= % 2Cin-this-article (дата звернення: 27.03.2023).
6. Usage statistics of traffic analysis tools for websites – URL: https://w3techs.com/technologies/overview/traffic_analysis (дата звернення: 27.03.2023).
7. Ways teams can use Google Analytics to improve business — URL: https://www.forbes.com/sites/forbesagencycouncil/2022/01/06/5-ways-teams-can-use-google-analytics-to-improve-business/?sh=500abed 37f9f (дата звернення: 27.03.2023).
8. Web Analytics Software Market Share – URL: https://www. data-nyze.com/market-share/web-analytics--1 (дата звернення: 27.03.2023).

Talash Daryna,
Faculty of Trade and Marketing,
course II, group 8, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleh,*** *PhD*
in Pedagogics, Associate Professor,
Associate Professor of the Department
of Modern European Languages, SUTE

HOW ADVERTISING IN UKRAINE HAS CHANGED DURING THE WAR

Every day, business and advertising in Ukraine are significantly affected by military operations in the country. Advertising in Ukraine is very different from the world, it has other values and appeals. It is so important to highlight this because in this way foreigners will understand that the war isn`t over.

It is necessary to monitor changes in advertising, as with this we can study and demonstrate more about the adaptability of Ukrainians to different conditions, as well as show their unity and hardworking character.

The purpose of the study was to find out how much the war affected, explore the changes in advertising, and the aspects, that have been most influenced.

In my opinion the war in Ukraine has had a significant impact on advertising in the country. In March, targeted advertising started to appear again on social networks, but it was so different from things, that was before February 24, 2022.

First of all, one of the main consequences has been a reduction in overall advertising spending due to the economic uncertainty and instability caused by the conflict. Many companies have been forced to cut their advertising budgets in an effort to stay afloat in difficult economic conditions.

Secondly, advertising in social networks has become the most relevant at this moment. According to recent studies:

Among the sources of information, messengers are in the first place – 86 % . Also, 85 % of respondents use social networks, 65 % read news publication websites, 50 % watch television, 29 % listen to radio, and 27 % of respondents listen to podcasts. [1]

Furthermore, if a company wants to have a clear reputation and be impeccable, they cannot cooperate with aggressor countries, because it causes negative emotions through sponsoring war. Let's review the social survey on this theme:

The attitude to brands, that continue to work on the territory of aggressor countries is extremely negative: 71 % of respondents boycott such companies, and only 9 % don`t pay attention to this and continue to buy. Ukrainians are looking for substitute products for these brands (89 %). At the same time, 53 % of the population aged 18–60 prefer Ukrainian brands to others, because they want to support both the brands and the Ukrainian economy. Among young people, this indicator is higher – almost 60 %. [2]

Also, since the conflict began, many advertisers have shifted their focus to more patriotic and nationalistic themes, highlighting Ukraine's resilience and strength in the face of adversity. The least appropriate in advertising is the involvement of political figures, 40 % of respondents want to see military personnel, famous volunteers (41 %), and media persons (40 %). In advertising, they just want to see:

- Information about supporting Ukrainian culture.
- Mention of Ukrainian history.
- Information about how the people can help the army due to the brand.
- Support for the idea of "You should continue to live despite the war".
- Use of national symbols.
- Humor.

Among the respondents, 57 % say, that they have a positive attitude to the using of new well-known military images - Patron, HIMARS,"Bayraktar", etc., 41 % of them agree that the using of such images has a positive effect on the purchase. However, using the image of a dog on a T-shirt and calling pizza or sushi "Javelin" are so different things. Respondents called such associations in the menu as irrelevant. [1]

Moreover, some brands make a mistake, when they use destroyed houses, cars and other things like a background. These locations are evidence of war crimes and human losses, so their commercial use to promote non-war products diverts attention from the problems.

In addition to, because of the war, the topic of native advertising became relevant. Native advertising is a type of advertising that is designed to blend in with the content and style of the platform or publication where it appears. Native advertising can take various forms, including sponsored articles, promoted posts on social media, recommended content widgets. [3] Why?

- Firstly, right now is so important to react quickly to market changes. Native advertising allows you to launch a campaign in an hour.
- Secondly, a company always keeps in touch with its employees and at the same time they don`t risk their lives.

- Thirdly, efficiency. Algorithms of native advertising show it only to an interested audience and only on those platforms where this advertising will not be ignored.

So, I think, that this example is one of the most useful during the war in Ukraine. It can help us to rebuild the advertising industry and create a new level.

In conclusion, I can say that the war has had a profound impact on the advertising industry in Ukraine. A lot of companies have to rethink their strategies and adapt to the new reality. Despite of the challenges, advertising continues to be an important tool for businesses to build brand awareness in Ukraine. Advertising plays an important role at the front and brings victory closer every day.

References

1. "High season" during the war: how the rules of advertising have changed – https://mixdigital.com.ua/blog/visokij-sezon-pid-chas-vijni-yak-zminilis-pravila-reklami/ (дата звернення: 22.03.2023).
2. Advertising during the war: what works and what doesn't – Kantar research – https://rau.ua/novyni/reklama-na-vijni-kantar/ (дата звернення: 22.03.2023).
3. Michael Sebastian (January 8, 2014). "Five Things to Know About The New York Times' New Native Ads". Advertising Age – https://adage.com/article/media/york-times-debuts-native-ad-units-dell/290973
4. "Native Advertising: A Guide for Businesses". 2015. – https://www.ftc.gov/tips-advice/business-center/guidance/native-advertising-guide-businesses (дата звернення: 24.03.2023).
5. How to ethically work with creative during the war – tips from the creative agency Patsany – https://vctr.media/ua/yak-etychno-praczyuvaty-z-kreatyvom-pid-chas-vijny-porady-kreatyvnogo-agentstva-patsany-146508/ (дата звернення: 24.03.2023).

Tarletska Valeria,
Faculty of Trade, Marketing and Services,
course III, group 2, specialty Hotel
and Restaurant Business,
Vinnytsia Institute of Trade and Economics
of State University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor ***Dovhan Yuriy,*** *PhD in Economics,*
Associate Professor of the Marketing and Advertising Department,
Vinnytsia Institute of Trade and Economics of the State University of
Trade and Economics

EVOLUTION OF BRANDING

A brand is one of the most important components of the success of any business. In today's world, branding has become necessary for any company that wants to take its place in the market and be recognized by consumers. The history of branding goes far back, with the emergence of trademarks. Over the decades, brands have evolved, changing their meaning and role in the relationship with consumers. Today, brands are an important element of companies' development strategies.

The evolution of brands has come a long way from the initial function of product identification to modern branding strategies that are based on interaction with consumers and creating an emotional connection with them. Initially, brands were used to identify the manufacturer or his product. The first brands usually contained the name of the manufacturer and its logo, and did not have additional functions. However, over time, companies have come to understand the potential value of a brand to advertise their products and services.

The evolution of brands shows their growing importance for companies and consumers. The process of brand evolution can be seen as the increasing significance of brands for companies and consumers over time. At the beginning of their development, brands were simply a mark on goods or services that had the task of distinguishing them from competitors. Over time, brands began to gain significance as symbols of consumer culture and the interaction between the brand and the consumer. Today, brands have become much more complex and multifaceted, and are more than just a label on a product. Brands can be used to create a unique identification mark of a company, to maintain and strengthen its reputation and image. They can also be used to convey the company's values, its mission and market positioning [1].

Modern scientific research on brands began in the 1950s and 1960s, when brands became increasingly important in advertising campaigns and scientific research. During this period, the first practices of brand management also appeared, which meant the support and development of brands at various stages of their life cycle. In the 1980s, brands became an important element of production strategies and a means of increasing competitiveness [2]. During this period, new approaches to branding began to develop, such as brand extension and brand architecture. In the 1990s, brands became even more important as they became symbols of distinction and identification for companies. This period saw the emergence of the concept of "branding everything", which means applying a brand to all aspects of a business, including communications, culture, design and products. In the 2000s, brands became more saturated as companies began to use more marketing channels such as social media and digital platforms. During this period, brands also began to be associated with creating social responsibility and preserving the environment.

In the 20th century, companies began to actively use branding to create their unique identity and differentiate themselves from competitors. New strategies were developed, which included creating a brand identity, reflecting the company's values and mission, and creating an emotional connection with consumers. In today's world, branding is a key element of the production strategy of companies, which allows them to create a unique and recognizable image, different from competitors. Modern branding strategies are focused on interacting with consumers and creating an emotional connection with them. Brands do not simply identify a product, but become an element of culture and a way of expressing the individuality and status of consumers.

With the development of digital technologies and social networks, brands are becoming more accessible and interactions with consumers are becoming more direct and interactive. This opens up new opportunities for companies in terms of building relationships with their consumers and creating loyalty to their brand [3]. Therefore, it can be argued that brands are an extremely important element of a company's success and satisfaction of consumer needs, and their influence on business will increase in the future. Companies must understand the importance of their brand and invest in its development to ensure competitive advantage and consumer loyalty.

So, to summarize the evolution of branding, we can say that it plays an important role in the interaction between companies and consumers, helping companies retain and attract new customers, and helping consumers find the products and services they are looking for. Historically, brands have evolved from product names and logos to complex systems that include elements of design, marketing, and communication with consumers. Today, brands are a key element in the interaction between companies and consumers, and their importance will continue to grow as brands become more complex and multifaceted, reflecting much more than just the name of a product or service.

References

1. Keller K. Strategic brand management: Building, measuring, and managing brand equity. NJ: Pearson Education. 2019. 600 p.
2. Aaker D. Building strong brands. New York: Free Press. 1996. 400 p.
3. Keller K. Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*. Issue 57 (1). 1993. P. 1–22.

Tokar Valeriia,
Faculty of Trade and Marketing,
course II, group 16, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nypadymka Alla,*** *PhD in Humanitarian Sciences,*
Assistant Professor of the Department of Modern European
Languages, SUTE

THE EXPRESS DELIVERY MARKET: SURVIVAL DURING THE WAR

On February 24, 2022, Russians troops invaded Ukraine and has led to tens of thousands of death, displacement of victims, caused damage or destruction of regions infrastructure, disrupted supply chains, created uncertainty for businesses operating in those areas and put different types of enterprises on brink of survival. "Since the beginning of russia's war against Ukraine, at least 64 large and medium-sized enterprises, 84.3 thousand units of agricultural machinery, 44 social centers, almost 3 thousand shops, 593 pharmacies, almost 195 thousand private cars, 14.4 thousand public transport, 330 hospitals, 595 administrative buildings of state and local administration have been damaged, destroyed or seized" [6]. Nevertheless, facing the invasion, the Ukrainian entrepreneurs continue to work and many businesses forced to start all over and rebuild business from scratch.

The Nova Poshta Group of Companies was the leader in the express delivery market before the war. It provided the full range of logistics and related services to private clients and businesses. Ukrainian and foreign companies such as Nova Poshta, Nova Pay and Nova Poshta Global were included in this Group [4]. In the first days of the war, neither people nor business understood how to survive in the new realities. While everyone was recovering from the actions of February 24, the Nova Poshta enterprise was working the very next day. The board of directors and all the departments have discussed the measures to be taken. So, the first actions that on the list were to survive, to clearly understand what is happening, to make a new operational logistics plan, partially to restore the work of the branches. On February 25, the branches of the new post office were working hard. Unfortunately, 25–30 percent could not start working, because they were located in the regions that have been most affected by war.

Nova Poshta has transformed its logistics operations and begun delivering medicine, food, documents and much needed humanitarian aid. In 2014, Nova Poshta launched the project "Humanitarian Post of Ukraine". The business helps volunteer organizations to deliver aid to the front lines. Almost 20,000 tons of aid were delivered over the entire time.

It was important for business not to lose contact with customers. Nova Poshta followers trends and communicates on many social media from Telegram to Twitter. The business highlighted the basic rules of communication and marketing activities in general.

The marketing strategy of Nova Poshta has the following features:

1) a wartime marketing is a common-sense marketing;

2) the essence and the form of the message are in balance;

3) communication is sensitive;

4) all marketing activities are flexible and the business adapts quickly.

Nova Poshta has focused a lot of attention on online communications. For example, business cooperated with various stores on Facebook. The company also continued to experiment with content on Instagram, and even launched Tik Tok. All channels, including mass media and LinkedIn, were used for communication. Taking into account the strategy of quick response, Nova Poshta supported the news about "cotton" in Crimea and Shchekavytsa. The company has launched its own YouTube shows where famous bloggers are invited business' internal processes are discussed [1].

In April 2022, Nova Poshta resumed the activities of its branches in Irpen, Bucha, Makarov and Kolonshchyna. The residents of these towns are able to order medicine, food and other necessary things via the Internet [2].

"Nova Poshta Global provides international express delivery services to more than 200 countries and territories. The company was founded in 2015. The company offers services of shipments' import and export of any volume by plane, truck and sea. Every week Nova Poshta Global carries out regular flights that deliver both to Ukraine and back. Direct flights to/from the USA and to/from China were launched together with international partners" [4]. In March 2023, Nova Poshta resumed delivery abroad [2].

Nova Poshta business school provides the necessary knowledge to all those who want to develop their small or medium-sized business. The head of the marketing department Olena Plakhova noted: "Every day, Nova Poshta was one step closer to pre-war indicators. Unfortunately, we suffered losses in the number of employees, but our company was able to give knowledge to more than 8 thousand people thanks to the "Business School" at such a special time." [1].

The 7 October 2022, was a significant event in the history of this business. On this day, the first foreign branch was opened in Warsaw. Currently, delivery was made to Krakow, Wroclaw, Lodz, Lublin and many other Polish cities. In March 2023, Nova Poshta opened a branch in Lithuania. The company announced this news on its Facebook profile [3].

Nova Poshta had restored its pre-war indicators by January 2023. This year, the business only plans to increase the pace of work. It is planned to open new branches and complete the construction of sorting terminals in the capital and Odesa [5].

The express delivery market is not monopolistic. Without exception, Nova Poshta is the leader, and it is also very often compared with UkrPoshta. To the question about what advantages Nova Poshta has over UkrPoshta, the head of the marketing department, Olena Plakhova, answered, that Nova Poshta worked for people and businesses, not for competing with UkrPoshta [1].

Nova Poshta is an example of how a large business is able to survive in the war, what problems it had to face, and how obstacles should be solved. Due to great faith, clear understanding of new realities, right actions and flexible marketing strategy, the business returned to pre-war results, and is showing even better performance now.

References

1. Академія інтернет-маркетингу WebPromoExperts. (2022, 10 листопада). *Дізнайтеся, як живе світ українського маркетингу на онлайн конференції Маркетинг з вірою в Україну [Відео]*. YouTube. URL: https://www.youtube.com/watch?v=Taj9gM0PHBk (дата звернення 04.03.2023).

2. «Н» Сміливість. *Нова Пошта* : веб-сайт. URL: https://novaposhta.ua/ (дата звернення 14.03.2023).

3. Нова Пошта. *Facebook*. URL: https://www.facebook.com/ nova.poshta.official/?locale=uk_UA (дата звернення 17.03.2023).

4. Nova Poshta. *Nova Poshta* : web-site. URL: https://novaposhta.ua/eng/ (дата звернення 17.03.2023).

5. Nova Poshta reaches 95 % of pre-war shipments. *Interfax-Ukraine* : web-site. URL: https://en.interfax.com.ua/ news/economic/ 885880.html (дата звернення 04.03.2023).

6. The total amount of damage caused to Ukraine's infrastructure due to the war has increased to almost $138 billion. *KSE* : web-site. URL: https://kse.ua/about-the-school/news/the-total-amount-of-damage-caused-to-ukraine-s-infrastructure-due-to-the-war-has-increased-to-almost-138-billion/ (дата звернення 14.03.2023)

Varava Vlada,
Faculty of International Trade and Law,
course II, group 9, specialty International Management,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Vornachev Andrii,*** *Candidate of Sciences in Philology,*
Associate Professor of the Department of Foreign Philology and Translation, SUTE

GLOBAL AND LOCAL UKRAINIAN TRENDS OF RECRUITMENT

Recruitment is the process of finding people possessing some specific knowledge and skills in order to work for an organization and become a new member of its team. Lots of global factors affect this area of management as it is closely connected with human resources that tend to follow external changes. These changes form trends according to the nowadays needs and challenges (Fig. 1).

A large-scale invasion of Russian troops into Ukrainian territory has formed some local trends in our country.

1. Employees pay attention to recruiters with a bomb shelter, stable electricity, available mobile communication and, especially, internet connection. Recruiters are expected to be a reliable shoulder, personification of support and have to satisfy basic needs of employees.

2. Lack of really skilled employees throughout whole Ukraine (mainly near front-line territories). The reason is the fear to be under threat of, for example, an aerial attack, bombarding, artillery or drone attack.

Global trends of recruitment

Alternative ways of workers searching	⇒ target advertising ⇒ conducting live broadcasts and streams ⇒ recruiters` communities ⇒ inclusion of juniors without any experience ⇒ signing contracts with schools and universities ⇒ X-ray and Boolean search ⇒ referral recruitment
Hybrid work schedule divided into some models	Flexible model: ⇒ the most freedom in decision-making ⇒ own capable correlation of work in the office and distantly ⇒ making changes according to workers` wishes Fixed model: ⇒ organization decides the schedule ⇒ weekly schedule is permanent ⇒ disbalance in correlation of work in the office and distantly
Automation	⇒ candidate databased with notes and tags ⇒ CV parsing ⇒ adding candidates to applications ⇒ access to candidates` status ⇒ opportunity to make e-signature ⇒ sending testing tasks from a single system ⇒ integrations with job-websites
DEI (Diversity, Equity, Inclusion)	⇒ no attention to gender, nationality, physical abilities, religion, language
New leadership principles	⇒ empathy ⇒ emotional intelligence ⇒ ability to adapt ⇒ building relationships ⇒ sincere care

Fig. 1

Reference: made by the authors according to [1], [2]

3. The risk and career are understood as irrelevant. The change of workplace during the war is additional psychologic and financial kinds of stress. Employees postpone their ambitions for better time.

4. Work for a result without binding to time. Companies have to provide opportunity to work when it is possible for workers – in the morning, in the afternoon or even at night.

5. Those who are eager to learn new knowledge and skills have more preferences as potential candidates and are more attractive to a recruiter due to the principle "Lifelong Learning".

6. One more competitive advantage is emotional stability. Ability to adapt to different situations not losing efficiency is essential.

7. Cancellation of such terms as "male/female professions". Recruiters understand that gender does not influence professionalism and quality.

To sum everything aforementioned up we can say that companies should focus on employer`s brand, promote diverse corporate culture, develop the culture of innovations and creativity in order to attract the best "talents". It is vital to build relationships between recruiter and employer prioritizing communication, honesty and transparency. Besides, using artificial intelligence and technical results of automation significantly make recruiters` performance faster. Eventually, they should follow the currents which force recruitment to become better and stay up-to-date.

References

1. Як автоматизація рекрутингу допомагає залучати кращих кандидатів? URL: https://peopleforce.io/uk/blog/jak-avtomatizacija-rekrutingu-dopomagae-zaluchati-krashhih-kandidativ (дата звернення: 23.04.2023).

2. HR тренди 2023: Які тренди HR впливатимуть на розвиток бізнесу в цьому році? URL: https://hurma.work/blog/hr-trendy-2023-yaki-trendy-hr-vplyvatymut-na-rozvytok-biznesu-v-czomu-roczi/ (дата звернення: 23.04.2023).

Varvonets Anastasia,
Faculty of Trade and Marketing,
course I, group 3, specialty Journalism and Advertising,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nypadymka Alla,*** *PhD in Humanitarian Sciences,*
Assistant Professor of the Department
of Modern European Languages, SUTE

BRANDING AND POSITIONING OF UKRAINE AT THE PRESENT STAGE

The development and implementation of the national branding strategy and the formation of the country's international image are directly related to the country's position in the world. Without a prominent product and proper positioning of the state, there is a risk of economic backwardness and the threat of being left out of the global information space. The combination of these factors directly affects the country's current and future achievements, destroys national consciousness and demotivates. Moreover, countries with a negative or insufficiently generated and organized national image have certain limitations or difficulties in diplomatic and economic relations. "A country's brand is an associative model that an individual's consciousness (both a resident of this country and a citizen of another) contains, to which he or she appeals when he or she hears the name of the country" [1].

This model should be a brand constant in order to create a specific and unique image of the country. Therefore, a country's brand should contain a certain set of visual and verbal images and sounds that evoke certain associations in the mind of a person.

However, some researchers focused on the negative aspects of Ukraine's branding strategy: "The first negative aspect that affects on the formation of Ukraine's image is the lack of interest in the development of politicians, the national elite and the population. The image should attract finances to Ukraine, not just advertise it" [2]. That is why it should be the work of not only marketers, advertisers, and public relations specialists. It is important to communicate the brand's purpose to the public, increase interest and involve various spheres of life in the process of improving the country's image. "Another negative aspect is the lack of infrastructure. The country's image should work to attract tourists" [2]. A discrepancy between advertising and the real picture of the situation in the country will destroy trust and the developed image. Such a situation will leave no chance for tourists, investors, businessmen to return to Ukraine again because of its bad reputation. F. Kotler points out that each country has its own force majeure situations that change it: "Any country is subject to internal cycles of development and decline. Similarly, any country can be affected by external shocks and forces beyond its control" [7].

Therefore, creating a country's brand is a necessary process. In times of decline and crisis, it will maintain the country's reputation and find ways to improve it. This will allow it to maintain a balance in crisis situations and quickly restore the reputation. "The main factors that lead to the deterioration of the image of the territories and the destruction of economic equilibrium are: political changes, business recession and outflow, unemployment and outflow of people, a rigid lending system, outdated infrastructure, lack of interest of tourists and investors, budget deficit, tax increases" [7].

In order to maintain the image in such an unstable environment, countries face the challenge of offering something unique to the market. Therefore, a successful strategy and identification of the country's special advantages are important factors in achieving a positive image of the country. An important element of strategy planning is also the diagnosis of the country's state. A SWOT analysis is needed to identify the country's strengths and weaknesses, threats and opportunities.

With the help of successful and coordinated interaction between the public and private sectors, the country will have the potential and success in attracting and satisfying new markets. A special method of creating a country's brand in times of crisis is essential. This is a period when it is important to show the value base and ideas of the nation. The situations with the coronavirus pandemic and the Russian-Ukrainian war have become illustrative. Ukraine is the first country to launch an official nation branding campaign in the midst of war.

We think, that important points for developing or transforming a brand during a crisis are: lack of a position "outside politics"; the idea of economic commonality; the presence of a social Ukrainian mission; self-identification. In crisis situations it is important to show that the brand is not only high-quality but also is created in Ukraine. One of the examples of such relevant and bright branding is "**Bravery**" or "**Be Brave Like Ukraine**", a domestic and international communication advertising campaign about Ukrainian courage. It was created by Banda Agency during Russia's full-scale invasion of Ukraine in 2022. The campaign began on April 8, 2022, and within a month it had gained worldwide popularity. The billboards "Be Brave Like Ukraine" were widely distributed in public places, on the streets of Canada, Poland, Germany, Italy, Austria, the United Kingdom, Spain, and the United States [6]. Ukrainian companies are participating in the #BRAVEUKRAINE national movement to show what courage means to them. We believe that creating an image of a country where brave people, brave businesses, and brave ideas live is a significant contribution. Courage is a driving force for change, an indicator that the country is moving forward and developing. The advertising campaign has been successfully accepted by the public and is now being covered by various foreign media: The New York Times, The Daily Beast, Vice, The Atlantic, CNN and others. People are invited to join the campaign in various ways: send money to charity using the United24 fundraising platform [4]; provide and search for a home using the website – **prykhystok.gov.ua.**; distribute job vacancies using the platform – **happymonday.ua.**; download templates and share stories on social media, attend rallies with thematic posters [3]; the online university Choice31 has prepared a course "How to be brave like Ukraine" consisting of 16 lessons about Ukraine in free access [5].

The creation of a new marketplace "Made with bravery" for Ukrainian producers is also an important contribution of the advertising campaign [8].

Table 1

SWOT analysis of "Be Brave Like Ukraine"	
Strengths	**Weaknesses**
1. The advertising campaign has already reached the global level. 2. A clearly structured strategy. 3. Availability of a variety of tools for implementing the advertising campaign. 4. Support of the campaign by the global community.	1. The brand relevance depends on the military and political situation in the world. 2. The "Made with Bravery" marketplace is not user-friendly enough. 3. Insufficient public awareness of the available services of the advertising campaign website.
Opportunities	**Threats**
1. Improving Ukraine's image in the international arena. 2. Creating a unified brand of Ukraine. 3. Attracting foreign investment. 4. Improvement of existing services and development of new areas of advertising campaigns.	1. New competitors in the market. 2. Refusal of partners to cooperate. 3. Loss of public interest and support. 4. Lack of new promising projects.

Source: compiled by the author based on [1], [2],[3].

The brand of Ukraine is an emphasis on the country we see now and the direction we are moving in. Therefore, it is especially important to understand what people put into the concept of "Ukraine", how they see it and what they want to achieve. This will allow to create a national image of Ukraine, generate new branding ideas and to be a prosperous country.

References

1. Амосов О., Діденко Н., Лебєдєва К. Брендинг як основний інструмент маркетингу в Україні. *Інвестиції: практика та досвід*. 2015. № 12. С. 10–12. URL: http://www.investplan.com.ua/ pdf/12_ 2015/4.pdf (дата звернення 12.03.2023)

2. Люльчак З., Ліпенцев А., Гадущак Ю. Національний бренд та брендинг у контексті міжнародних подій. Львівська політехніка. 2012. № 735. С. 127–136. URL: https://ena.lpnu.ua:8443/server/api/core/ bitstreams/6a5baa1d-196e-4d23-a0df-a22b50ef8dae/content (дата звернення 11.03.2023)

3. Ми однієї сміливості. *Сміливість* : веб-сайт. URL: https://brave.ua/ (дата звернення 11.03.2023)

4. Офіційна фандрейзингова платформаУкраїни. *United24* : веб-сайт. URL: https://u24.gov.ua/uk (дата звернення 12.03.2023)

5. Як бути сміливими, мов Україна? *How to be brave like Ukraine*: веб-сайт. URL: https://howtobe.brave.ua/ (дата звернення 17.03.2023)

6. Be Brave Like Ukraine. *Wikipedia*: веб-сайт. URL: https://uk. wikipedia.org/wiki/Be_Brave_Like_Ukraine (дата звернення 11.03.2023)

7. Kotler Philip. Marketing Places Europe: How to Attract Investments, Industries, Residents and Visitors to Cities, Communities, Regions, and Nations in Europe. Financial Times, 1999. 36-47.

8. Top products. *Made with Bravery :* веб-сайт. URL: https:// shop.brave.ua/ (дата звернення 11.03.2023)

Voitenko Valeriia,
Faculty of Trade and Marketing,
course II, group 11, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Oleshko Nataliia,***
Senior Lecturer of the Department
of Modern European Languages, SUTE

THE ADVANTAGES OF USING TARGETED EMAIL MARKETING IN THE PROCESS OF E-COMMERCE

E-commerce is becoming more and more popular every year, and with it, the competition among online stores is growing. One of the most effective tools for attracting new customers and increasing sales is email marketing. However, not all email marketing is created equal. Targeted email marketing is a more effective approach that allows businesses to reach the right people with the right message at the right time.

In today's world, email marketing is considered as one of the most effective digital marketing techniques due to its ability to distribute email newsletters, promotional codes, and discounted offers that engage customers without incurring significant costs. Furthermore, it facilitates the development of strong relationships with customers and allows for the timely dissemination of updates regarding the latest products in the store.

In the recent years, many researchers have studied different aspects of using email marketing. For instance, Foued Sabbagh highlighted the most important advantages and disadvantages of email marketing and analyzed the success factors of this type of marketing [1]. Also, Alberico Travassos Rosario considered the potential problems affecting the proper implementation of electronic marketing [2]. But the issue of targeted email marketing, its effectiveness and benefits has not been sufficiently researched.

By segmenting business' subscribers and sending customized email campaigns, companies can create a message that is more relevant to customers within a particular segment. Therefore, the more detailed segments, the more appropriate message will be. To create a targeted email marketing campaign businesses need to define what data they need, connect their channels (CRM, email marketing platform, online store), as well as create marketing personas based on the data, create personalized content for targeted customers, choose the right email marketing platform and finally measure and test their targeted email marketing campaign [3].

Regardless of field of ecommerce business or the type of your email communications, targeted emails can help maximize the returns on email marketing efforts. This is because a targeted email is designed to address five important goals of any email. These benefits are:

– an increase in conversion: targeted email marketing allows to send personalized offers that meet the interests and needs of a specific client. This greatly increases the chance that the customer will make a purchase on shopping websites;

– an increase in ROI: basic segmentation factors such as age and gender can have a considerable impact on the return on investment (ROI). Through the use of targeted and segmented campaigns, marketers can enhance their ROI by up to 760 % [4];

– an increase in relevance: by personalizing email, potential customers will be more likely to buy. Through segmentation, marketers can ensure relevant messages to a company's audience. In this way, consumers are more likely to click through and convert, given that targeted emails are fulfilling their needs;

– improving interaction with customers: companies can send offers for items they've requested, answer customer questions, provide information about new products and services, and provide a variety of tips and advice. This allows to increase customer loyalty and increase their satisfaction with ecommerce shopping;

– longer customer retention: this benefit is a top priority for any business, and utilizing a targeted email marketing campaign can ensure retention of both existing and new customers. By crafting personalized emails for specific customer groups, ecommerce stores can make customers feel acknowledged and comprehended, thereby encouraging them to purchase more.

By using data to personalize content and recommendations, companies can better meet their customers' needs and preferences, resulting in more effective email campaigns and stronger customer relationships. Of course, typical examples can better demonstrate the effectiveness of targeted email marketing in driving engagement, retention and sales. Amazon uses data of customers' purchasing history and browsing patterns to deliver personalized product recommendations via email. This targeted email marketing campaign has been highly effective, with studies showing that personalized recommendations lead to a 29 % increase in sales [5]. Spotify, on the other hand, uses data about customers' music preferences and listening habits to send targeted content recommendations. For example, if a customer frequently listens to a certain artist, Spotify might send an email promoting a new album by that artist, resulting in a 26 % increase in listening time. Or the case when the email's content informed users about the number of songs they had listened to in 2018 and encouraged them to visit a landing page for more information about their preferences. By doing so, they could create a playlist of their top 100 songs from that year, as well as discover new artists and songs that align with their listening habits [6].

It is also important to note that targeted email marketing can be more effective and less expensive than other forms of marketing such as social media or contextual advertising. In addition, targeted email marketing allows an e-commerce store to obtain important information about customers, such as their interests and purchasing habits. This can help to create more effective marketing campaigns, and use this information to improve your own products and services.

But for effective email campaigns, it is important to remember some key factors. First of all, the mailing list is large enough and has the appropriate metrics. You also need to understand your customers and their needs to be able to provide them with personalized and valuable offers.

Thus, targeted email marketing is a powerful e-commerce tool that can help to attract new customers and retain existing customers, increase sales, and improve customer engagement. It can also be less expensive, especially if companies do it themself. However, to be successful, it is important to understand the needs and expectations of your audience, create personalized messages and use clear and engaging content. If businesses use it correctly, they will be able to increase their profit and improve the efficiency of the online store. While there are some challenges to implementing targeted email marketing effectively, the benefits make it a worthwhile investment for any business looking to increase their sales and revenue.

References

1. Foued Sabbagh. Email Marketing: The most Important Advantages and Disadvantages. *Journal of Economics and Technology Research.* Vol. 2, No. 3, 2021. URL: https://www.researchgate.net/publication/356908731_Email_Marketing_The_most_Important_Advantages_ and_Disadvantages (дата звернення: 18.03.2023).
2. Alberico Travassos Rosario. E-Mail Marketing: Research and Challenges. *International Journal of Online Marketing*. Vol.11, No.4, 2021. URL: https://www.igi-global.com/gateway/article/287415# pnlRecommendationForm (дата звернення: 18.03.2023).
3. Whitney Blankenship. How to use targeted email marketing for ecommerce. *Omnisend*. 2022. URL: https://www.omnisend.com/blog/targeted-email-marketing/ (дата звернення: 20.03.2023).
4. Katrina Kirsch. The Ultimate List of Email Marketing Stats for 2022. *Hubspot*. 2022. URL: https://blog.hubspot.com/marketing/email-marketing-stats (дата звернення: 20.03.2023).
5. Mike Arsenault. The Amazon Recommendations Secret to Selling More Online. *Rejoiner*. 2022. URL: https://www.rejoiner.com/resources/amazon-recommendations-secret-selling-online (дата звернення: 20.03.2023).
6. Denise Castillo. Personalized email marketing increases revenue by 760 % . *Lytics*. 2019. URL: https://www.lytics.com/blog/personalized-email-marketing-increases-revenue-by-760/ (дата звернення: 18.03.2023).

Zakharenko Julia, Kaliuzhna Snizhana,
Faculty of Economics, Management and Psychology,
course II, group 13, specialty HR-management,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleh,*** *Candidate*
of Pedagogical Sciences,
Associate Professor of the Department
of Modern European Languages, SUTE

MODERN INNOVATIVE MANAGEMENT TECHNOLOGIES (TIME MANAGEMENT, PUBLIC RELATIONS, COACHING, ETC.)

Modern innovative management technologies encompass a range of techniques and approaches designed to improve the efficiency and effectiveness of organizations. Time management is a key aspect of these technologies, and involves the use of tools and strategies to help individuals and teams prioritize tasks, minimize distractions, and achieve their goals more efficiently. Public relations is another important area of modern management technology, which involves building and maintaining relationships with stakeholders to promote a positive image of the organization and its products or services. Modern innovative management technologies refer to the latest approaches and tools used to manage people, processes, and resources in organisations. These technologies cover a wide range of areas, including time management, public relations, coaching, and more.

With the increasing demands on our time, effective time management has become more important than ever. Modern time management technologies include apps and tools that help individuals and teams manage their time more efficiently. For example, apps like Trello, Asana, and Todoist allow users to create and track tasks, set reminders, and collaborate with team members. The downside of many of these work management solutions is they tend to be too simple for a larger cross-functional project [2].

Time management is an essential skill for any manager or business owner. In today's fast-paced business world, it is more important than ever to use your time effectively and efficiently. There are many different time management techniques available, such as the Pomodoro Technique, the Eisenhower Matrix, and the Getting Things Done (GTD) method. These techniques help you to prioritize your tasks and allocate your time in a way that maximizes your productivity.

In today's world, effective communication and reputation management are critical for any business or organization. Modern PR technologies include social media monitoring tools, analytics platforms, and automated press release distribution services. These tools help organizations track their online reputation, engage with customers and stakeholders, and manage their messaging across multiple channels.

Public relations (PR) is another important management technology that has evolved significantly in recent years. In the past, PR was mainly focused on traditional media channels such as newspapers, radio, and television. However, with the rise of social media, PR has become much more complex and multifaceted. Today's PR professionals need to be experts in social media management, content creation, crisis management, and more. They also need to be able to use data and analytics to measure the success of their PR campaigns.

Coaching is also a valuable management technique, which involves providing guidance and support to individuals and teams to help them develop their skills and achieve their potential. This can be done through one-on-one coaching sessions, group workshops, or online resources.

One of the benefits of coaching in the workplace includes higher employee commitment levels. Coaching helps employees develop their skills and reach their full potential, increasing their engagement and internal motivation [3]. Coaching can take many different forms, from one-on-one coaching sessions to group training sessions. In recent years, coaching has become more popular as a way to promote employee engagement and retention. By investing in coaching, managers can help their employees to feel more valued and supported, which can lead to higher levels of job satisfaction and better performance.

With the growing importance of data in business decision-making, data analytics has become an essential management technology. Modern data analytics tools include data visualisation software, predictive analytics tools, and business intelligence platforms. These technologies help organisations analyze large amounts of data, identify trends and patterns, and make data-driven decisions.

With the increasing complexity of projects, effective project management has become critical for many organizations. Modern project management technologies include collaborative tools like Slack and Microsoft Teams, project management software like Jira and Basecamp, and agile methodologies like Scrum and Kanban. These tools help teams collaborate more effectively, manage tasks and timelines, and track progress towards project goals.

Other modern management technologies include agile methodologies, which emphasize flexibility and adaptability in project management; data analytics, which uses data to inform decision-making and improve performance; and artificial intelligence, which can be used to automate routine tasks and improve organizational efficiency.

Artificial Intelligence (AI) is a rapidly growing field that has many applications in management. AI can be used for tasks such as data analysis, predictive analytics, and process automation. For example, AI algorithms are capable of handling large amounts of data and identify relevant patterns without prior information about the related phenomena [1, c. 61]. It can also be used to automate repetitive tasks, freeing up time for managers to focus on more strategic activities.

Virtual Reality (VR) is another emerging technology that has the potential to transform management. VR can be used for tasks such as employee training, product design, and virtual meetings. For example, VR can be used to create realistic simulations of workplace scenarios, allowing employees to practice their skills in a safe and controlled environment. It can also be used to create immersive virtual meetings, reducing the need for travel and making it easier to collaborate with remote teams.

In conclusion, modern innovative management technologies are changing the way that managers and business owners work. From time management techniques to artificial intelligence and virtual reality, there are many different tools and techniques available to help managers to be more effective and efficient. By embracing these technologies and staying up-to-date with the latest trends, managers can stay ahead of the competition and achieve their business goals.

References

1. Artificial Intelligence for Aging and Longevity Research: Recent Advances and Perspectives / Q. Vanhaelen et al. *Ageing Research Reviews*. 2018. Vol. 44, no. 66. P. 61. [Electronic resource]. Access mode: https://www.researchgate.net/publication/329143594_Artificial_Intelligence_for_Aging_and_Longevity_Research_Recent_Advances_and_Perspectives. (дата звернення: 25.03.2023).

2. Project Management Software: Build a Universal Workplace for Teams. *ClickUp*. [Electronic resource]. Access mode: https://clickup.com/project-management-software. (дата звернення: 25.03.2023).

3. Ulusoy B. 19 Incredible Benefits of Coaching in the Workplace. *zavvy*. [Electronic resource]. Access mode: https://www.zavvy.io/blog/benefits-coaching. (дата звернення: 25.03.2023).

Zakhozhyi Rodion,
Faculty of Trade and Marketing,
course II, group 13, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Ovcharova Olena,***
Lecturer of the Department
of Modern European Languages, SUTE

IMPACT OF SOCIAL MEDIA ON BRAND DEVELOPMENT

Social media has revolutionized the way businesses approach marketing and brand development. With the rise of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and TikTok, businesses can reach a wider audience than ever before. In fact, according to a report by Pew Research Center, in 2021, more than half of the world's population used social media, with 4.2 billion active users worldwide [5].

One of the most significant advantages of social media for brand development is the ability to build brand identity. Through social media, businesses can create a unique brand voice and tone, showcase their products and services, and engage with their customers in real-time. Social media can also help businesses to establish a brand personality, which can differentiate them from their competitors [1].

Another advantage of using social media for brand development is that it provides brands with a vast reach. By creating a social media account, brands can reach out to customers from all over the world, regardless of their geographical location. Social media also offers the opportunity to target specific demographics, which can help brands to tailor their message to the right audience.

One more advantage of using social media is that it allows brands to showcase their products and services in a visually appealing way. Platforms such as Instagram and Pinterest are great for businesses to showcase their products through images and videos. Brands can also use social media to share their story, values, and mission, which can help to build brand loyalty and trust [2].

However, social media also has its challenges for brand development. One of the significant issues is the need to constantly create engaging content. Social media users have short attention spans and are constantly bombarded with content. Therefore, brands need to ensure that their content is eye-catching and engaging to stand out from the crowd.

Another challenge is managing negative feedback and criticism. Social media allows customers to voice their opinions and share their experiences with a brand. While positive feedback can help in building brand loyalty, negative feedback can harm a brand's reputation. Therefore, brands need to be prepared to handle negative feedback and respond to customers in a timely and professional manner [4].

Based on the positive impact and negative impact social media statistics, there are a few key steps brands and businesses can take to ensure they have a solid social media marketing strategy:

- Reward and encourage loyal brand followers. Offer up discount codes or contests with prizes that reward those dedicated followers on your social media accounts. If they're following your account and paying attention to it, then they deserve a little treat.
- Encourage positive online reviews. Yes, there is a way to encourage positive reviews specifically. Brands can do this by including information with their products and through their customer communication to urge them to review the product and what that review would mean to the brand as a whole. Brands should also make sure to mention that if customers have any issues, to reach out to the brand first before going online to write a review on social media.
- Consider social media paid advertising. Even small businesses and brands are seeing great returns from using social media advertising. Find out the social media channel where your target audience is and give it a go.
- Be proactive in responding to negative comments and reviews on social media. Try to rectify any grievances a customer has and do so in as timely a fashion as possible to make sure your brand doesn't pay the price further down the line [3].

In conclusion, social media has become a vital tool for businesses to develop their brand. It provides brands with a vast reach, the ability to target specific demographics, and the opportunity to showcase their products and services in a visually appealing way. However, brands also need to be aware of the challenges that come with social media, such as creating engaging content and managing negative feedback.

References

1. Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., Algharabat, R. Social media in marketing: A review and analysis of the existing literature. Telematics and Informatics, 34(7), 2021. С. 4–5 (дата звернення: 24.03.2023).

2. Kaplan, A. M., Haenlein, M. Users of the world, unite! The challenges and opportunities of Social Media. Business horizons, 53(1), 2010. С. 64–66 (дата звернення: 24.03.2023).

3. Martinez, J. How social media impacts a brand: the stats. Redefine. URL: https://www.redefineyourmarketing.com/blog/how-social-media-impacts-a-brand-the-stats (дата звернення: 25.03.2023).

4. Saravanakumar, M., SuganthaLakshmi, T. Social media marketing. Life Science Journal, 9(4), 2012. С. 4 (дата звернення: 26.03.2023).

5. Smith, A. Social Media Use in 2021. Pew Research Center. URL:https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/ (дата звернення: 24.03.2023).

Zherdiieva Sofiia,
Faculty of Economics, Management and Psychology,
course II, group 15, specialty Industrial Management,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zheronkina Olena,***
Senior Lecturer at the Department
of Modern European Languages, SUTE

PUBLIC TRIGGER FOR THE SOCIALLY RESPONSIBLE BEHAVIOR ACTIVATION OF NATIVE ORGANIZATIONS

Today, a consumer buys a product, looking not only at its characteristics, but also taking into account the company`s image and reputation in relations with stakeholders. Therefore, social responsibility is relevant in today's world, because society expects qualitative changes in the enterprises activities. According to data from Harvard business school online (2021), 77 % of people are motivated to consume products from companies that aim to improve the world. In addition, the proper companies attitude to the environment and its improvement directly affect investment decisions, so business policy is important for 73 % of shareholders and investors [4].

The concept social responsibility business means the company`s operation not only to achieve its financial goals, but also to help society and the environment. Usually, the company`s management is focused on maximizing the profit or the market company`s value, but according to this concept, almost every business decision should include the whole community interests protection, including the employees themselves. It is worth paying attention to the fact that all socially responsible companies must be voluntary, this shows the enterprise`s awareness responsibility level. Modern trends in the public consciousness development require strategic changes in companies, because most people are already starting to analyze such issues as climate change, gender inequality, income inequality, unfair labor practices and non-compliance with health care regulations.

The main social responsibility advantages at the enterprise:

1. increasing production efficiency and introducing technological, sanitary and environmental norms at the enterprise;
2. increasing the productivity and work motivation at the enterprise;
3. socio-psychological climate formation in the organization that promotes work efficiency;
4. working conditions improvement of the staff and their development and training provision;
5. reducing the risks of losses on the market.

At the current enterprise`s management stage, social responsibility is closely related to the long-term enterprise development strategy formation, which defines the enterprise's value orientations, priorities and goals for different development periods. Improved management will result in increased revenues and increase the company`s productivity, and investments in eco-technologies will contribute to the revenues growth in the long term.

There is also an identical concept, namely the corporate social responsibility (CSR) concept – a management concept in which companies integrate social and environmental issues into their business operations and interact with their stakeholders [3]. This approach assumes that every business aims to improve the life in society quality. CSR establishes a balance between economic, environmental, ethical and social problems of business. The CSR practice is widespread in the North America and Western Europe countries, and in recent years it is beginning to be implemented in Ukraine as well. The most active in this field are foreign companies representatives and the largest Ukrainian enterprises.

The last decade is characterized by significant changes in corporate social responsibility, namely: its recognition at the highest state level, changes in reporting formats and the Sustainable Development Goals inclusion in the agenda [2]. Based on research conducted by the Center Corporate Social Responsibility, domestic organizations have a single social mission – changing the better people's lives. Thus, social responsibility excessively affects the organization, which objectively requires the intra-organizational management technologies improvement, in particular, the non-financial risk management tools strengthening and social reporting. In this case, the main interaction communication tool with the organization's stakeholders becomes its website, where interested parties can find general information about the company and its social and environmental contributions. This thesis is confirmed by the Ukrainian companies Transparency Index indicators in 2019, in particular: 25.5 % is the largest taxpayers sites transparency level; 41 domestic organizations have an average and above-average information disclosure level about their own socially responsible behavior; 31 domestic organizations from among the largest Ukrainian taxpayers publish social reports prepared according to the GRI methodology [1].

Considering Ukraine, the main social responsibility task is to promote the sustainable our state`s development, take into account the interested parties expectations, and integrate the enterprise acting activities on the current legislation basis and international norms. Social responsibility business allows you to gain certain advantages in the competitive market.

However, there are certain business socialization in Ukraine contradictory signs, namely:

1. lack of rooted socially responsible enterprise`s traditions;
2. the social policy implementation is generally forced;
3. lack of legal regulation in this area and lack of procedures clarity for choosing the social activity direction;
4. tendency towards gradual ownership concentration;
5. lack of mechanisms for employee participation in enterprise management;
6. top management combination and owners;
7. the difference in the social benefits amount received by ordinary employees and highly qualified personnel;

8. entrepreneurs tend to coordinate interests with power institutions representatives;

9. the significant existence differences between the social responsibility priority directions understanding on the society part and on the business part.

Therefore, in the current conditions, the social responsibility business becomes a priority issue in the enterprise`s existence. However, Ukrainian business does not yet realize this importance, because it is not sufficiently informed about the advantages and social policy benefits. Thus, in the future, the Ukrainian business environment should pay attention to ideas such as: forming in society an understanding social activity importance for the state`s development and the enterprises competitiveness, the implementation and social projects in long-term planning work promotion, stimulating the business structures interest in social programs and an appropriate legislative framework creation to ensure the social responsibility development business in Ukraine.

References

1. Індекс прозорості компаній України 2019. URL: https://csrukraine.org/pres-centr.
2. Практики КСВ в Україні. Конкурс кейсів з КСВ. URL: http://old.csrukraine.org/wp-content/uploads/2019.
3. Соціальна відповідальність бізнесу: що це означає та чому важливо. *MAIN BUSINESS PARTNER – Юридична компанія*. URL: https://mainbusinesspartner.ua/sotsialna-vidpovidalnist-bisnesu (дата звернення: 30.03.2023).
4. Stobierski Tim (2021). 15 eye-opening corporate social responsibility statistics, Harvard business school online. URL: https://online.hbs.edu/blog/post/corporate-social-responsibility-statistics

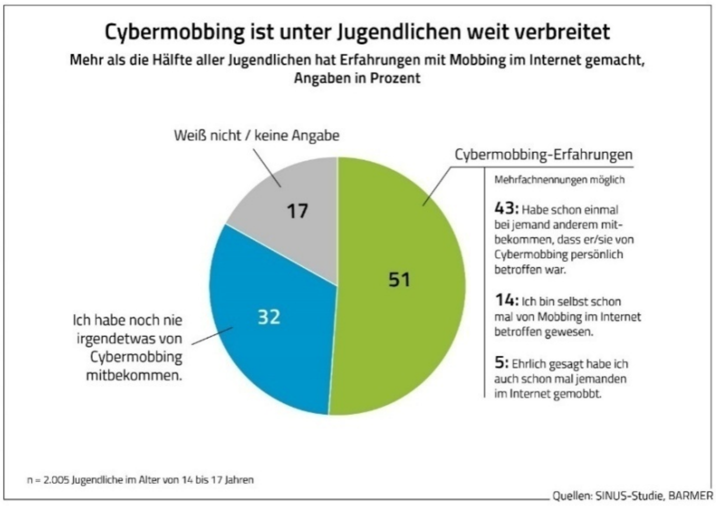
SECTION 6

PHSYCOLOGY

Atmazhova Anastasia,
Fakultät für Gaststättenwesen, Hotelwirtschaft und Tourismus,
Studienjahr 2, Gruppe 15a,
Studiengang "Gaststättenwesen und Hotelwirtschaft",
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Malynovska Iryna,***
Lehrkraft des Lehrstuhls für Fremdphilologie und Übersetzung, SUTE

DIE RELEVANZ DES PROBLEMS MOBBING IN DER GESELLSCHAFT

Mobbing ist ein Problem, das einer sofortigen Lösung bedarf, da unaufhörliche negative Handlungen gegen eine Person, die von anderen begangen werden, im 21. Jahrhundert nicht die Norm sind. Laut Statistik ist Mobbing auch heute noch relevant. Tatsächlich werden laut Daten von 2021 mehr als 50 % der Jugendlichen gemobbt [5].



Meistens findet man solch ein schreckliches Verhalten oft bei Schulkindern, da die emotionalen und mentalen Teile ihres Charakters noch nicht vollständig ausgebildet sind. Somit leiden beide Seiten des Konflikts unter Mobbing: der Aggressor und das Opfer. Das Absurdeste ist, dass es oft keine konkreten Gründe für Aggression gibt und jeder, der sich auch nur geringfügig von anderen unterscheidet, zum Objekt von Mobbing werden kann.

Ziel der Arbeit ist es, die Voraussetzungen für Mobbing und Wege zur Konfliktlösung zu ermitteln.

Zunächst ist anzumerken, dass emotionales Mobbing verschiedene Formen hat: physisch – wenn der Angreifer seine körperliche Kraft einsetzt; verbal – das ist ständiger Spott, Worte, die eine Person beleidigen können; verhalten – zeigt offen Unwissenheit, Verachtung; Cybermobbing – Mobbing durch soziale Netzwerke: negative Kommentare unter Fotos, Drohbriefe etc. [1].

Die Gründe, warum der Angreifer unmoralische Handlungen begeht, sind:

- Die Schüchternheit. Menschen mit geringem Selbstwertgefühl kompensieren dies, indem sie ihre Macht über andere zeigen.
- Der Neid. Es ist sehr schwierig zuzugeben und sich damit abzufinden, dass jemand besser ist als Sie, also versucht der Angreifer, das Opfer mit seiner Macht zu vernichten und zu zeigen, dass er der Beste ist.
- Ungesunde Atmosphäre in der Familie. Die Familie ist der Ort, an dem alle Charakterzüge einer Person geboren werden. Wenn es unter Verwandten ständig Schreie und Flüche gibt, nimmt das Kind schon in jungen Jahren all diese Negativität auf und praktiziert es an seinen Altersgenossen.
- Der Wunsch, Gerechtigkeit aufrechtzuerhalten. Dies geschieht, wenn ein Kind in der frühen Kindheit Missverständnissen von Erwachsenen ausgesetzt war.

Die Gründe, aus denen das Opfer nicht in der Lage ist, für sich selbst einzustehen, sind:

- Geringe Selbstachtung, Angst, seinen Standpunkt zu äußern.
- Es bleibt gerne in der Position des Opfers. Oftmals liegt dies daran, dass das Kind nicht die Aufmerksamkeit erhält, die es braucht, und als Opfer in den Mittelpunkt gerückt wird. [4]

Erwähnenswert ist, dass trotz aller Gegensätze der Konfliktparteien die Folgen für beide Seiten traurig sind: abweichendes Verhalten, zu dem Suizidversuche, Alkohol- oder Drogensucht gehören, sowie Probleme in Beziehungen mit dem zukünftigen Ehepartner, da der Angreifer ständig Macht will, dominieren will und das Opfer niemanden kontaktieren möchte und es vorzieht, sich von allen zu trennen. Dies ist in der Tat die Herausforderung unseres Jahrhunderts – die Verhinderung von Mobbing und die Normalisierung des psychischen Zustands der jüngeren Generation [2].

Dazu ist es sehr wichtig, diese Problemlösungsmethoden anzuwenden: ein Psychologe oder Eltern sollten den Kindern genau zuhören, ihre Position und Ansichten verstehen, das Problem ernst nehmen und versuchen, alle Nachteile dieser Situation zu erklären. Schließlich ist die Förderung der psychischen Gesundheit und des Wohlbefindens eine großartige Möglichkeit, Mobbing zu beenden [3].

Abschließend möchte ich sagen, dass wir vor diesem Problem nicht die Augen verschließen sollten, wir sollten darüber sprechen, Informationen verbreiten, nach möglichen Lösungen für das Problem suchen, um Mobbing-Versuche letztendlich im Anfangsstadium zu verhindern.

Liste der verwendeten quellen

1. Булінг: причини, наслідки, запобігання та відповідальність URL: https://semenivka.com.ua/репортер/23993-булінг-причини,-наслідки,-запобігання-та-відповідальність (Zugriff am: 31.03.2023)
2. Михайло-Коцюбинська територіальна громада: Булінг в школі, причини та наслідки URL: https://mkocubynska-gromada.gov.ua/news/1537779230/# (Zugriff am: 31.03.2023)
3. Моббінг й буллінг, як форми психологічного насильства в школі URL: https://ekidz.eu/mobbing-i-bulling-2 (Zugriff am: 31.03.2023)
4. Презентація. Психолого-педагогічний семінар на тему: "Булінг у школі: причини, наслідки, допомога" URL: https:// naurok.com.ua/prezentaciya-psihologo-pedagogichniy-seminar-na-temu-buling-u-shkoli-prichini-naslidki-dopomoga-90570.html (Zugriff am: 31.03.2023)
5. Umfrage unter Jugendlichen: Cybermobbing im Jugendalltag massiv verbreitet URL: https://www.sinus-institut.de/media-center/presse/barmer-cyberbullying (Zugriff am: 02.04.2023)

Boldak Roman,
Faculty of Information Technologies,
course I, group 11, specialty System analysis,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Durdas Alla,***
PhD in Pedagogics, Assistant Professor of the Department
of Modern European Languages, SUTE

IMPACT OF GLOBALIZATION ON NATIONAL IDENTITY

Globalization is a process that encompasses all aspects of life – from economics and culture to politics and social relations. This process is changing the way we live, work and communicate, but it has a direct impact on national identity. This research deals with the impact of globalization on national identity and provides the analysis of the advantages and disadvantages of this phenomenon. The examples of preserving national identity in the modern world have been provided.

Globalization can have both positive and negative impacts on national identity. One of the main advantages of globalization is that it allows people to learn about and understand various cultures which can enrich our worldview and develop a more open and tolerant society. Additionally, globalization helps national economies to develop and compete in the global market, which ensures economic growth and overall improvement of living standards [5].

However, globalization can also lead to the gradual disappearance of traditional national values and culture. Adopting a certain culture can lead young people to reject their national traditions and customs. This can result in the loss of national identity and increased cultural homogenization. Additionally, the consequence of the process of globalization can be the spread of social interests, which may diminish the significance of local cultures and national identities.

Another negative impact of globalization on national identity is that it can lead to increased socio-economic inequality [3]. Globalization contributes to the growth of international corporations, which can use lower wages and resources in countries where prices are lower to increase their profits.

Therefore, we can state that globalization has a complex impact on national identity. On the one hand, it can lead to the enrichment and development of culture, economy and social relations. On the other hand, it can result in the loss of traditional national values and culture, the absorption of foreign ideologies and perspectives, as well as an increase in social and economic dependency on other countries and global corporations [2]. Thus, national identity can only be preserved and strengthened when people maintain their traditions and values, defend their rights and interests, and strike a balance between the global and the national.

In the context of globalization, the European Union (EU) is a good example of preserving national identity, strengthening cooperation between countries and developing global influence. It is a supranational organization that unites 27 countries in Europe. The EU actively protects the rights of minorities, including linguistic and ethnic minorities. The adoption of the Convention on the Protection of National Minorities and the Framework Convention for the Protection of National Minorities, which are now the EU's regulatory acts, serves as a vivid proof of this [1]. These conventions guarantee the protection of minority rights and contribute to the preservation of their cultural and linguistic heritage.

Furthermore, the EU promotes the preservation of national identity through closer ties and cooperation between its member countries. For instance, European student and academic exchange programs such as "Erasmus+" help strengthen cultural ties and facilitate cooperation between EU countries and partners [4].

References

1. About the Framework Convention for the Protection of National Minorities URL: https://www.coe.int/en/web/minorities/at-a-glance (дата звернення: 25.04.2023).

2. Effects of Economic Globalization URL: https://education.nationalgeographic.org/resource/effects-economic-globalization/ (дата звернення: 25.04.2023).

3. Effects of Globalisation URL: https:// www.studysmarter.co.uk/explanations/geography/globalisation/effects-of-globalisation/ (дата звернення: 25.04.2023).

4. Erasmus+ EU programme for education, training, youth and sport URL:https://erasmus-plus.ec.europa.eu/ (дата звернення: 25.04.2023).

5. Globalization Benefits and Challenges URL:https:// velocity-global.com/blog/globalization-benefits-and-challenges/ (дата звернення: 25.04.2023).

Chernyshova Tetyana,
Faculty of Health, Psychology, Physical Culture and Sports,
1st year master's student, Group PPm-22-1, Psychology 053,
Khmelnytskyi National University,
Khmelnytskyi, Ukraine
Scientific supervisor ***Rudenok Alla,*** *Candidate*
of Psychological Sciences,
Associate Professor of the Department
of Psychology and Pedagogy,
Khmelnytskyi National University

PSYCHOLOGICAL TECHNIQUES IN THE ADVERTISING SPHERE

Possibilities of using psychological knowledge exist in the field of advertising. Psychology of advertising as an applied field of knowledge is at the junction of economic and social psychology.

Psychology of advertising is concerned with assessing the needs or expectations of consumers, creating demand for the product to be sold. Advertising today is the most powerful method for human consciousness, human psychics. Today, psychology and advertising are closely related and almost inseparable concepts. The main task of the advertiser and the goal of the psychology of advertising is to encourage the consumer to purchase the advertised product, merchendise, use the service [1, c. 15].

Marketers and advertisers use many psychological techniques that, as a rule, people do not even notice, so they choose one or another type of product or service without thinking, even if they do not need them.

Probably the simplest example is supermarkets and hypermarkets. Going to an ordinary supermarket for something necessary, a person is already faced with a large number of psychological "scams". Modern stores are progressing: baskets for goods are becoming larger and larger, the floor is deliberately tiled so that the cart rumbles, and the buyer, without making any noise, drives more slowly, thereby studying the goods on the shelves in more detail. There is always pleasant music playing in trading rooms, and it's not for nothing [3,c.26]. When listening to music, a person relaxes, which affects the reduction of his or her concentration, thus this person can buy extra things without thinking too much. There is also a marketing "hook" on the shelves near the cash registers. Small goods catch the eyes of customers standing in line at the checkout, so the customer may subconsciously buy chewing gum, chocolate, or an extra pack of napkins.

Advertising posts. You have prepared an advertising post: you have selected the audience, written a good text, determined the ideal time and there is no influx of customers. Most likely, you missed the most important thing – psychology of buyers [2, c. 40–41].

Marketers are also able to work inconspicuously here. There are a number of certain rules for this:

1. Minus logic. Most people are guided by emotions, not logic, because emotions are stronger than any logical arguments. Therefore, if you want to improve your promotion, for example, on Facebook, actively use them. Do it in the easiest, fastest and the most efficient way. Add a photo with the desired emotion to the record. It is easier for your customers to read information from another person than to search for it in text.

2. Attraction of the buyers' attention. More than once you can hear about the importance to use the right colors. Customers perceive colors on a subconscious level and usually react to them in the same way. Therefore, the result is easy to predict.

3. Game of prices. Have you noticed that prices ending in "99" (eg $39.99) look more appealing? The fact is that the human brain looks at the numbers to the left of the decimal point and rounds such a value to the lower side.

An interesting fact: you perceive a decrease in price by 1 penny more significantly than, for example, by 40.

Of course, it doesn't work every time and in every situation.

4. Usage of a trigger. Our brain is programmed for impulse decisions. The world is constantly moving forward, and buyers feel that they are not keeping up with it and are missing out on something important. They suffer from the uncertainty of the future. And more and more often they live in this moment.

5. Focus on the main thing. You can often see advertising posters or videos in social networks, where the text is printed in a smaller font, but huge numbers. And they are the first thing that the buyer pays attention to.

6. Deficit. Buyers like to own an exclusive item or become one of the 50 lucky ones who got into a closed master class, or get the title of the fastest buyer by making a purchase in a record 23 minutes.

7. Use of odd numbers. Odd numbers improve engagement, increase click-through rates, and attract large audiences [4].

Advertising plays a big role in people's lives. And it will continue to be so. Successful advertising provokes to spend more, and psychology will definitely help here.

In the end, we can say that the main task of advertising is not even the promotion of good products and sales stimulation, but the desire to make the future buyer "realize" a need that he did not even suspect before, and only then to convince him her that this particular product will best satisfy this need [1, c. 19].

References

1. Бутенко Н. Ю. Соціальна психологія в рекламі: Навч. посіб. – К.: КНЕУ, 2006.
2. Гупаловська В.А. Психологія реклами: Навч.посібник. – Львів, 2010.
3. Рекламна діяльність в Україні. Нормативна база. – К. : КНТ, 2005.
4. Роїна О.М. Рекламна діяльність в Україні. Нормативна база. – К., 2005.

Kravchuk Yuliia,
Faculty of Trade and Marketing,
course II, group 9, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Ovcharova Olena,***
Lecturer at the Department of Modern European Languages, SUTE

CHANGES IN THE EMPLOYMENT MARKET IN UKRAINE DURING THE WAR

During February 2022 Ukraine's Employment Market situation changed rapidly. The war with russia had a radical impact on the labor market in Ukraine. This crisis has created uncertainties of the labour market's stance of Ukraine.

According to the Monitor, "a set of multiple and overlapping crises, compounded by the Ukraine war and subsequent negative spillover effects, have materialized over 2022 which are deeply impacting the world of work". The effects are being felt through food and energy inflation, declining real wages, growing inequality, shrinking policy options and higher debt in developing countries [3].

Comparing average wages in 2021 and 2022

The private economy began in 2022 with a dynamic average growth of nominal salaries of around 20 % since January of the previous year. In February, when the war erupted, many businesses supported their workers with advance payments or compensations for being out of work, accelerating nominal wage growth to 34 % year-on-year. However, that buoyancy quickly turned into a plunge of 20 % year-on-year in April. During the summer, the decline in nominal wages stabilized at about 9 % YoY, reaching an average decline of 6 % in the early autumn months [4].

Unemployment

"Fighting continues where 10 million workers have been employed. At least 5 million people have lost their jobs", Deputy Minister of Economy Tatyana Berezhnaya said at the end of November 2022 [2]. The unemployment rate in Ukraine is approaching 30 %. One of the most tangible negative consequences of the crisis caused by the war is the loss of income of the working population. Large-scale job losses, mass internal and external migration of the able-bodied population during the full-scale war led to an aggravation of the situation on the labor market.

How the state helps to look for work

During the war, the State Employment Service became more flexible. For example, they launched a telegram channel, where they publishe daily vacancies from all over Ukraine. Recently, the service began collaborating with Ukraine's largest job search sites: Work.ua, Robota.ua, NovaRobota.ua, Pidbir.com. [5].

Trends on the emplyement market in Ukraine for 2023

Analysts of the Network of Business Information Support Centers have identified the main trends that will determine the situation on the labor market in Ukraine at the beginning of 2023 (if the current situation at the front is maintained):

1. Employers with light, communication and support.

"Companies will try to create a feeling of "strong shoulder" for employees. In particular, they will cover basic needs (light, internet, heat), listen to the requests of employees. People will remain loyal to companies when they see their support for Ukraine and feel care for themselves and their families," experts explain [1].

2. Imbalance and possible shortage of qualified candidates.

"Many specialists have left the country or do not yet want to consider new proposals due to instability. If there is no return of specialists from other countries, there may be a shortage of qualified personnel in some places, for which employers will compete," analysts warn [1].

3. Risk and career are out of time.

"Changing jobs during the war is an additional psychological and financial stress. Therefore, career and salary ambitions can be postponed until better times", – the Network of Information Support Centers believes [1].

4. Work not for 8 hours, but for the result.

"Rocket attacks, power outages, communication interruptions - all this has a negative impact on business. But business is a system that must work no matter what. Companies will provide support and protection to employees who will in turn support the business and look for options to work when there is an opportunity. The process takes a back seat, the result becomes the primary priority," the message states [1].

5. Those who are ready to learn will have more opportunities.

According to the analysts' conclusions, "recruiting is changing: from "finding an employee who already knows how" to "finding an employee who has the talent and willingness to learn what is needed" [1].

6. Emotional stability as a competitive advantage.

"Employers began to pay much more attention to the candidate's emotional state. Being open to changes and being able to quickly adapt to the situation without losing efficiency is an important competitive advantage of the candidate now and in the future," the authors of the study conclude [1].

7. Abolition of "male/female" professions.

"The attitude of employers to the selection of employees taking into account gender will change. They already understand that professionalism has no gender, age, or any other limitations," concluded the Network of Business Information Support Centers [1].

Conclusion.

The ongoing war with russia has had a severe impact on the labor market in Ukraine, causing significant job losses and a decline in wages. As a result, the State Employment Service has become more flexible and is collaborating with various job search sites to help people find work. Looking ahead to 2023, analysts predict that employers will prioritize support and care for their employees, and there may be a shortage of qualified candidates due to the outflow of specialists from the country.

References

1. Мережа Центрів інформаційної підтримки бізнесу, 4 січня: https://www.facebook.com/bisc.network/posts/pfbid02STAiDnmNemzYThxTzTw4MkZLhcUXuU6QuNzR2xA4L62hAYXA2XDvBjEYfZGxnRTql (дата звернення: 27.03.2023)

2. Тетяна Бережна на Польсько-Українському економічному форумі, 20 листопада 2022: https://www.kmu.gov.ua/news/sogodni-kozhen-mozhe-doluchitis-do-velikoyi-programi-vidbudovi-ukrayini-tetyana-berezhna-na-polsko-ukrayinskomu-ekonomichnomu-forumi (дата звернення: 27.03.2023)
3. International Labour Organization (ILO) Monitor on the World of Work, 31 October 2022: https://www.ilo.org/global/about-the-ilo/news-room/news/WCMS_859191/lang--en/index.htm (дата звернення: 01.04.2023)
4. Simeon Djankov Oleksiy Blinov, VoxEU.org, 17 November 2022: https://cepr.org/voxeu/columns/ukraines-wages-and-job-loss-trends-duringwar (дата звернення: 15.04.2023)
5. Ukrainian recruitment classifieds and State Employment Service unveil common vacancy database| by Alina Zaiets| 30 May 2022: https://aimgroup.com/2022/05/30/ukrainian-recruitment-classifieds-and-state-employment-service-unveil-common-vacancy-database/ (дата звернення: 24.04.2023)

Malega Daria,
Faculty of Restaurant, Hotel and Tourism Business,
course II, group 15a, specialty Hotel and Restaurant Business,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Khmil Oksana,***
Lecturer at the Department of Foreign Philology
and Translation, SUTE

ARTIFICIAL INTELLIGENCE IMPACT ON PSYCHOLOGICAL THERAPIES

Artificial intelligence (AI) has had a significant impact on various fields, including humans mental health. Upended by a global pandemic, the healthcare sector is finding new ways to adapt quickly and safely. For many, technology has been the key.

In the field of mental health, 84 % of psychologists who treat anxiety disorders say there's been an increase in demand for treatment since the start of the pandemic, according to a survey by the American Psychological Association. That's up from 74 % a year earlier.

Already used in many industries, it is becoming clear that the use of AI within mental health services could be a game-changer for providing more effective and personalized treatment plans. The technology not only gives more insight into patients' needs but also helps develop therapist techniques and training.

Firstly, AI help to keep therapy standards high with quality control.With an increased demand for services and workloads stretched, some mental health clinics are investigating automated ways to monitor quality control among therapists. In medical spheres exist a deal of amount cases of using AI.For instance, the mental health clinic Ieso is using AI to analyze the language used in its therapy sessions through natural-language processing (NLP) – a technique where machines process transcripts. The clinic aims to provide therapists with a better insight into their work to ensure the delivery of high standards of care and to help trainees improve [2].

Secondly, AI are refining diagnosis and assigning the right therapist.It is helping doctors to spot mental illness earlier and to make more accurate choices in treatment plans.Researchers believe they can use insights from data for more successful therapy sessions to help match prospective clients with the right therapists and to figure out which type of therapy would work best for an individual.

Furthermore, AI research can hone patient diagnoses into different condition subgroups to help doctors personalize treatment.

Utilizing AI technology, therapists can sift through large amounts of data to identify family histories, patient behaviours and responses to prior treatments, to make a more precise diagnosis and to make more insightful decisions about treatment and choice of therapist.

The next useful way of using AI is monitoring patient progress and altering treatment where necessary.

Once paired with a therapist, there is a need to monitor patient progress and track improvements. AI can help identify when a treatment change needs to take place or if it's time for a different therapist.

In addition, the most unusual method of using artificial technologies is justifying cognitive behavioural therapy (CBT) instead of medication.

The use of medicines as a treatment for mental health issues like depression has increased. The number of patients in Ukraine that bought antidepressants in in the first half of 2022, increased by 41 %, according to the data of the Business Credit consulting company [1].

AI can help validate CBT as a treatment. In a paper in the JAMA Psychiatry, the researchers used AI to discern phrases used in conversations between therapists and patients [4].

CBT aims to identify negative thought patterns and to find ways to break them, meaning therapists use statements to discuss methods of change and planning for the future. The researchers concluded that having higher levels of CBT chat in sessions instead of general chat correlated to better recovery rates.

By the way AI improvements outside of the clinic. While the use of AI within the mental health ecosystem offers opportunities to improve systems, it also opens up the potential for misuse and mistreatment. As a way of guarding against this risk, the World Economic Forum launched a toolkit to provide governments, regulators and independent assurance bodies with the means to develop and adopt standards and policies that address the ethical concerns relating to the use of disruptive technologies in mental health.

Artificial intelligence (AI) has had a significant impact on psychology therapies. While AI has the potential to improve mental health treatment, it also has negative impacts on psychology therapies. One of the negative impacts of AI on psychology therapies is the potential for it to replace human therapists. While chatbots and virtual assistants can provide support, they cannot replace the personalized care and empathy that human therapists provide. The complex and nuanced nature of human emotions and psychology requires human interaction, and the use of AI in psychology therapies may lead to a lack of trust and a failure to establish a therapeutic relationship between the patient and the AI tool [3].

Another negative impact of AI on psychology therapies is the potential for bias in AI algorithms. AI algorithms are trained on data sets, and if these data sets are biased, the AI algorithm may produce inaccurate results, leading to improper diagnosis or treatment. Additionally, the use of AI in psychology therapies may raise ethical concerns related to privacy and confidentiality. For example, if a chatbot collects sensitive information about a person's mental health, there is a risk that this information could be accessed by unauthorized parties or used for discriminatory purposes.

References

1. Уляницький Д. А.. Через війну українці витратили на антидепресанти 500 млн грн за пів року. Хто на цьому заробляє – Forbes.ua. *Forbes.ua | Бізнес, мільярдери, новини, фінанси, інвестиції, компанії*. URL: https://forbes.ua/money/arestovich-vzhe-ne-ryatue-cherez-viynu-ukraintsi-vitratili-na-antideprisanti-500-mln-grn-za-piv-roku-khto-na-tsomu-zaroblyae-07092022-8085

2. 4 ways artificial intelligence is improving mental health therapy. *World Economic Forum*. URL: https://www.weforum.org/agenda/2021/12/ai-mental-health-cbt-therapy/

3. Opinion: Artificial intelligence could have damaging effects on our mental health – The Globe and Mail. *The Globe and Mail*. URL: https://www.theglobeandmail.com/amp/business/commentary/article-artificial-intelligence-could-have-damaging-effects-on-our-mental/

4. PhD C. E. H. J. AI-Generated Medical Advice–GPT and Beyond. *JAMA Network | Home of JAMA and the Specialty Journals of the American Medical Association*. URL: https://jamanetwork.com/journals/jama/fullarticle/2803077?resultClick=1

Malynka Anastasiia,
Faculty of Trade and Marketing,
course I, group 7, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zatserkovnyi Oleh,***
Senior Lecturer at the Department
of Modern European Languages, SUTE

THE "SYNDROME OF A REFUGEE" EXPERIENCED BY PEOPLE ABROAD

Migration is a significant phenomenon in Ukrainian society, accelerated by social, political, and economic changes, as well as the invasion of Russia into Ukraine. According to the All-Ukrainian Association of Enterprises for International Employment, since the war in Ukraine began, more than 18 million people have migrated abroad, and at least 7 million Ukrainians have become internally displaced persons to protect themselves and their families. However, many of them suffer from the syndrome of a refugee [2].

The refugee syndrome is a change in personality consciousness and psyche due to a traumatic experience of separation from a place that was native, comfortable, and provided a quality of life. In addition, refugees often face the loss of loved ones who are separated from them for an indefinite period and the loss of their identity during migration. Thus, people face a deep personal crisis, carrying themselves and their trauma alone, without anyone to turn to in a new country.

Typically, refugees feel slightly more stress than ordinary people in their environment. Research shows that the more significant the cultural contrasts in which refugees and migrants live, the more pronounced the symptoms are [3].

At the same time, Armenian psychologist A. Nalchadzhyan notes that people who migrate to another country for permanent residence go through the following stages of adaptation:

1. ***Primary adaptation***. During primary adaptation (the effect of the "new place"), people experience a feeling of euphoria associated with moving. They feel an emotional lift due to a new social situation, which reduces their critical thinking about reality.

2. ***Adaptation.*** This phase is characterized by the accumulation of problematic situations and the growth of frustration. Migrants begin to compare their previous reality with the present one.

3. ***Integration***. This stage is characterized by the adaptation of the migrant to the new environment, acceptance of the new culture and language, and building relationships with the locals.

4. ***Assimilation or biculturalism.*** Having fully adapted to a new society, a migrant feels a fondness for the new country, but is able to critically evaluate its positive and negative aspects. They accurately assess situations, behave tolerantly, and their emotional sphere becomes stable. As a result of this phase, new behavior models and values are assimilated [1].

The refugee syndrome can seriously traumatize the psyche and cause a number of acute or delayed symptoms, including:

– feelings of loss of home;
– anxiety for oneself and loved ones who could not leave;
– lack of prospects, anxiety for the future;
– feelings of worthlessness, abandonment, and loneliness;
– feelings of guilt for not feeling safe;
– increased irritability, outbursts of aggression;
– depressed mood, emotional detachment, emotional numbness [3].

Adaptation can be effective if there is a balance between personal values, characteristics, and social demands. Important factors that contribute to maladjustment are the availability of housing, work, and medicine; prejudiced attitudes of the local population towards migrants; difficulties in learning the language; differences in mentality.

There are several ways to overcome loneliness and the "migrant syndrome":

1. ***Expressing thoughts and feelings*** – it is important to communicate with others, not to escape from feelings, and to express problems to achieve understanding with others.

2. ***Finding a comfort zone*** – it is crucial to identify the conditions and situations that make a person feel at ease and to incorporate them into their life as soon as possible. This may involve forming new friendships, acquiring language skills, or getting comfortable in a new living space.

3. ***Increasing activity level*** – increasing physical and mental activity, such as going for walks, volunteering, attending festivals, or taking courses, can be effective in reducing feelings of lethargy and alienation.

4. ***Maintaining contact*** with loved ones through online communication channels.

5. ***Creating plans*** for the near future to strengthen feelings of normalcy and security.

In conclusion, the "refugee syndrome" is a widespread problem for both Ukrainian society and humanity as a whole. It arises from the challenges that individuals face when adapting to a new country, and can lead to severe symptoms that require a gradual process of developing inner strength and motivation to overcome. It is essential to raise awareness about this issue and provide appropriate support to those who are experiencing it.

References

1. Андрушко Я.С. Психологія мігранта в дискурсі соціально-психологічних досліджень. Вісник Національного університету оборони України. 2020. 55(2), 5–13. URL: http://visnyk.nuou.org.ua/article/view/214055 (дата звернення: 27.04.2023)

2. Синдром біженця. Unicef. 2022. URL: https://spilnoinpl.org/article/syndrom-bizhentsia (дата звернення: 27.04.2023).

3. Що таке синдром біженця в психології і як його позбутися? EnableMe. 2022. URL: https://www.enableme.com.ua/ua/article/so-take-sindrom-bizenca-v-psihologii-i-ak-jogo-pozbutisa-9265 (дата звернення: 27.04.2023)

Miezhetite Anna,
Faculty of Restaurant, Hotel and Tourism Business,
course I, group 13.1, specialty International Tourism
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Kokhan Olena,***
Senior Lecturer at the Department
of Foreign Philology and Translation, SUTE

DOPAMINE IS NOT THE PROBLEM. DOPAMINE DETOX IS NOT A SOLUTION

After the onset of rapid technological progress in the last decade, an increasing number of people are becoming aware of their addiction to gadgets and starting to question its causes. Dopamine is a neurotransmitter which is now being widely accused by Internet users and is being titled as the "pleasure chemical" blamed to be chiefly involved in social media and game addiction. As the solution the dopamine detox conception is suggested. It promises to break addiction issues by temporarily depriving everything that is pleasurable from a person’s life. A lot of people who tried this method experience transient results that soon made them return back to addiction. Scientific papers have confirmed the idea that dopamine should not be regarded as the primary cause of addiction, as evidenced by the findings of this search.

Dopamine is not just a neurotransmitter responsible for inducing pleasure, but also plays a crucial role in various other cognitive processes of the brain, such as movement, attention, motivation, learning, and even breastfeeding [3].

The process of learning can be divided into two stages: expectation and experience. And dopamine bridges that gap between them. If experience exceeds person’s expectation, dopamine gets released. If experience doesn’t live up to expectation there is a drop of the amount of dopamine that person’s brain cells would release.

But dopamine not only signals the difference between expectation and experience. It also helps people to learn from that experience and helps update the expectation for the next time.

Most dopamine neurons in the midbrain (the part of the brain that is mentioning in dopamine detox) signal a reward prediction error (RPE - difference between reward and expectation). This system “updates” – person becomes better at knowing what to expect after multiple experiences and thus needs a larger reward to achieve a positive RPE [1]. Also these neurons are mainly involved in driving motivation (seeking) rather than hedonic pleasure (liking). RPEs are also involved in learning processes. Person can therefore learn to seek these things that give his/her a positive RPE, somewhat independently of whether he/she enjoy them [4]. So at that point it is not the dopamine that person is addicted to rather it is about the reward system. And dopamine detox is unlikely to fully solve that problem. Issues like video game addiction are so often multi-faceted and involve so many different aspects than just midbrain neurons. It is much more objectively to think of these problems not only from a neurotransmitter imbalance side of things, but also to consider how cognitive, social and other psychological factors affect person's behavior.

A team of scientists from Beijing, Shanghai, and New York presented a paper titled "The neural basis of delayed gratification" in the "Science Advances" journal [2]. The paper suggests that dopamine activity in the VTA, a region of the midbrain, may be involved in the neural basis of delayed gratification. While dopamine is known to be involved in many different brain processes, this paper emphasizes the importance of its role in delayed gratification. Basically delayed gratification is the trade-off between getting a small, but immediate reward or holding out for a larger, more significant reward.

The study describes an experiment in which a mouse was placed in a waiting chamber with two options: they could either leave and receive a small reward of water immediately, or it could choose to wait and receive a larger reward. And the longer the mouse waited the bigger reward was. Throughout this process scientists measured dopamine levels in VTA brain part and realized that waiting for a reward produced kind of dopamine boost that looked like what they saw when animal received an immediate reward. The longer the mouse waited the more dopamine was released.

According to this information it is getting clear how to find the right replacement to the dopamine detox conception. Nowadays with expanding short-form visual content and more others stimuluses that allow people to get easy immediate rewards it is really important to learn setting long-term goals and enjoying slow activities, but not depriving yourself fully from any pleasure.

In conclusion, neurotransmitters are complicated and dopamine has a lot of different functions. It is really dangerous to blame any problem that people have on a single cause. Dopamine may play a role in some neural networks, but there are also cognitive and psychological factors that influence people's behavior, and these are different for every human.

References

1. Wolfram Schultz. Dopamine reward prediction error coding. *Dialogues in Clinical Science.* 2016. Vol. 18. P. 23-32. URL: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4826767/

2. Zilong Gao and others. The neural basis of delayed gratification. *Science Advances.* 2021. Vol.7. URL: https://www.science.org/doi/10.1126/sciadv.abg6611

3. Nira Ben-Jonathan, Robert Hnasko. Dopamine as a prolactin (PRL) inhibitor. *Endocrine Reviews.* 2001. Vol. 22. P. 724-763. URL: https://academic.oup.com/edrv/article/22/6/724/2424026?login=false

4. Kent C. Berridge, Terry E. Robinson. Liking, Wanting and the Incentive-Sensitization Theory of Addiction. *American Psychologist*. 2016. Vol. 71. P. 670–679. URL: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5171207/

Obmok Inna,
Faculty of Economy, Management and Psychology,
course I, group 7, specialty Corporate Finance,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zatserkovnyi Oleh,***
Senior Lecturer of the Department
of Modern European Languages, SUTE

UKRAINIAN BUSINESS PSYCHOLOGY IN TODAY'S REALITY

War is not only death, human tragedies, and destruction. These are also huge economic losses and business collapse. It turns out to be susceptible to the destructive effect of war no less than human destinies, residential buildings, objects of critical infrastructure, or the country's transport system.

In addition to physical and economic impact, business is prone to deep psychological transformation. The war reflects on the psyche of the owner and every employee in the company. It quickly changes people's perception, of their consciousness – the way they think, process information, what opportunities they see, and what choices they make. That way, war permeates any company through the mental processes of each team member. And at this moment, one way or another, everything in the company begins to change, rebuild, transform, crack up.

Relationships are changing, key employees are leaving, suppliers are disappearing, and the flow of customers is running out. All this is happening at the time of predominance of military thinking - a black-and-white perception of reality associated with the reaction of our psyche to a crisis situation. He has three main states: victim, aggressor, and rescuer. It is in these roles that a person most often begins to act in critical situations -

and this applies to both ordinary employees and top management and company owners.

Often, having tried on one of these three roles at the very beginning of such a crisis, it is very difficult to get back to the usual model of behavior and system of perception of the changed reality. In this situation, the business, like many individuals, needs psychological help.

And not only in the context of how to save business and reorganize, or simply survive but also how to achieve qualitative growth in this situation. And there are not many options for such help. After all, in fact, this problem can be effectively solved either by changing the thinking of the owner or the first persons of the company or by working with corporate thinking.

There is a variety of coping mechanisms to help them recover from the trauma wrought by the war and fulfill their responsibilities to their employees, from openly sharing their feelings with their teams to carving out time for hobbies and friends to intentionally focusing on humor and optimism.

The leaders found a shared sense of purpose in continuing business operations that were supporting the war effort by employing people and paying taxes; in volunteering and donating to medical relief efforts, refugee resettlement programs, and military support funds; and in developing products that could help everyday Ukrainians [3].

Companies can "do well and do good in Ukraine" and other areas of need by using existing processes, systems, and connections to make real change happen. This may include helping to evacuate local employees, making donations to humanitarian organizations, enforcing sanctions, and more.

But this also asks leaders to treat all people with respect, dignity, and equity as we are seeing now, when we do not, we all lose a piece of our collective humanity. Additional recent research finds businesses not working with integrity may lose more than suppliers and customers, but valuable employees, as well. CECP, with support from the Ford Foundation, finds in the Frontline Worker Well-Being in a Time of Crisis report that wage is only one critical factor for workers; stability of pay, paid time off, safety, shift schedule flexibility, plus a sense of purpose and dignity are also vital.

We are at a crucial time in our world when it is important for business leaders not only to serve shareholders but also to be community leaders and speak up and speak out for good. A company, its owners, employees, customers, suppliers, and communities all stand behind their business workplaces, products, and services – now, too, companies need to stand for what these stakeholders' value and believe in.

Today, it's our turn. Let's live up to our promise of using business as a global force for good [2].

To support businesses, global leaders, and the international community have a shared responsibility in responding to global instability – not just at the start of a crisis but in the long term – as it gravely threatens global economic freedom and security.

Here it is worth emphasizing an important point - the model of interaction between the company and its employees during the war. In this regard, the war not only complicates and destroys but also creates a certain space for the development of the company. During the war, this is available only to those companies where every employee is involved in the processes and has the opportunity to develop creatively [1].

A person – employee, manager, owner – and business, in general, begin to understand where they should go. And this understanding comes from within. Only then does the business become unique, authentic, self-expressive – an original, and not a copy or fake. In times of war, the meaning and understanding of the values of the abstract world become much more important, turning into a reliable pillar of business.

References

1. Девід Браун. Мистецтво бізнес-війни. Уроки минулих конфліктів для підприємців і лідерів. 2021. № 1. С. 219–258.

2. Henrietta H. Fore. Ukraine crisis: How can the private sector be a force for good. *World Economic forum.* July 14, 2022. From https://www.weforum.org/agenda/2022/07/ukraine-crisis-how-business-can-be-force-for-good/

3. Maxim Sytch and Dagny Dukach. Leadership: Leading a Business in Ukraine During the War. *Harvard Business Review.* February 24, 2023. From https://hbr.org/2023/02/leading-a-business-in-ukraine-during-the-war

Prokopenko Danyil,
Faculty of Trade and Marketing,
course II, group 9, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Ovcharova Olena,***
Lecturer at the Department
of Modern European Languages, SUTE

THE IMPACT OF NEUROMARKETING RESEARCH ON BUSINESS DEVELOPMENT

Marketing is always about affect on people. Mainly it uses knowledge about humans' psychology and how to have an impact on it. However, with the advent of modern technologies, it has become possibly to study how the human brain reacts to different stimuli. We can and do actively use this information for promote sales and attract customers.

"Neuromarketing" loosely refers to the measurement of physiological and neural signals to gain insight into customers' motivations, preferences, and decisions, which can help inform creative advertising, product development, pricing, and other marketing areas. Brain scanning, which measures neural activity, and physiological tracking, which measures eye movement and other proxies for that activity are the most common methods of measurement. [4]

Other tools in the consumer neuroscience space measure biometric data like heart rate and galvanic skin response, which don't directly measure brain or neural activity. I include the application of cognitive science, which includes behavioral science, psychology, and other fields for one reason: neuromarketers want to understand and predict the behavior of their customers, and drawing artificial lines between disciplines isn't helpful [5].

There are some Neuromarketing tools that we can use to collect information about people reactions, moves and feelings:

1. Biometrics – these tests provide data on heart rate, skin conductance, breathing and other biometric functions.
2. Electroencephalogram – records brain activity measuring detailed emotional response over short time periods and memory recall.
3. Eye tracking – pupil dilation and gaze directions shows what holds a subject's attention and what excites them.
4. Sensory marketing – this approach aims to influence subject behavior through their senses. For example, presenting a customer with a product while introducing a pleasant smell.

5. Facial coding – measurements of slight muscle movements that convey facial impressions show a subject's emotional response [3].

We acknowledge that customers often can't or won't accurately describe their preferences or decision-making processes, and that as marketers we need to understand their non-conscious thinking. We may achieve that understanding through fMRI images, with a clever lab experiment, by analyzing real-world behavior data, or some combination of approaches. Limiting ourselves to a narrow group of technologies makes no sense [5].

An interesting example is a study by Frito Lay's company that produces Lays chips. It showed that the use of natural and matte colors, as well as photographs of healthy products, do not motivate purchases. Therefore, the company started using shiny packaging with bright colors and images of fried chips.

Campbell's successfully applied Neuromarketing techniques to increase soup sales. Biometric testing revealed that when customers saw long rows of similar red-and-white designed cans on the shelves they became overwhelmed, resulting in low sales. To keep the target audience in the desired section of the store and encourage them to buy more, the company changed the images on the cans. They added steam to the illustrations of the food to recreate the effect of a hot bowl of soup. The cans were also arranged in pairs on store shelves, allowing customers to quickly scan the shelves with their eyes and find the desired type of soup [1].

Many individuals and organizations also see potential threats in Neuromarketing, including: breaches of confidentiality. In a world where companies are "reading the minds" of consumers, the principle of privacy in democratic societies is violated. Although this point does not take into account studies that are conducted openly and do not disclose data of their respondents. The impact on the consumer's subconscious "bypassing" rational thinking and conscious choice is often considered unethical towards people. The counterargument is that advertising has always targeted the subconscious, and Neuromarketing has simply developed a scientific basis for such influence. [2]

Conclusion. Therefore, Neuromarketing is an important component for the growth of any company, as it helps to understand the sincere desires and feelings of consumers and, in combination with traditional marketing, can significantly impact the success of the company.

References

1. Ільченко К. Що таке нейромаркетинг і для чого він потрібен бізнес. *Neuro-Knowledge*: веб-сайт. URL: https://neuro-knowledge.com/uk/what-is-neuromarketing/ (дата звернення: 27.03.2023).
2. Нейромаркетинг у бізнесі й продажах. *Торгсофт*: веб-сайт. URL: https://torgsoft.ua/articles/stati/neuromarketing/ (дата звернення: 12.12.2022).
3. Dooley R.What Is Neuromarketing? *Neurosciencemarketing*. URL: https://www.neurosciencemarketing.com/blog/articles/what-is-neuromarketing.htm (Last accessed: 19.03.2023).
4. Harrell E. A report on the state of the art. Neuromarketing: What You Need to Know. *Harvard Business Review*. URL: https://hbr.org/2019/01/neuromarketing-what-you-need-to-know (Last accessed: 23.01.2023).
5. Lutkevich B. Technical Features Writer. What is neuromarketing? *Neuromarketing*. URL: https://www.techtarget.com/searchcustomerexperience/definition/neuromarketing (Last accessed: 12.04.2023).

Sakhno Natalia,
Faculty of Economics, Management and Psychology,
course II, group 14, specialty Personnel Management,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Nozhovnik Oleh,***
PhD in Pedagogics, Associate Professor,
Associate Professor of the Department
of Modern European Languages, SUTE

STRESS ANXIETY AND BURNOUT. HOW TO HELP YOUR EMPLOYEES STAY ON TRACK

Workplace stress and anxiety is likely to be an issue for all professionals at some stage in their careers. No matter your industry or level of experience, managing stress levels is something all professionals need to practice achieving success and happiness in and out of work [1].

Stress refers to the body's response to a demand or challenge, whether physical or psychological. It is a normal part of life and can even be beneficial in small doses, as it can help individuals stay alert and focused. However, when stress becomes chronic or overwhelming, it can have negative effects on a person's physical and mental health.

Anxiety, on the other hand, refers to a feeling of unease, worry, or fear. It is a natural response to a perceived threat or danger but can also become chronic and impair an individual's ability to function in their daily life.

If poorly managed, the impacts of workplace stress can cause workers to experience anxiety and even burnout, a phenomenon we have all become more familiar while the coronavirus pandemic and war [1].

Burnout is the worker's inability or lack of resources to meet the demands that are associated with the job tasks. It has been argued that burnout is not only associated with difficulties related to the working environment, but also other factors, such as learned helplessness, learning theory, environmental and/or personality factors [2].

The good news is that there are a lot of ways that employers and employees can reduce the probability of experiencing burnout. From self-care to evolving company cultures, the future of work does not have to be one where digital burnout is commonplace. By identifying effective strategies for preventing and managing these conditions, employers can create a healthier and more productive work environment for their employees [5].

Model and encourage well-being practices.

Worker stress levels are rising, with over half of the global workforce (53 %) reporting that they are closer to burnout than they were just five years ago, according to a Regus Group survey of over 22,000 businesspeople across 100 countries. And while stress can be contagious, the converse is also true: when any member of a team experiences well-being, the effect seems to spread across the entire team. So that manager should understand and prioritize activities that promote well-being. They could include such things as offering personal development tools, mindfulness and resilience training; time for exercise or other renewal activities, walking meetings; buffering time into deliverables calendars so that people can work flexibly and at a manageable pace [4].

Allow time to disconnect outside of work.

While the rigors of a high-performance culture may require consistent focus, "always on" is a dangerous and unproductive mindset because it fails to take recovery time into account. Even the best athletes on the best teams require time to rest and recover. So, executives should be intentional when they expect team members to engage in the office or digitally and be explicit about when not to engage. No emails after 8 PM or on weekends, for example.

Train the brain to deal with chaos.

Leaders and teams who train their brains to develop mindfulness collaborate better, navigate stress more effectively, and sustain high performance. Technology can be helpful here: managers can try out a few mindfulness apps including Calm, Headspace, and Muse [4].

Emphasize "monotasking" for better focus.

Multitasking is a myth. Humans are not effective or efficient parallel processors (computers are). Neuroscientist, educational researcher, and author JoAnn Deak, Ph.D., notes that multitasking typically "doubles the amount of time it takes to do a task, and it usually at least doubles the number of mistakes." People are best at "serial monotasking." Managers can encourage monotasking by helping team members with clear, one-at-a-time task prioritization for deliverables, defining milestones that do not overlap, and avoiding the trap of mistaking the urgent for the important.

Be purposeful about "gap" time during the workday, or slow periods over the course of the working year.

Supervisors should be deliberate about helping people pause and recharge during down cycles or lulls in work activity. If there are no down cycles, work hard as a manager to create some. According to Linda Stone, former head of Microsoft University, there is a tendency for people to be pulled toward always being a live node at work, an "always-on, anywhere, anytime, anyplace behavior" that results in suboptimal and dissatisfying state of "continuous partial attention." Give people buffer time to recharge and refocus.

Focus on the why.

A common symptom (and cause) of job-related burnout is a "disconnect between a person's values" and the work at hand. Feeling stressed and tired, and yet continuing to work and work and work," all the while forgetting what drew a person to his career and organization in the first place. It can be toxic. A good leader needs to "develop a shared sense of why" – as in, why are we driven to accomplish the mission? Remind employees of the objective and why it's important to the organization and your customers. When people have shared values and connections, they are more likely to feel positive about their work.

Exercise empathy and compassion.

It does not cost anything to be kind, and the benefits for managers are great. Empathy and compassion significantly improve employee performance, engagement, and profitability. The ability of a leader to be compassionate – "to understand people’s motivators, hopes, and difficulties and to create the right support mechanism to allow people to be as good as they can be" – has the greatest correlation with profitability and productivity. Empathy and compassion are good for people and good for business [4].

Principles a good executive to remember:

Encouraging his team to take regular breaks and seize opportunities to rejuvenate.

Supporting team with inspiring language. The message should be, "We are in this together."

Going to bat for his team. If the workload is too heavy, the manager should ask the boss if deadlines can be moved, or tasks reassigned.

Taking care of his own health and wellbeing and sharing his favorite stress-reducing strategies with team.

Recognizing both inwardly and publicly, that people are doing the best they can with the resources they have.

Being a source of optimism and trying to cultivate positivity in the ranks [3].

The bottom line for managers is that personal development makes each person, and the entire team, better, enabling higher performance and engagement over time. Doing well at work and encouraging people to feel well is not just possible – it is the foundation of a high-performance team.

References

1. Help Your Team Manage Stress, Anxiety, and Burnout. URL: https://hbr.org/2016/01/help-your-team-manage-stress-anxiety-and-burnout (Last accessed: 19.04.2023).

2. Adult health. Mayo clinic. URL: ttps://www.mayoclinic. org/ healthy-lifestyle/adult-health/in-depth/burnout/art-20046642 (Last accessed: 19.04.2023).

3. How to Help Your Team with Burnout When You’re Burned Out Yourself. Harvard business review. URL: https://hbr.org/2019/03/how-to-help-your-team-with-burnout-when-youre-burned-out-yourself (Last accessed: 19.04.2023).

4. Managing Workplace Stress: Strategies for Staying Calm and Focused in High-Pressure Environments. Harvard business review. URL: https://www.linkedin.com/pulse/managing-workplace-stress-strategies-staying-calm-focused (Last accessed: 19.04.2023).

5. Workplace Stress – The American Institute of Stress URL: https://www.stress.org/workplace-stress (Last accessed: 19.04.2023).

Shaliuk Liubov,
Fakultät für Wirtschaft, Management und Psychologie,
Studentin des ersten Studienjares, Gruppe 5,
Fachrichtung: "Praktische Psychologie",
Staatliche Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin ***Mamtschenko Switlana,***
Lektorin im Lehrstuhl moderner
europäischer Sprachen, SUHW

URSACHEN VON SCHAMGEFÜHL UND MÖGLICHKEITEN DER ÜBERWINDUNG

Das Schamgefühl gehört zu den bei allen Menschen auftretenden Affekten. Ursachen und Auslöser für Schamgefühle können innerseelische Vorgänge sein, wie zum Beispiel der Eindruck von Peinlichkeit oder Verlegenheit, aber auch die Bloßstellung oder Beschämung durch andere Menschen in Form von Demütigungen oder Kränkungen.

Die Fähigkeit, Scham zu empfinden, gilt als angeboren. Die Scham aber ist ein höchst soziales Gefühl und keinesfalls angeboren. Wer sich schämt, muss bereits ein ausgeprägtes Gefühl für die eigene Persönlichkeit haben. Sozialforscher konnten belegen, dass Kinder erst ab dem 2. Lebensjahr Schamgefühle entwickeln. Im zwischenmenschlichen Kontakt kommt es (insbesondere durch Lernen am Modell) zu einer Ausdifferenzierung [3, S. 323–325].

Die Anlässe für ein Schamgefühl variieren zwischen sozialisations- und kulturbedingten, sowie entsprechend der individuellen Veranlagung und der aktuellen Befindlichkeit. Dasselbe gilt für die Intensität der Empfindung, die sich redensartlich vom "peinlichen Berührt Sein" bis zum "Im-Boden-Versinken" erstrecken kann.

Beschämungen und Schamgefühle sind nicht allein individuelle Phänomene, sondern werden auch in mehr oder minder großen sozialen Gruppierungen verursacht und erlitten. Die damit verbundenen Kränkungen des Selbstwertgefühls erzeugen ein breites Spektrum unterschiedlicher Reaktions- und Verarbeitungsweisen. Der Erforschung und Deutung, teils auch der Behandlung von Schamgefühlen, widmen sich eine Reihe sozial-, geistes- und naturwissenschaftlicher Disziplinen [1, S. 3–4].

Unterschiedliche Typen von Scham werden von Sozialforschern unterscheiden:

- Ein Scham-Typ ist die "soziale und körperliche Abweichung oder abweichende Persönlichkeitsmerkmale". Das heißt, wir können Scham empfinden, wenn wir in der Öffentlichkeit weinen oder in unangemessenen Situationen laut lachen. Auch wenn wir uns aufgrund unserer sozialen Zugehörigkeit in bestimmten Situationen fehl am Platz fühlen oder wenn wir uns beim Sex für unseren Körper schämen.

- Ein weiterer Scham-Typ ist "Überschreitungen oder grenzverletzendes Verhalten". Wir können also Scham empfinden, wenn wir für unser Verhalten öffentlich kritisiert werden, wenn wir lügen oder gesellschaftliche Normen brechen.
- Auch "Versagen oder Misserfolg" können zu Schamgefühlen führen. Hierzu zählen unter anderem Niederlagen, wenn wir Fehler machen oder wenn wir Behauptungen anstellen, die sich als Irrtum erweisen. Forschende zählen zu diesem Scham-Typ übrigens auch, wenn Scham ausgelöst wird, weil die Körperfunktionen von uns nicht kontrolliert werden können – zum Beispiel, wenn wir laut pupsen.
- Aber auch eigentlich Positives wie Lob kann zu Scham führen – etwa wegen der erhöhten Aufmerksamkeit oder aus Angst, nicht angemessen auf das Lob zu reagieren.

Schamgefühle werden durch typische Symptome gekennzeichnet: Verlegenheit, Sprachlosigkeit, Herzrasen, Schamröte, Zittern, Schweißausbruch, Räuspern, Blicksenkung, verlegenes Lachen, Suche nach einer Ausrede oder Entschuldigung, Selbstbeurteilung, Minderwertigkeitsgefühl, Verklemmung, Wut, Schuldzuweisung, Nachgrübeln über die Meinung der anderen, Angriff auf die anderen und viele andere.

Vegetative Begleiterscheinungen, wie beispielsweise das Erröten, sind auch für Schamgefühle wahrnehmbar. Der Sympathikus, der in Stresssituationen aktiv wird, gibt den Blutgefäßen in der Gesichtshaut den Befehl, sich zu weiten. Dadurch können sich diese mit mehr Blut füllen – und die verstärkte Blutzufuhr führt dazu, dass unser Gesicht rot wird. Also, das hat mit dem vegetativen Nervensystem zu tun [2, S. 1–3].

Warum aber genau das Gesicht vom Rotwerden betroffen ist, ist nicht vollständig geklärt. Klar ist, dass die sichtbare Reaktion des Rotwerdens in peinlichen Situationen die Aufmerksamkeit auf unser Gesicht verstärkt. Dadurch werden insbesondere das Rotwerden und das dazugehörige Schwitzen neben dem eigentlichen Schamauslöser als besonders unangenehm empfunden.

Durch eine Studie aus den Niederlanden wurde allerdings herausgefunden, dass das Rotwerden im Zusammenhang mit Grenzüberschreitungen ein hilfreiches, gesichtswahrendes körperliches Signal ist.

Viele Fachleute beschäftigen sich damit, die Wege und die Möglichkeiten zur Linderung des Schamgefühls zu finden. Dazu gehören folgende Ratschläge:

• Akzeptanz der menschlichen Natur, wobei Irren menschlich ist. Man kann nicht verhindern, dass man ab und zu ungeschickt ist, Fehler macht und nicht perfekt ist. Sei bereit zu akzeptieren, dass jedem ein Missgeschick passieren könnte.

- Trennung zwischen dem Verhalten und der Person. Wenn man sich nicht so verhält, wie es von ihm erwartet wird. Dann hat man einen Fehler gemacht, aber man ist deshalb kein Versager. Der Wert als Mensch kann durch ein Missgeschick oder einen Fehler nicht verändert werden.
- Überleg dir, wie du andere in einer solchen Situation trösten würdest. Vermutlich bist du anderen gegenüber sehr viel großzügiger und toleranter als dir gegenüber, wenn diesen das gleiche Missgeschick wie dir passiert wäre.
- Mach eine kleine Zeitreise. Welche Bedeutung hat das, wofür du dich schämst, für dein weiteres Leben? Wie wirst du wohl in 5 Jahren darüber denken? Wirst du überhaupt noch daran denken?
- Stopp deine Grübelgedanken. Je mehr du dir jetzt Vorwürfe machst, desto größer erlebst du den Vorfall als Versagen und umso größer sind deine Schamgefühle. Lass die Vorwürfe los, weil die Situation vorbei ist. Kümmere dich jetzt um die Gegenwart."
- Erinnere dich an deine Erfolge. Schau nicht wie mit einer Lupe auf dein Missgeschick, wofür du dich schämst, sondern auf deine Erfolge.

Scham ist ein Gefühl, dass wir, Menschen, nicht loswerden können. In bestimmten Situationen wird also jeder von uns Scham empfinden – und das ist normal.

- Lach trotz allen Umständen. Lachen ist eine Emotion, die ansteckend wirkt und auf Mitmenschen übertragen wird. Das kann nicht nur die peinliche Situation lösen, sondern auch entspannend wirken. Gleichzeitig werden sie immer wieder mit dem Schamgefühl konfrontiert. Dadurch sollen sie lernen, dass das Empfinden von Scham nicht schlimm ist [1, S. 2–5].

Schlussfolgernd muss nochmals hervorgehoben werden, dass die Scham nicht nur Nachteile, sondern auch gute Seiten hat. Sie schützt unsere Intimität und sorgt auch dafür, dass wir die Grenzen anderer nicht überschreiten. Scham ist auch eine Erfahrung, die dabei hilft, es in Zukunft besser zu machen und die eigenen Grenzen zu schützen. Ebenso kann Scham als Motivation und Impuls zu mehr Leistung und Weiterentwicklung dienen.

Liste der verwendeten quellen

1. Dr. Doris Wolf. Hilfe bei Schamgefühlen. Erste-Hilfestellungen für den Umgang mit Scham und Schamgefühlen – Tipps wie du mehr zu deinen Fehlern und Schwächen stehen kannst. Online PAL Verlag. München. 2023. S. 1–5. URL: https://www.psychotipps.com/selbsthilfe/scham-schamgefuehle.html (дата звернення: 25.03.2022).

2. Scham – und die Augen der anderen. Verantwortung für unsere Welt. Unterrichtsmaterialien in digitaler und in gedruckter Form. E-learning-academy AG. School-Scout. 2023. S. 1–25. URL: file:///C:/Users/DELL/Downloads/Vorschau_72231_Scham_%E2%80%93_und_die_Augen_der_anderen.pdf М (дата звернення: 30.03.2023).
3. Stephan Marks. Scham – Hüterin der Würde. Systhema. 2020. S. 323–328. URL: https://if-weinheim.de/fileadmin/dateien/systhema/2012/03-2012/Systhema%203_2012%20Marks.pdf (дата звернення: 30.03.2023).

Siriak Victoria,
Speciality Hotel and Restaurant Business,
course II, specialisation Restaurant Service,
Burshtyn Professional College of Trade and Economics
of State University of Trade and Economics,
Burshtyn, Ukraine
Scientific supervisor ***Voikina Natalia,*** *teacher-methodologist,*
Burshtyn Professional College of Trade and Economics of SUTE

THE PSYCHOLOGICAL STATE OF A MAN IN THE CONDITIONS OF WAR AND ISOLATION

"Just as the greatest physical evil is death, so the greatest moral evil is of course, war"
Voltaire [2].

The conditions of war can affect the psychological state of a person very negatively. War is a difficult test for people and can cause anxiety, depression, fear, post-traumatic stress disorder (PTSD) and other psychological problems.

Anxiety and fear are natural responses to threat, and war is a high-risk situation that can cause anxiety and fear in many people. They may feel helpless and impressionable, which can lead to the development of depression and other psychological problems.

Post-traumatic stress disorder (PTSD) is also a serious problem that can be as a result of war. It is a condition that develops after a person has witnessed or experienced a horrific and dangerous event, such as combat. Symptoms of PTSD can include repeatet memories of the event, severe anxiety and fear, feelings of alienation from other people, etc.

Who can get PTSD:

Post-traumatic stress disorder can happen in people who:

lost brothers, relatives or friends in the war;

saw the killed;

shot at people;

were or are under fire;

worried about relatives or friends who are in danger;

felt abandoned, alone and betrayed;

witnessed a terrorist attack;

got captured or were surrounded.

Symptoms of post-traumatic stress disorder:

uncontrolled and constant thoughts about traumatic events, dreams about them;

feeling of constant danger;

excessive excitement;

avoiding references to the trauma;

panic attacks such as a feeling of fear, shallow breathing, nausea, rapid heartbeat, chest pain;

abuse of alcohol, cigarettes or drugs;

troubles in everyday life;

problems in the relationship, distance from the partner;

suicidal thoughts.

inability to express and show emotions: cry, rejoice, sympathize [1].

War conditions can also increase the risk of drug and alcohol use. This can be an attempt to escape the anxiety and stress that people feel, but it can also lead to addiction and other psychological problems.

"The war is not only on the front line. On the front line, it is material, physical, and outside it is psychological. War is a traumatic epidemic" (Mykola Pirogov) [3].

Now let's consider **the stages of grief**, such as: loss, shock, numbness, denial, emotional outbursts, anger, fear, searching for a way out, disorganization, panic, guilt, loneliness, isolation, depression, problems with returning to normal life, new relationships, new ways to live, hope, rethinking, helping others, adapting to loss.

It is important to remember that our states can change. And this is very good, because changing states shows that the psyche is moving, that we are living it.

Isolation can also have a negative effect on a person's mental state. Feelings of loneliness and isolation can lead to depression, anxiety and other psychological problems. It can affect people with health problems, the elderly and children especially hard.

To relieve psychological stress in conditions of war and isolation, such actions as regular conversations with loved ones, carrying out various physical and stress-reducing exercises, ensuring a structured day and regular sleep, carrying out various relaxation practices such as meditation, yoga and others can be useful . It is also possible contact psychological specialists who can help solve psychological problems and provide support in difficult life situations.

If you want to help a person maintain their psychological state in the conditions of war, you may need the following tips:

1.Support: Support from loved ones, friends and co-workers can be extremely helpful. It is important to show the person that he is not alone in his situation.

2. Regular rest: It is important to find time for rest and relaxation to reduce stress levels. This may include doing his favorite activities or simply taking a break from increased activity.

3. A healthy lifestyle: A healthy lifestyle can help reduce the effects of stress. Regular exercise, a healthy diet, and adequate sleep can help maintain good health and reduce stress levels.

4. Seeking psychological support: If a person feels that needs psychological support, it is important to find an experienced psychologist or psychiatrist who can help with understanding and overcoming emotions.

5. Understanding your emotions: It is important to pay attention to your emotions and express them. This will help to understand what situations can cause stress and how to better cope with them.

So, Life goes on despite the war. Our main task is to survive these traumas and come out of it all with post-traumatic growth, not disorder.

References

1. Вікіпедія. URL: https://uk.wikipedia.org/wiki/ % D0 % 9F % D0 % BE % D1 % 81 % D1 % 82 % D1 % 82 % D1 % 80 % D0 % B0 % D0 % B2 % D0 % BC % D0 % B0 % D1 % 82 % D0 % B8 % D1 % 87 % D0 % BD % D0 % B8 % D0 % B9_ % D1 % 81 % D1 % 82 % D1 % 80 % D0 % B5 % D1 % 81 % D0 % BE % D0 % B2 % D0 % B8 % D0 % B9_ % D1 % 80 % D0 % BE % D0 % B7 % D0 % BB % D0 % B0 % D0 % B4

2. Демиденко Г.Г. Історія вчень про право і державу: Навчальний посібник. § 1. Політична програма Вольтера. URL: http:// politics.ellib.org.ua/pages-3920.html

3. Пирогов М. Цитата #4155. URL: https://www.work.ua/ articles/ expert-opinion/2862/

Tishura Oleh,
Faculty of Economics, Management and Psychology,
course I, group 8, speciality Management of Antimonopoly Activities,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Zheronkina Olena,***
Senior Lecturer at the Department
of Modern European Languages, SUTE

HOW COGNITIVE DISTORTIONS AFFECT OUR LIVES

Cognitive distortions run through our entire lives with an invisible thread. We consider ourselves right, as we understand a certain topic, propaganda and cognitive distortions are not about us. But no, everyone is influenced by propaganda, and cognitive distortions are closer than we think. But, if you know how the brain plays with us, you will be informed, and therefore armed. Now, I'll tell you about some cognitive distortions, the knowledge of which will help to avoid problematic situations, to reduce the influence of propaganda and improve your life, especially now, during the war, when propaganda wants to deceive us from all sides.

Overconfidence

Overconfidence is the mother of all psychological bias. I mean this from two points of view. Firstly, overconfidence is one of the biggest and the most common bias to which human judgment is vulnerable. For example, 93 per cent of American drivers say they are better than average, which is statistically impossible. The second way is the effectiveness of other bias impact in decision-making. If we were properly modest about psychological vulnerability, we could better protect ourselves from the mistakes to which human nature makes us prone. Instead, overconfidence in ourselves and our judgment means that we too often ignore our vulnerability to bias and mistakes. Decades of research on judgment and decision-making have documented these heuristics and the bias they create. Therefore, if we are so confident in everything we do, it is much easier for propaganda to influence on us than if we are cautious.

Normalcy bias

If you’ve ever identified with this meme, you’re already familiar with the cognitive bias known as the normalcy bias. The reason why this meme resonates with us is that we can all probably remember an instance in which we were in a dangerous situation, but could not move to act. We believed that the “normal” experience would overtake the abnormal one, and so we did not act, believing falsely that the return to normalcy would be quick. This was normalcy bias at work, and it is behind some of the most devastating tragedies in the human experience. The most recent and widespread example of normalcy bias is our reaction to COVID-19. At the start of the pandemic, with so many unknown things and some influential world leaders downplayed COVID’s severity, many people felt that it wasn’t going to be a seismic event. Schools would reopen, we would go to dinner, we would meet our friends–it would all be normal soon enough. Air alert, oh, it's okay, I've never been hit by missiles so I'll be fine this time, why should I go to the shelter?

Third-person effect

A media concept approaching its 40th birthday may be helpful in further contextualizing our anxiety-driven shopping tendencies since the COVID-19 crisis. To start, I’d like to pose two questions: On a scale of 1-10 where 1 = “no influence at all” and 10 = “heavy influence”, 1.How much, do you think, does the news media influence on you? 2.On the same scale, How much, do you think, does the news media influence on other people? Interestingly, most people will say that media influence on others more than they influence on themselves. In media research, this concept is known as the third-person effect. Officially introduced in Public Opinion Quarterly in 1983, W. Phillips Davison suggested that we often have a self-serving perception of media influence. We make the assumption that I (the first person) am much less influenced by media than them (the third person). The gap in our perceived influence from “me” to “them” is the third-person effect. Ha, how funny they are, buying toilet paper, buckwheat, sugar. They don't understand that it's just panic. And then, you think, it would be nice to buy some too.

Availability heuristic

The availability heuristic is a cognitive bias in which you make a decision based on an example, information, or recent experience that are readily available to you, even though it may not be the best example to inform your decision. In other words, information that is more easily brought to mind is assumed to reflect more frequent and/or more probable events. While information that is more difficult to bring to mind is assumed to reflect less frequent and/or less probable events.

The actor-observer bias

Actor-observer bias is a term in social psychology that refers to the tendency to attribute one's own actions to external causes while attributing other people's behavior to internal causes. When people are actors in a situation, it is harder for them to see their situation objectively. However, when they are observers, they can look at the situation from a more distant perspective. For example, imagine that your class is preparing for a big exam. You don't observe your study behavior before the exam, but you focus on the situational variables that affected your performance on the exam. The room was hot and stifling, your pencil kept breaking, etc. When you get a bad result, you blame external factors, but when you find out that one of your friends also passed the exam badly, you immediately remember how he often misses classes, seldom reads a textbook and never takes notes.

I've only told about 5 brain mistakes, but there are much more. If you are interested in this topic, then you will find it useful to learn about other cognitive distortions.

In conclusion, I'd like to repeat that cognitive distortions are within us and it is futile to deny them. Try to think more, apply critical thinking and be careful with the information we receive, especially from the media. Don't take my word for it and follow the link to verify this information, and it would be better to read another source, because such blind trust is also a cognitive distortion.

References

1. Overconfidence: https://blogs.berkeley.edu/2018/01/22/ overconfidence/ (дата звернення: 19.02.2023).

2. Everything You Need to Know About Normalcy Bias: https://reboot-foundation.org/everything-you-need-to-know-about-normalcy-bias/ (дата звернення: 19.02.2023).

3. The Coronavirus, Panic Buying and the Third-Person Effect: http://insights.emmanuel.edu/topics/academics/humanities-social-sciences/the-coronavirus-panic-buying-and-the-third-person-effect (дата звернення: 19.02.2023).

4. Availability Heuristic and Decision Making: https://www.simplypsychology.org/availability-heuristic.html (дата звернення: 19.02.2023).

5. Actor-Observer Bias in Social Psychology: https://www. verywellmind.com/what-is-the-actor-observer-bias-2794813#citation-2 (дата звернення: 19.02.2023).

Yukhno Anastasiia,
Faculty of Economics, Management and Psychology,
course II, group 7, speciality Practical Psychology
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Shyrmova Tetiana,***
Senior Lecturer at the Department
of Modern European Languages, SUTE

PSYCHOLOGY OF COLOUR PERCEPTION

We can not imagine our world without colours. How many colours exist in our world it is hard to say but each colour has its character and influence on us. The psychology of colours is a field of study where psychologists struggle to highlight feelings that we get from an exact colour and shade. It is important to understand the mood of the colour and to know how it influences people. So we can use the proper colour to get the result we want and to lead people to do what we need them to do. It could be useful in business and even in our routine lives so we can regulate our mood. In this research, I am going to figure out the influence of basic colours and determine what we should know if we want to predispose people to ourselves [1].

People are so emotional and we can associate colours with some feelings and events in the past. Some of the colours we perceive stereotypically and do not deeply think about their other meaning these colours include: black – sadness, red – love, and green – safe. But that is not always so and that is why we can perceive wrongly [2].

White colour. White is the colour of snow, wedding, paper, milk, the colour of linen. This colour is the start of something new and clean, also this colour is the main colour in a hospital and it makes us feel safe and relaxed. There is no passing or panic in this colour but also this colour can lead to frustration, and the person can feel daises and unknowing of the future.

The total opposite of white colour is black. There are still some arguments in art society about black as a colour. Psychology believes that this colour brings associations between night and death. But it is also a colour of elegance and style.Yellow is a colour that we perceive as positive and joyful, it is the colour of the sun, and it is a symbol of life. When we see a yellow room we feel a rush of good emotions. but at the same time, the yellow colour in ancient times was compared with lies and greed, and in some peoples with separation. That is why you should be careful with the use of yellow colour in your wardrobe and design [3].

Orange colour is considered the colour of fire, and the phoenix bird, this colour is energetic and unique: shingles on the roofs, people with red hair; it's what they call red but it is orange. If you want to attract a person's attention, you can emphasize your clothes with orange colour.

Although the red colour is close to orange it is perceived differently. We always notice the red colour, it can also symbolize danger and warning. this one is also associated with blood and war. One must be very careful with the use of this colour because it alarms and dissuades people from cooperation.

Blue colour or light blue is a neutral colour that at the same time represents harmony, loyalty, peace, and trust. It is the colour of the sky, and people love this colour, that is why it is often used in the design of logotypes of the Internet and social networks. But these colours will not be suitable at all for what is related to food, so it would be better not to decorate the kitchen in this colour, but in the living room or bedroom this colour relaxes.

Green is the best colour to attract people because it is the most natural and friendly. It is the colour of grass, nature, health, and money. Psychologists say that it is also a place of harmony, peace and tranquillity. Therefore, this colour is perfect for everything related to nature and eco-friendly products.

Dark brown colour. The use of this colour is quite controversial because it is simultaneously the colour of autumn and coffee, and symbolizes warmth and comfort, but at the same time, it is the colour of dirt, which causes a feeling of rejection, vulgarity and ugliness.

So, we can make a conclusion, that knowing the basics of the psychology of colours, we can control our emotions and mood. Such knowledge is the key to understanding human behaviour. It is very useful in business and our lives too, because colours not only affect the people around us but also ourselves. With the help of colour, you can increase memory and attention, and even convince a person to make a decision. Therefore, the basic principles of colour psychology are an interesting branch of science, and that knowledge will help everyone achieve the desired results.

References

1. Lauren I. "The Marketers' Prismatic Palette: A Review of Color Research and Future Directions: THE MARKETERS' PRISMATIC PALETTE". Psychology & Marketing, 2013.
2. Elliot AJ "Color and psychological functioning: a review of theoretical and empirical work". Frontiers in Psychology. [Електронний

ресурс] . – 2015. – Режим доступу до ресурсу: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4383146/ (Last accessed 02.04.2023).

3. Elliot AJ, Maier MA "Color psychology: effects of perceiving colour on psychological functioning in humans". – 2014. – [Електронний ресурс] Режим доступу до ресурсу: https://www.annualreviews.org/doi/10.1146/annurev-psych-010213-115035 (Last accessed 02.04.2023).

Yaroshchuk Sofiia,
Faculty of Trade and Marketing,
course II, group 13, specialty Marketing,
State University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor ***Ovcharova Olena,***
Lecturer of the Department
of Modern European Languages, SUTE

USING COGNITIVE DISTORTIONS IN MARKETING

Learning psychology helps marketers to understand the behavior of consumers, their thoughts, feelings and reasons of their actions. At the first sight people can be seen as different individuals, but in fact everyone has the same brain and cognitive skills. Understanding how the human mind works can reveal numerous opportunities to trigger positive emotional reactions in the target audience and force the potential customers to complete unconscious actions the marketer needs to. As humans are irrational beings, many of their decisions happen because of cognitive distortions.

Cognitive distortions are thoughts that cause individuals to perceive reality inaccurately. They are exaggerated patterns of thoughts that are not based on facts [7]. So that, this phenomenon does not depend on human intelligence and even ones of the intelligent and well-informed human beings are disposed to these thinking errors. Cognitive distortions make consumers predictably irrational and, fortunately, nobody can avoid or fix such patterns in their minds.

Among the cognitive distortions that have preconditions for distorting reality during the perception of information in the media space, the following should be noted:

Barnum effect is the common psychological phenomenon that describes the situations when people give high accuracy ratings to descriptions of their personality that are created individually for them. Even if in reality the characteristics are general enough to apply to a wide range of people [2].

In 1948, in what has been described as a "classic experiment", psychologist Forer gave a psychology test that called "Diagnostic Interest Blank" for 39 of his psychology students, who were told that they would each receive a brief personality description based on their test results. One week later Forer gave each student a description from a newsstand astrology book. and asked each of them to rate it on how well it applied. On average, the students rated its accuracy as 4.30 on a scale of 0 (very poor) to 5 (excellent) [6].

The way marketers use this effect is simple: they introduce specific products for different categories of people using “individualized” tests. For instance, this year “Talkies” bar in Kyiv launched a new cocktail menu dedicated to the 13 zodiac signs. Costumers read the description of their zodiac sign, and buy the cocktail by their characteristics and not by their flavor.

The sunk cost effect is an economic behavior meaning the circumstances where humans continue an endeavor once an investment in money, time or effort has been made [1].

In 1956, the Supersonic Transport Committee considered the construction of a supersonic aircraft, Concorde. French and British engine manufacturers, as well as the French and British governments, were involved in the project, which was estimated to cost nearly $100 million. Lange, who was involved in the project, believed that the increased costs were obvious and that these costs would not be offset by the economic benefits once the aircraft was in service. However, the project continued. Manufacturers and governments were willing to implement the project, because they had already invested a great deal of money and devoted a great deal of time to the project. In the end, millions of dollars were wasted as a result, and Concorde was less than 30 years old. Such a cognitive distortions ones can be used in selling additional features for apps and games [5].

As an example in marketing area, Tinder Plus for people, especially men, who buy this upgrade to increase their chances to find their significant other, or simply increase the match-making potential. Thus, they have much more eagerness to use Tinder and believe that it works. As a result, they continue to follow the subscription.

The halo effect (sometimes called the halo error) is the inclination for positive impressions of an individual, company, nation, brand, or item in one range to emphatically or adversely impact one's conclusion or sentiments in other areas [9].

According to the study by Rosenthal and Jacobson in 1968, they found that teachers' expectations of students were often based not only on school performance but also on their appearance. In the experiments, teachers were given objective information, such as a child's academic potential, and a picture of an attractive or unattractive kid. The results showed that teachers' expectations of children's academic future were significantly related to children's attractiveness [3, c. 248].

To illustrate the effect lets take the modern example – Prytula Foundation. Serhii Prytula is the famous Ukrainian ex-TV-host, public and political figure. He is known for many people as a good person with good intentions, so there is no doubt in the honesty of his charity foundation. Due to this, people around the world have donated to this foundation more than 270 million hryvnas

The phenomenon, called the "spotlight effect", refers to the fact that people greatly overestimate how much attention other people are paying to them. Your actions and words show up in your perception, but being in the spotlight reminds you that you are not that important in the eyes of others [8].

In one study, in 2000, researchers gathered a group of students to complete an unrelated task in the same room and randomly assigned one of the students to wear a T-shirt with the picture of the embarrassing for this college student. The researchers asked the students wearing t-shirts to assume the percentage of people in the group who would identify the person on the t-shirt. While the students estimate around 50 percent of people, in reality only 25 percent were able to identify embarrassing student on the T-shirt. So that, wearing a specific cloth increased students' prediction that other people pay more attention to us than they actually do [8].

The "spotlight effect" is relevant in advertisements related to the appearance, such as gyms, sport sections, fitness apps, clothing brands, cosmetics. For example, fashion brands use this effect to convince people in buying a cloth item to get more positive attention from others.

In Conclusion, it is so important to not overuse cognitive distortions, as it can be seen manipulative for consumers who are aware in basic psychology. Using them consciously can help the business to attract more and more new customers and make them loyal [4].

References

1. Arkes, Hal R.; Ayton, Peter. The sunk cost and Concorde effects: Are humans less rational than lower animals? *APA PsycNet. Psychological Bulletin.* 1999. 125(5), 591–600. URL : https://psycnet.apa.org/doi Landing?doi=10.1037 % 2F0033-2909.125.5.591 (Last accessed: 10.03.2023).

2. Barnum Effect. *Encyclopedia Britannica.* URL: https://www.britannica.com/science/Barnum-Effect (Last accessed: 1.03.2023).

3. Clifford, M. M., & Walster, E. The effect of physical attractiveness on teacher expectations. *Sociology of Education.* 1973. Vol. 46, № 2. Pp. 248–258. URL : https://www.jstor.org/stable/2112099 (Last accessed: 13.03.2023).

4. Cognitive distortions. How to use them in internet marketing. *Dalistrategies :* web-site. URL: https://dalistrategies.com/en/cognitive-distortions-how-to-use-them-in-internet-marketing/ (Last accessed: 30.03.2023).

5. De Cicco R. Sunk Cost Effect: The Concorde Failure. *Be-Blog. Why we're all behavioral economists* : web-site. URL: https://behavioraleconomics.blog/2021/05/02/the-concorde-fallacy/ (Last accessed: 10.03.2023).

6. Dutton. D.L. The cold reading technique. *Experientia.* 1988.Apr 15;44(4):326-32. DOI: 10.1007/BF01961271 (Last accessed: 4.03.2023).

7. Grohol J.M., PSY.D. (July 2, 2009). 15 Common Cognitive Disortions. *Web Archive*. URL: http://web.archive.org/ web/20090822095657/http:/psychcentral.com/lib/2009/15-common-cognitive-distortions/ (Last accessed: 28.02.2023).

8. Mendoza- Denton, R. The Spotlight Effect. A bit of psychology to help you manage mortification anxiety. *Psychology Today.* URL: https://www.psychologytoday.com/intl/blog/are-we-born-racist/201206/the-spotlight-effect (Last accessed: 23.03.2023).

9. Perera A. Hallo Effect in Psychology. Definition and examples. *Simply Psychology* : web-site. URL: https://www.simplypsychology.org/halo-effect.html (Last accessed: 13.03.2023).

Наукове електронне видання

НАУКА XXI СТОЛІТТЯ: ВИКЛИКИ СЬОГОДЕННЯ

МАТЕРІАЛИ VI ВСЕУКРАЇНСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ СТУДЕНТСЬКОЇ КОНФЕРЕНЦІЇ

(Київ, 11 травня 2023 року)

(Англ., нім., пол. мовами)

Видавець і виготовлювач
Державний торговельно-економічний університет
вул. Кіото, 19, м. Київ-156, Україна, 02156
Тел. (044) 513 74 18
Електронна пошта knute@knute.edu.ua
157Е-2023

Свідоцтво суб'єкта видавничої справи серія ДК № 7656 від 05.09.2022