SUSTAINABLE DEVELOPMENT: MODERN THEORIES AND BEST PRACTICES

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FINANCIAL AND ECONOMIC ISSUES OF SUSTAINABLE DEVELOPMENT

FEATURES OF THE INTELLECTUAL PROPERTY MANAGEMENT PROCESS

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Currently, there is no generally accepted concept of intellectual property management. In most scientific works, a functional approach is clearly expressed, which is based on the main stages of the life cycle of an intellectual property object, considering intellectual property management as a systematization and analysis of the use of intellectual property objects, identifying redundant and necessary among them, determining the forms and methods of their legal protection, determination of the dominant object of intellectual property, implementation of its legal protection and commercialization, as well as suppression of violations of exclusive rights

The presence of intellectual property and its competent management in modern realities is the key to the competitiveness of enterprises, regions, industries and countries. The development of the digital economy and the increase in customer demands on the desired products and services increases the need for business to develop an effective system for managing intellectual property objects. The relevance of this issue is demonstrated by the increased volume of intellectual property in Ukraine.

Under the management of intellectual property it is proposed to understand the process of purposeful systematic impact on the object of management, presented at the first level in the form of a holding, subsystems of the holding structure and other persons involved in the processes of creation, protection and commercializationof intellectual property objects, and on the second - in the form of regulated above-mentioned processes, through a set of measures implemented in relation to it, which ensures the most effective legal, economic and social use of intellectual property and the accumulation of intellectual capital as a strategic resource.

However, due to the differences in current processes and the need to transform business areas, the process of implementing intellectual property management systems into the real business environment may differ. Based on the foregoing, the purposeof this study is to analyze modern Ukrainian business and highlight approaches to the implementation of intellectual property management policy within organizations.

Depending on the type of main activity of enterprises and organizations and their additional needs, various objects of intellectual property and various functions performed by them can be used. At the same time, differences in their organizational and legal forms and possible presence as a founder of the state will affect the applied strategy for managing the intellectual property of the organization.

Therefore, the following types of organizations were considered:

- state corporations, concerns, holdings;
- research and production enterprises;

- organizations of small and medium-sized businesses;
- scientific organizations;
-Startups.

Each of the above organizations has its own characteristics in terms of building an intellectual property management policy. For example, state-owned corporations, concerns and holdings are an association of organizationsand approximately the same spheres of activity. Having an extensive structure, they can divide the cycle of management of intellectual property objects between their member organizations, which requires a well-established structure and strategy for managing intellectual property.

Research and production organizations, depending on their size, can include each of the stages of intellectual property management, namely planning, creation, protection, use and commercialization, or fulfill orders for the development of intelligent technologies, reducing the chain of control by the first and last points.

Organizations of small and medium-sized businesses, as a rule, focus on the development of interaction of a company or a separate brand witha requirement in order to successfully sell the goods and services produced. As a rule, the creation of objects of intellectual property for such companies is not the main one, and therefore the management of intellectual property is not the main one. is episodic, and additional specialists from the outside are involved in the creation of such objects. And, as a result, there is no intellectual property management strategy. An example of such intellectual property objects are trademarks, which are the most common objects of intellectual property and are taken into account in organizations. Scientific organizations specialize in creating objects of intellectual property and as a result. research activities, as a rule, by order or a previously developed plan, less often - spontaneously, that is, in the process of creating another result of innovative activity. The main objectives of the activities of such organizations, as a rule, do not include the commercialization of the received developments, the developments are not taken into account, and there are no intellectual property management strategies. Due to the high frequency of state sponsorship of such organizations and the lack of need to make a profit as a result of the implementation of developments, the objectof intellectual property and perform the function of reporting the activities for the performance of work, the scientific basis for subsequent developments and the demonstration of the scientific potential of employees.

Startups are companies created on the basis of the implementation of one technology. Due to the narrow range of intellectual property objects available to start-up companies and the need for a separately developed intellectual property management strategy, there is no need.

Thus, we see a difference in approaches to the management of intellectual property not only between organizations from different spheres and forms of economic structure, but also within the designated groups. Therefore, a special approach is needed to classify according to the principle of the relationship of the organization's management to the management of intellectual property available to the organization.

Here are the classification criteria:

- the presence of a special body within the organization, supervising each of the stages ofmanagement of intellectual property in this company;
- availability of a developed and implemented strategyfor managing intellectual property;
- creation and implementation of internal regulations and instructions providing for

the actions of employees at each of the stages of intellectual property management.

Following the developed criteria, business representatives can be divided into three groups:

− the first group are organizations that meet all of these criteria. These are companies that are leaders in their industry, actively leading developments at the moment and possessing breakthrough technologies of our time;

− the second group are organizations that meet two of the three listed points. They are actively developing and working on the implementation of the developed intellectual property management strategy at each stage of management. Onthe bottom, in order to move to the first category of this classification, they need to go through the process of working out the application of the developed strategy;

− The third group is organizations that do not meet all or most of the characteristics. They can be startups that do not need a separately developed strategy and a separate superstructure over the process of managing intellectual property or organizations that are conservative enterprises that have not had time to adapt to modern trends.

Thus, we can talk about the variability of approaches not only depending on the progressiveness of the organization's management, but also the specifics of the enterprise or organization.

Consequently, the objects of intellectual property management are materialized carriers of knowledge embodied in the results of intellectual activity, which we will call objects of intellectual property, as well as the exclusive property right to them.

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PREREQUISITES FOR THE COMMERCIALIZATIONOF INTELLIGENT TECHNOLOGIES OF THE SECOND KIND

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Intellectual technologies can be the result of both routine, formal mental work, and the result of creative work, in the process of which the originality and uniqueness of intellectual technology is created. In this regard, it is advisable to distinguish between intelligent technologies of the first and second kind. Intellectual technologies of the first kind are created by formal mental labor. Intellectual technologies of the second kind are created by creative work and have such characteristics as absolute novelty, originality and uniqueness.

The study is about the commercial implementation of intellectual technology of the second kind. Intelligent technology is a broader concept than intellectual property. Intellectual technology becomes intellectual property in the process of acquiring exclusive rights to use it, since intellectual property represents exclusive rights to the alienable results of creative activity. Not every intelligent technology is alienable, but virtually all second-kind intelligent technology can be implemented commercially. Intelligent technology of the second kind can have technological, innovative, economic and commercial potential. A potential buyer of intelligent technology is primarily interested in commercial potential, while the author of intellectual technology is inclined to give preference to technological and innovative potential. The economic potential of intellectual technology characterizes the income from its use, the resulting cash flows, marginal profit and profit mass, the increase in market share, the possibility of reducing any costs due to various factors, that is, the totality of economic results that can be obtained from the implementation of intellectual technology. This is a very important characteristic of intelligent technology, but it is multidimensional, and its evaluation requires considerable effort, adequate information support and can take a very long time.

This approach is understandable to the entrepreneur, he is able to adequately assess the economic potential of intellectual technology in the presence of the necessary resources (information and time) for such an assessment. The commercial potential of intellectual technology is characterized by both the saleability of the product created on its basis and the saleability of the intellectual technology itself, that is, the rights to use it (for example, the sale of know-how or exclusive licenses). When acquiring an intellectual technology, the entrepreneur is interested not so much in its technical and technological characteristics and the capabilities of intellectual technology, as in its marketability, the ability to derive real benefits from the sale of products or services created on the basis of intellectual technology, or the sale of rights to third parties to use it. The relationship between the various potentials of intellectual technology of the second kind can be illustrated by a diagram from which it can be seen that the technological potential is the broadest characteristic of intelligent technology. Innovative potential more pragmatically characterizes the intellectual technology, "cutting off" those of its characteristics, the real prospects for the implementation of which are not clearly visible. Economic potential is an even more pragmatic characteristic of intelligent technology: the ability to realize specific economic parameters. And, finally, commercial potential characterizes intellectual technology from an extremely pragmatic point of view, and its quantitative assessment allows you to make a specific entrepreneurial decision. The degree of idealization of the characteristics of intelligent technology (from the point of view of business) from technological to commercial potential is decreasing. Evaluations of intelligent technology based on commercial, technological or innovative criteria are so different that potential investors who are willing to risk money for the commercialization of intellectual technology categorically do not want to deal with the authors of this product, since they practically do not understand each other.

The commercial potential of intellectual technology characterizes its marketability, the possibility of its sale as a commodity in the foreseeable future. When acquiring intellectual technology, the entrepreneur is interested not so much in his technical and technological characteristics and the capabilities of the intellectual product, as in the opportunity to derive real benefits from the sale of products or services created on the basis of intellectual technology, or the rights to use it to third parties.

As a result of the study, anew characteristic of intelligent technology is proposed - ee commercial potential, which should be perceived by business as a tool for making a decision on the commercializationof intellectual technology.

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MANAGERIAL AND LEGAL ISSUES OF SUSTAINABLE DEVELOPMENT

BUSINESS SUSTAINABILITY WITHIN THE ECOSYSTEM APPROACH

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One of the key success factors in the current macroeconomic situation is the availability of a flexible and efficient partner network.Surveys show that CEOs and C-suite managers are aware of the critical support role that business ecosystem partners play in driving revenue growth and improving operational stability.Many organizations have already taken the first steps to expand their industry infrastructures by building systems to optimize performance as needed.The landscape of every industry is too complex, dynamic, and disruptive for any single organization.Therefore, companies need an external source of data, ideas, knowledge and experience to expand and maintain their business.In such conditions collaboration and innovations became the following stage of digital transformation of the enterprises — analysts say.

The formation of a sustainable business ecosystem provides for the solution of the following main tasks:• Search for scenarios / best ways to interact with existing platforms;• Development of a new strategy for a company or project in the current market situation;• Search for new types of business model, which will use the successful experience and best practices of the company;• Business scaling (another subject area, geography, etc.) with minimal capital investment;• Understanding the meaning and logic of the platform and ecosystem, assessing how this logic is applicable in your subject logic.

On December 13, 2022, the International Data Corporation (IDC) published 10 forecasts for the development of digital business ecosystems on a global scale.Organizations around the world are reportedly looking to expand their industry infrastructures as part of the next phase of digital business transformation.Prediction 1: By the end of 2023, organizations that share data and information about operations with their ecosystem partners will increase profitability by 5%.Prediction 2: By 2028, consortium-based decentralized autonomous organizations will become the de facto standard for complex industry ecosystem enterprises using a combination of different processes, applications and data exchanges.This will ensure further growth in income.Prediction 3: By 2025, 60% of enterprise-wide applications available in industry clouds will be built on blockchain technology, providing a solid foundation for industry ecosystems to function.

Prediction 4: Even though by 2024 80% of organizations will use “resources on demand" in industry ecosystems to improve supply chain logistics, only 40% will be able to increase profitability.Prediction 5: By the end of 2026, 40% of G20 governments will advance the global data economy by funding technology infrastructure, enacting regulations, and actively participating in digital spaces.Prediction 6. By 2025, 60% of the Global 2000 organizations will form cross-ecosystem ESG (environmental, social and corporate governance) teams that will be responsible for sharing data, applications and experiences.This will help in the implementation of sustainable ecosystem practices.Prediction 7: By 2023, only 20% of metaverse experiments for industry ecosystems will succeed as organizations continue to evolve product and service delivery models based on physical and digital concepts.Prediction 8: By 2025, 25% of organizations that do not share experience and information about operations in their industry ecosystems to address talent shortages will face the risk of absorption or shutdown.Prediction 9: By 2027, 60% of industry ecosystems will be governed by data, intellectual property and cloud regulations.This will require the adoption of special standards to ensure digital sovereignty and reduce cross-border risks.Prediction 10: By 2024, organizations that automate IT processes to develop data and application models and share critical information across their industry ecosystems will deliver products and services 30% faster.

Despite the diversity of business ecosystems, there are common characteristics that distinguish them from other management models:Modularity.Unlike a vertical integration model or hierarchical supply chains, in business ecosystems, the components of an offer are developed independently but function as a whole.In many cases, the buyer can choose one of the components and / or ways of combining them.For example, in smartphones, although some applications are preinstalled, most of them are selected and downloaded by the user.Customization.In contrast to the open market model, ecosystem participants tend to adapt to it and strive for interoperability.For example, video game developers need to make games for specific platforms.

The principle of multilateral relations (Multilateralism).All players in the ecosystem are interconnected, it is difficult to decompose their relationships into separate interactions.A successful contract between A and B (for example, a smartphone manufacturer and an application developer) can be undermined by the failure of a contract between A and C (a smartphone manufacturer and a telecommunications service provider).Coordination.Unlike a vertical integration model or supply chains, business ecosystems are not fully controlled hierarchically.However, there is a special coordination mechanism, for example through standards, rules or processes, in addition to market mechanisms.For example, access to and interaction with digital platforms is typically governed by a set of application programming interfaces (APIs).

The business ecosystem is based on the B2B model. The B2B model is the model of mutual modality, as a transfer of some enterprises, aimed at providing other types of services and goods for running their own business.The value of the B2C system grows linearly with the number of cores, just like in the B2B model it grows as the square of the increase in the number of cores.The sustainable B2B model is characterized by the following features:

- a comprehensive approach to the promotion of business, products and services in the business environment;– integration of a large number of different technologies (social, mobile, web, CRM systems, etc.) with sales and customer service;– provision of post-annual double-sided communication between business and end-of-life product (services);– to improve technology and human resources, to achieve the right balance depending on the needs of the target audience and the power of the promoted product;– phenomenal dynamics of growth and reach of any marketing goals;– the ability to be relevant to the market, evaluate and analyze the results of the presentation, respond well to the needs of customers and adjust your product (service).Based on the analysis of BCG experts, B2B sectors are historically leading in the promotion of digital technologies, and through the development of digital marketing tools, however, within the framework of the expansion of Industry 4.0, digital transformation is activated in B2B sectors.In the minds of the need for the transition of Ukraine to the advanced development of the technological sector in the current tasks, it is necessary to develop a viable digitalization strategy, which will protect these aspects.It is significant that, from the position of the sustainable business B2B model, the main meta of business activity, which works in the field of digital restaurant services, can be considered offensive:

– security of mutual relations between retailers of the project and the deputy;– vigilance and control of robots, assessment of intermediate options for services for the long term, more correct vikonannya, assessment of services and real vitras;– improvement of intermediate results in the design of digital services with a deputy;– rechecking the correctness of the digital service by means of testing on scheduled and future test sets;

– evaluation of the quality characteristics of the digital service quality to a task;– discussion of the winning components of the digital service in the plan for assessing their capabilities and shortcomings, which appeared during their zastosuvanni, as well as the designation of direct improvement or modernization of the service.

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ENSURING ANTI-CRISIS STABILITY OF BUSINESS IN THE POST-WAR PERIOD

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Today, anti-crisis management is one of the topical topics of the enterprise's business environment. This is due to the fact that the existence of the danger of a crisis situation at any of the life stages of the development of enterprises actualizes the importance of introducing the anti-crisis management system into the activities of each subject of economic activity. Characteristic for today's conditions, the increasing trends of global crisis phenomena, their negative impact on the activities of business entities, have recently attracted the attention of an increasing number of both domestic and foreign scientists to solving the problems of anti-crisis management of the enterprise.

If we adhere to the point of view that the crisis has a two-way impact on the economic environment, then on the one hand - a threat to the economic stability of the enterprise, a decrease in the main indicators of activity, etc., and on the other - an opportunity for further development, identifying weaknesses, introducing innovations, taking into account the crisis experience when development of an anti-crisis strategy. In our opinion, companies that saw opportunities during the corona crisis turned out to be more resistant to the crisis of martial law and prepared for the post-war revival. The crisis caused by the coronavirus disease pandemic in 2020-2021 became an impetus for many enterprises to switch to remote work, master new sales channels for products and services, and engage in the digital transformation of society.

Business, during the crisis caused by military actions, faced new problems, such as loss of property, decrease in solvent demand, migration of personnel, loss of branches and parts of the market, inability to carry out full-fledged activities during power outages, restrictions on the supply of energy resources, social problems, etc. According to the government portal "Diya", for the period from March to August 2022, an average of 13,000 economic entities ceased their activities in Ukraine every month, which exceeded the number of registered new enterprises by mid-July («Дія» Бізнес). The pace of new business registrations during the war was only 63% of the corresponding period in 2021. Among newly registered enterprises, the largest specific weight is occupied by natural persons-entrepreneurs, the number of which in August 2022 was 88.3% of the total number of registered enterprises. Among the activities of enterprises that were registered during the war, computer programming, retail trade in non-specialized stores, trucking, which once again confirms the adaptability of Ukrainian business to crisis conditions, has the largest specific weight.

According to the report of the European Business Association (Jurij Tarasovsjkyj, 2023), which unites more than 1,000 companies operating on the Ukrainian market:

- in 2022, most companies report a drop in their revenues in US dollars: 29% saw a drop of up to 20%, 54% saw a drop of 21% or more. only 6% of respondents reported no changes, and another 11% can boast of an increase in income in such a difficult year;

- the number of companies that felt the impact of missile attacks on their activities almost doubled compared to October - from 47% to 89%;

- power supply interruptions currently lead the anti-rating of urgent business challenges, companies also complain about communication and Internet interruptions and have problems with booking employees and traveling abroad;

- currently 88% of companies have mobilized employees, among which in 73% they make up to 10% of the staff, and in another 15% - 10-20%. in addition, 39% of companies mobilized critical specialists, mostly IT specialists, engineers and other representatives of technical specialties;

- despite the difficulties, today all companies of the association that participated in the survey are working, namely: 54% - in full, and 46% - with some restrictions. in October last year, 44% of companies were fully operational;

- among partially operating businesses, currently 44% have limited the geography of their activity, 23% have closed part of their offices/trade points/departments, and 14% have transferred their activities online;

- as a result of hostilities, 40% of companies suffered direct losses, besides, 25% have assets in the occupied territories. mostly it is equipment, machinery, real estate, transport;

- business losses remain quite high: 32% report losses of up to $1 million, 36% – losses in the range of $1–10 million, 16% – losses of more than $10 million;

- at the same time, the number of companies that pay employees wages in full is growing - currently 89% of them, of which 25% do so with advance or additional payments. this is more than in October - then there were 79% of them;

- in 2023, 8% of companies will reduce wages, 2% will be forced to send employees on unpaid leave, and another 5% will resort to layoffs;

- however, financial stability is improving - 27% of companies have financial reserves for half a year, 23% - for a year, and 36% - for a year or more.

Thus, taking into account the reports for the period of military operations on the results of the activities of enterprises operating in Ukraine, the dynamics of their development, it can be stated that in order to develop a strategy for the development of enterprises in the post-war period, it is necessary to develop a scientific and methodological basis for the development of an anti-crisis strategy of enterprises in the post-war period. The necessary measures for the implementation of such a program should include:

- development of a system of indicators of anti-crisis resilience of enterprises of various industries, taking into account their specificities;

- methodological substantiation of the assessment of the internal anti-crisis resilience of enterprises, taking into account the industry;

- substantiation of the scientific-methodical approach to assessing the ability of enterprises to resist adverse processes in the external environment;

- substantiation of the methodological foundations of the formation of the anti-crisis program of enterprises and the development of a methodological toolkit for assessing its quality.

Solving these issues, which will become the basis of the recovery of Ukrainian business, should become one of the urgent directions of research of the scientific community with the support of the state and business.

"Дія"Бізнес. Https://business.diia.gov.ua/cases/novini/ukrainskij-biznes-v-umovah-povnomasstabnoi-vijni-analitika-stanu-za-sist-misaciv. (2023). Date of visit: 29.01.2023. URL: https://business.diia.gov.ua/cases/novini/ukrainskij-biznes-v-umovah-povnomasstabnoi-vijni-analitika-stanu-za-sist-misaciv

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FIGHTING CORRUPTION IN UKRAINE DURING MARTIAL LAW: AN ANALYSIS OF SOME LEGISLATIVE CHANGES

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Corruption is a virus that affects the state and society, and it cannot be useful.
Peter Eigen, founder of Transparency International

Summary: Every Ukrainian has heard many times about corruption. Almost every Ukrainian directly, in his life, at least once faced with manifestations of corruption, at least petty household. It is safe to call corruption one of the top topics of public discourse in Ukraine.

Now, in connection with the armed aggression of the Russian Federation, a full-scale war and martial law introduced in Ukraine, the topic of corruption is becoming even more relevant. Because right now our state needs all available and potential reserves for victory. And it is corruption that can become an obstacle that will hinder, delay and have a negative impact on the development of our state.

Keywords: fight against corruption, law on combating corruption, charity during the war in Ukraine, anti-corruption reforms.

Presentation of the main material. Corruption is not a new phenomenon. Corruption has existed for many millennia, and even then, corruption was seen as a social evil. In Ukraine, corruption has remained one of the biggest problems for a long time. Over the past few years, according to Transparency International, the Corruption

Perceptions Index in Ukraine has hardly changed, which indicates some "stagnation" in the fight against corruption.

Corruption is the cornerstone that delays Ukraine's path to the European Union. One of the main requirements for Ukraine has been and remains an effective fight against corruption. In fact, our country has already launched a series of anti-corruption reforms. But now, due to the insidious attack and the full-scale war unleashed by the Russian Federation in Ukraine, the maximum attention of both the community and the state is usually drawn to the issues of defense capability.

And yet – even if we have all the difficulties associated with the war in the country, we should never deviate from the course of anti-corruption reforms. Therefore, of course, the legislative body of the state also did not stay away from the process of fighting corruption.

In total, during 2022, seven laws came into force that directly concerned the Law of Ukraine "On Prevention of Corruption" of 14.10.2014 No. 1700-VII [1].

The Law of Ukraine "On Amendments to the Law of Ukraine "On the State Budget of Ukraine for 2022" amended Art. 54 of Law No. 1700-VII "Prohibition on receiving benefits, services and property by state authorities and local self-government bodies". This article in the Law 1700-VII prohibits state bodies, local self-government bodies, etc. from receiving from individuals, legal entities free of charge funds or other property, intangible assets, property benefits, benefits or services and establishes the responsibility of officials for violating this prohibition. Therefore, for the period of martial law, Law No. 2280-IX establishes that the ban, which is defined in Article 54 of the Law 1700-VII, will not apply to cases of providing legal advisers (including foreign ones) with protection of the rights and interests of Ukraine, state bodies and local self-government bodies in foreign jurisdictional bodies.

Another Law that I would like to pay special attention to is the Law of Ukraine "On Amendments to the Law of Ukraine "On Prevention of Corruption" regarding the specifics of applying legislation in the field of corruption prevention under martial law" of 08.07.2022 No. 2381-IX, which entered into force on August 3, 2022 [3].

Paragraph 1 of this Law amends Chapter XIII of the Law of Ukraine "On Prevention of Corruption" [1]. In particular, from the date of introduction of martial law for the period until the termination or abolition of martial law, as well as within one month from the date of its termination or cancellation by paragraph 2-3 for persons authorized to perform the functions of the state or local self-government , and other persons whose circle is defined in Art. 3 of the Law of Ukraine "On Prevention of Corruption", abolishes restrictions on the compliance of gifts with generally accepted ideas about hospitality and restrictions on the value of gifts established by part 2 of Article 32 of the Law of Ukraine "On Prevention of Corruption".

Article 32 of the Law of Ukraine "On Prevention of Corruption" establishes a ban for the circle of persons defined in Article 3 of this Law, directly or through other persons, to demand, ask, receive gifts for themselves or their relatives from legal entities or individuals, if the value of such gifts does not exceed one subsistence minimum for able-bodied persons established on the day of acceptance of the gift, once, and the total value of such gifts, received from one person (group of persons) during the year, does not exceed two subsistence minimums established for an able-bodied person on January 1 of the year in which the gifts were accepted.

However, such a ban on receiving gifts is lifted only if the funds were spent in full (if there is confirmation of the use of the received funds in full for one or more of these purposes) solely to support the Armed Forces of Ukraine and / or for humanitarian assistance to persons affected by the armed aggression of the Russian Federation against Ukraine, etc.

The Law does not provide us with an exclusive list of necessary supporting documents, or any other detailing of the implementation of this norm in the context of confirmation of the relevant costs.

So, so far, instead of fighting corruption, we see on the contrary some mitigation.

Of course, the most important thing at the moment remains support for ensuring our state on the way to victory. Currently, many citizens of Ukraine are engaged in volunteer activities, or simply "donate" to the same volunteers or charitable foundations to support the Armed Forces of Ukraine or help victims of war. Of course, many of the civil servants and other persons6 who are subject to the Law of Ukraine "On Prevention of Corruption" do not stand aside.

However, this does not exclude the presence of "not clean hands" officials who, under the guise of charity, can receive such funds and use them for personal purposes.

Here it is worth analyzing the grounds that exclude the establishment of restrictions on the value of gifts established by part two of Article 23 of this Law "On Prevention and Counteraction to Corruption".

Subparagraph 1 of paragraph 1 of the Law "On Amendments to the Law of Ukraine "On Prevention of Corruption" regarding the specifics of applying legislation in the field of corruption prevention under martial law" stipulates that there are no restrictions on the receipt of funds in full (if there is confirmation of the use of the received funds in full for one or more of the specified purposes) solely for the following purposes:

- making transfers to special accounts opened by the National Bank of Ukraine to support the Armed Forces of Ukraine and/or for humanitarian assistance to persons affected by the armed aggression of the Russian Federation against Ukraine;
- making charitable donations in favor of the Armed Forces of Ukraine in accordance with the procedure established by law;
- making charitable donations in accordance with the procedure established by law to support and protect persons who have suffered as a result of the armed aggression of the Russian Federation against Ukraine;
- implementation of expenses for the purchase and delivery of goods with their subsequent transfer into the ownership of the Armed Forces of Ukraine, other military formations formed in accordance with the laws of Ukraine, volunteer formations of territorial communities, intelligence agencies, law enforcement agencies;
- carrying out the costs of purchasing and delivering goods, paying for works or services provided as humanitarian assistance to persons affected by the armed aggression of the Russian Federation against Ukraine.

If it is clear with the first three grounds: it indicates the procedure for charitable donations established by law. If we are talking about the monetary form of such a donation, then, accordingly, payment orders, checks, receipts, etc. can be confirmation. That is, everything should be transparent here, and everything is clear with supporting documents. Such relations are regulated by several regulatory assets, including the Law of Ukraine "On Charitable Activities and Charitable Organizations" [4].

A more complex question arises regarding the implementation of the costs of purchasing and delivering goods, paying for works or services. In most cases, such expenses can be confirmed: these can be contracts and acceptance certificates, invoices, sales receipts, checks, etc. The question of confirmation remains open in case of purchase of goods or payment for delivery from individuals who do not have the status of an individual entrepreneur, self-employed person, legal entity. Therefore, in case of acquisition from a person who is not a business entity registered in accordance with the established procedure, such a benefactor may not receive supporting documents. And, therefore, it will be difficult to prove that the money was spent on the purchase of goods or services for charitable purposes.

The second issue is the confirmation of the transfer of such goods or services for charitable purposes. In order to have supporting documents, the person specified in Art. Art. 3 of the Law "On Prevention of Corruption" must receive a supporting document from a charitable organization, or other organization or person to whom such benefits were transferred.

The Civil Code of Ukraine determines that the donation is toproduce immovable and movable things, in particular money and securities, to persons established by part one of Article 720 of this Code in order to achieve a certain, predetermined goal. The provisions of the deed of gift apply to the donation agreement, unless otherwise provided by law. [5; p.729].

Requirements for the conclusion of gift agreements are defined in Chapter 55 of the Civil Code of Ukraine (Articles 717-728). Article 719 of the Civil Code of Ukraine discloses the requirements for the form of a gift agreement, in particular, thegift of personal and household items may be concluded orally.

In addition, on March 5, 2022, the Cabinet of Ministers of Ukraine issued Resolution No. 202 "Some issues of receiving, using, accounting and reporting charitable assistance" [6]. This provision establishes that under martial law, the requirements established by law for the receipt, use, accounting and reporting of charitable assistance from legal entities and individuals - residents and non-residents - do not apply.

Therefore, in regions where active hostilities are taking place, it is allowed not to keep records of charitable or humanitarian assistance at all. Accordingly, if such a charitable organization does not keep records and reports, it will not keep primary records of receiving such charitable assistance. Therefore, the benefactor will not receive a document confirming such charitable assistance. Thus, for persons authorized to perform the functions of the state or local government, and other persons whose circle is defined in Art. 3 of the Law of Ukraine "On Prevention of Corruption", those who received the gift will have difficulties in confirming the use of the received gift for charitable purposes.

Therefore, we believe that in order to apply the provisions of the Law of Ukraine "On Amendments to the Law of Ukraine "On Prevention of Corruption" regarding the specifics of applying legislation in the field of preventing corruption under martial law" to carry out the costs of purchasing and delivering goods with their subsequent transfer to charity, the procedure for confirming the provision of such charitable assistance should be more detailed. Such detailing should make it impossible for officials to misuse the benefits and gifts received under the guise of providing charitable assistance.

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Law of Ukraine. On the prevention of corruption. 14.10.2014 No 1700-VII. Date of visit: 23.01.2023. URL: https://zakon.rada.gov.ua/laws/show/1700-18#n732

Resolution of the Cabinet of Ministers of Ukraine. Some issues of receiving, using, accounting and reporting charitable assistance. 05.03.2022 No 202. Date of visit: 23.01.2023. URL: https://zakon.rada.gov.ua/laws/show/202-2022-%D0%BF#Text

MARKETING OF INDUSTRIAL ENTERPRISES IN UKRAINE

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The marketing of industrial enterprises in Ukraine is an essential field of study, as it significantly impacts the development of the country's economy. It is crucial to understand how marketing is used in the Ukrainian industrial sector to ensure the economy's growth and competitiveness in the global market. This review examines the main trends, approaches and theories of industrial marketing in Ukraine.

The literature on the marketing of industrial enterprises in Ukraine is quite diverse. The papers by Ievtushenko (2018), Ponomarenko (2018) and Kuznetsov (2018) examine the current state of industrial marketing in the country. Ievtushenko (2018) examines the main trends in developing industrial enterprises in Ukraine, focusing on the role of marketing in the success of these enterprises. He highlights the importance of strategic marketing, which involves the development of a well-structured marketing plan to achieve a competitive advantage in the market. He also discusses the need for industrial enterprises to develop effective branding and pricing strategies to stand out from their competitors.

Ponomarenko (2018) looks at the use of digital marketing in the Ukrainian industrial sector. He argues that digital technologies are becoming increasingly important for marketing in this sector and that industrial enterprises must take advantage of them to stay competitive. He highlights the importance of online marketing, which involves using various digital tools such as search engine optimization, social media marketing and content marketing. He also emphasizes the importance of using data-driven marketing approaches to gain insights into customer behavior, preferences and buying habits.

Kuznetsov (2018) focuses on the role of marketing in developing industrial enterprises in Ukraine. He points out that the marketing strategies employed by these enterprises are often outdated and need to be updated to keep up with the changing market conditions. He argues that marketing should be used to create value for customers, as well as to increase the efficiency of the enterprise. He also emphasizes the importance of developing effective communication strategies to reach potential customers and build strong relationships.

So, the papers by Ievtushenko (2018), Ponomarenko (2018) and Kuznetsov (2018) have highlighted the importance of strategic marketing, the use of digital marketing and data-driven approaches, and the need to update marketing strategies in order to remain competitive. It is clear that marketing has a pivotal role to play in the success of industrial enterprises in Ukraine and that this field requires further research.

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POSTULATES OF HEURISTICS IN THE INTERNATIONAL INNOVATION MANAGEMENT SYSTEM

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Currently, the innovative and intellectual development of the Ukrainian economy provides for the transition of our country to an intellectual and innovative model of development urgently requires the practical implementation of a number of important tasks. In particular, it is envisaged to form in our country a system of effective transformation of innovative knowledge into advanced technologies, goods and services that will be implemented in the national and foreign markets. According to the data published by the UN, the main segments of the international market for high-tech goods and services include the following: Western Europe - 35%, the USA - 25, Japan - 11, Singapore - 7, Korea - 4, China - 2, other countries together - 16%. The share of Ukraine is only about 0.04% and is extremely low. In industrialized countries, 80-95% of GDP growth accounts for the share of new knowledge embodied in engineering and technology and created with the practical use of intellectual property.

Moreover, we have far from isolated examples when the results of innovation and intellectual activity of industrial enterprises participating in international business, for the most part, do not reach the results of their innovation activities to the stage of commercialization and rational implementation in the domestic and foreign markets, the country does not have a system for controlling the transfer of Ukrainian technologies to other countries, there is an outflow of specialists and intellectual property abroad, threatened by the strengthening of Ukraine's technological dependence on world markets. Based on the detailed analysis of the given data, it can be concluded that an extremely important task for Ukraine is the creation and introduction into practice of industrial enterprises of effective systems for transforming effective intellectual achievements of enterprises, intellectual capital of our country into the production of the latest products and services that will be competitive in the international market.

To achieve this goal, it is necessary to highlight the main tasks of national management and regulation of intellectual property in the conditions of development of innovation and intellectual activity of industrial enterprises in the international market:

–development of theoretical and methodological foundations for the study of intellectual property in the conditions of development of the information society;

– identification of relevant innovation processes in the field of intellectual property;

–clarification of state functions in the system of intellectual property management;

–improving the mechanisms of intellectual property management in the field of technologies, products and services;

–protection of the rights of intellectual property owners and regulation of the use of copyright in the global network infrastructure;

–development of recommendations for optimizing relations between the state, business and science in managing the system of intellectual property relations;

–regulation of processes of effective use of intellectual potential and ensuring international cooperation in the field of intellectual property and technology transfer.

The scientific value of the complex of the above tasks related to the results and effectiveness of innovation and intellectual cooperation in the conditions of international business development, in our opinion, involves the use of a number of new areas of development. One of such promising areas of activity, as we imagine, is the use of the main provisions of heuristics in international business activities.

Heuristics, as a science, relies on a number of important postulates that have a heuristic content and a philosophical basis.

"Postulate" (from the Latin rostulatum - requirement) - a provision (judgment, statement), adopted within the framework of any scientific theory for the true due to its obviousness. The postulates of the theory act as its main abstractions and serve as a substantive basis for the conclusion of its other provisions. Based on this definition, we formulate for the needs of managing an intelligent economy the basic postulates of heuristics as follows:

Postulate 1. Heuristic systems created by people to meet the needs of creative activity are developed by them in the direction of increasing the degree of their ideality and the development of intellectual systems.

Postulate 2. The laws of development of heuristic systems are objective and cognizable, which fully corresponds to the basic position of the theory of knowledge of materialistic philosophy. National heuristic systems that have been developing for many centuries through the efforts of peoples of different countries on different continents, however, still have significantly more similarities than differences. This fact alone convincingly indicates that, in general, the world system of creative activity is developing in accordance with some objective supranational laws. Knowledge and purposeful use of these laws (along with the postulate 1) makes it possible to predict with high accuracy and, with the help of certain innovations and innovations, accelerate the development of heuristic systems. This is the well-known meaning of "anticipacio" in heuristics, which underlies heuristic creativity in any field of human activity, in particular, in the field of intellectual economy management.

Postulate 3. The laws of development of heuristic systems can be identified by studying their evolution or by analogy with the laws established in other classes of artificial systems. At the same time, the class of technical systems with its well-organized and structured patent fund turned out to be the most convenient. On its basis, such laws of technical heuristics as:

a) the law of increasing the degree of dynamism of systems;

b) the law of association of alternative technical systems;

c) the law of transition of systems from the macro to the micro level;

4) the law of complexity of technical systems, etc.

After identifying these laws in technology, it is no longer a great work to "see" their manifestations in other classes of artificial systems.

Postulate 4. The development of heuristic systems is recognized as primary in heuristics, and its reflection in the minds of their creators is recognized as secondary, which fully corresponds to the solution of the main question of materialistic philosophy.

Postulate 5. The development of heuristic systems occurs by overcoming all sorts of contradictions between their existing properties and those desired in accordance with postulate 1. Thus, consideration of the group mode of learning prevailing in the world educational system, from the standpoint of heuristics, memory theories, system analysis, cybernetics, probabilities and the theory of queuing systems, made it possible to identify and quantify eight acute contradictions, the purposeful overcoming of which led to the development of a number of effective innovations. When This group of "cognitive" contradictions ("discreteness", "assortment" and "asynchronousness") is overcome using the disciplinary-block principle of learning. The group of "qualimetric" contradictions ("productivity", "quantization" and "subjectivity") is overcome using computer testing. The "conceptual" contradictions of the group mode of learning ("assimilation-presentation" and "silence") are overcome through the use of learning in pairs of variable composition. Thus, this postulate also fully corresponds to the basic law of dialectics - the law of unity and the struggle of opposites (contradictions) as the driving force of any development.

Postulate 6. The development of heuristic systems and the systems that are serviced by them occurs unevenly (at different speeds), and the individual components of heuristic systems develop unevenly. In this regard, contradictions of development gradually arise and accumulate, their severity increases until their solution occurs with the advent of a new heuristic system, a new paradigm of creativity, and new educational technologies. Thus, the slow accumulation of contradictions between the requirements of society and the possibilities of creative systems have led to a global and systemic crisis of the world system of creative activity, which began in the middle of the last century and has not yet found its acceptable solution.

Postulate 7. The development of heuristic systems occurs cyclically, that is, each of them experiences periods of "origin", "development", "maturity", "degradation" and "death". At the same time, the "degradation" and "death" of a particular heuristic system is presented as its displacement and replacement by a system more perfect, competitive in its functions and its value during an endless "innovative" process. Needless, perhaps, to say that this postulate is based on one of the basic laws of dialectics - the law of objection-negation.

Postulate 8. The target functions of creative and heuristic systems are formed into supersystems - "customers" of creative services. In the global division of labor, the world system of creative activity is a monopolist in the provision of creative services. Therefore, all large-scale supersystems (industry, agriculture, trade, transport, defense, etc.) are "customers" for her.

Postulate 9. Heuristics is a system whose development obeys the laws that it itself discovers and studies. Thus, there is a self-development of heuristics with the help of its own tools and methods.

Since the formulated postulates are based on the general laws of dialectics, their conscious use in the design and use of heuristic systems creates a solid philosophical and methodological basis for heuristic creativity. Heuristic systems are systems that themselves serve large-scale national and interethnic flows of economic goods and resources and can bring significant results when they are used in the system of international business.

Thus, intellectual and innovative activity is the basis for the innovative development of international business. The study of important features of the existing intellectual property management system in these conditions, to determine the effective ways of our country's entry into the international market of goods and services, is an extremely important scientific and practical area of activity.

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SOCIAL AND CULTURAL ISSUES OF SUSTAINABLE DEVELOPMENT

CURRENT TRENDS IN TOUR GUIDE

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Tour guiding is a profession that has evolved over the years, adapting to changes in the tourism industry and consumer needs. In recent years, tour guides have been expected to provide a more personalized experience for their clients, emphasizing cultural immersion, local knowledge and meaningful connections with the destination. This paper examines current trends in tour guiding and the challenges these present to guides and the tourism industry.

The rise of experiential travel has seen a shift in consumer expectations, with travelers increasingly looking for unique, personalized experiences. As such, tour guides have had to adapt to this trend and offer a more immersive experience. It has enabled them to connect with clients on a deeper level, providing a more meaningful experience for both the traveler and the destination (Chen et al., 2016). This trend has also seen tour guides become increasingly specialized, offering services such as food tours, historical tours, cultural activities and more traditional sightseeing tours (Apostolopoulou & Vlachopoulou, 2019).

The advent of technology has also impacted tour guides, with many tour operators now utilizing digital tools to enhance the experience for their clients. It includes mobile applications that provide real-time information about the destination, interactive maps and augmented reality experiences (Cheng, 2018). Additionally, virtual reality (VR) has been used to create immersive, interactive experiences for visitors, allowing them to explore the destination from the comfort of their homes (Toure et al., 2019; Tserklevychet al., 2021).

Furthermore, the development of social media has seen tour guides use these platforms to reach a wider audience and promote their services. Social media is also used to engage with potential customers, providing them with information about the destination and offering unique experiences tailored to their needs (Papadakis & Papadopoulou, 2018).

Finally, the growth of the sharing economy and the emergence of new business models such as Airbnb Experiences and TripAdvisor Experiences have challenged traditional tour operators and tour guides (Bertoli et al., 2017). These new business models offer travelers an alternative to traditional tour guides, creating a more direct connection between the customer and the destination and providing a more personalized experience for the traveler (Koutsopoulou et al., 2018).

In conclusion, tour guiding is an ever-evolving profession that has had to adapt to changing consumer demands and the emergence of new technologies. Tour guides must now be able to offer a more personalized, immersive experience for their clients and utilize digital tools and social media platforms to reach a wider audience and promote their services.

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THE EFFECT OF GREEN MARKETING ON GENERATION X, Y, Z

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Abstract

Introduction: Green marketing, ecological thinking and sustainable products are gaining more and more attention in our daily lives. More and more people are choosing to consciously look for products that are less harmful to their environment. In addition,

various businesses and corporations have discovered that they can create a more positive image for customers, become socially aware, and satisfy entirely new market segments.

Objectives: The purpose of the research is to examine the impact of green marketing as environmentally conscious marketing on shopping habits. The aim is to compare the consumer behavior of generations X, Y and Z in the light of environmentally conscious products.

Methods: The main question of the research was how often different generations buy green products and how environmentally conscious they are. The basic research method is a primary online questionnaire survey. The questionnaire contained 19 closed questions.The averages of the responses on the Likert scale were analyzed using the Kruskall-Wallis test.

Results: Respondents mostly find out about environmentally conscious products via the Internet, but at the same time, a certain percentage of respondents did not have access to this kind of information at all. As a result of the research, we found that in most cases the opinions of the different generations are the same, with the exception of a few questions. For Generation X, it is significantly less important that a product can be recycled than for Generations Y and Z. The other question, in which the opinions of the different groups differed, concerned whether the price is the most important factor on which the product is selected.

Conclusion: The Internet is the main source for all three generations, but it is less important for members of Generation X to choose a product that can be recycled. For Generation Z, the price of products is an important factor, which may also follow from the fact that the age group under 25 mostly does not have a stable financial background.

JEL: M31, M3, D12

Theoretical background:

Environmental awareness or social responsibility are important to more and more customers, thanks to global trends, but green marketing is considered a relatively young marketing sector (Kotler, 2017). Several synonyms of the concept of green marketing are used, such as environmentally conscious marketing, sustainable marketing or ecological marketing (Wahab, 2018), green marketing itself is characterized by the elements of the classic marketing mix: green product, green sales channel, green price and green promotion. (Mahmoud, 2018). The concept itself appeared for the first time in the 1980s, but as early as 1975, the American Marketing Association organized a workshop on ecological marketing (Coudhary - Gokarn, 2013). The United Nations Conference on Environment and Development (UNCED), also known as the Rio Summit, was held in 1992. The main theme of the conference was the prevention of the global development crisis (Krizanova, Rypakova, 2013). At this conference, the concept of sustainability as a solution came to the fore, which was seen as an opportunity to optimise social relations and develop economic and environmental dimensions (Krizanova, Majerova, 2013). The reasons why consumers choose an environmentally friendly product can be several, such as a conscious desire to meet their needs, to reduce their expenditure, to think about future generations, to buy better quality products or to reduce their ecological footprint (Quoquaba-Mohammad, 2016). Since environmental awareness is slowly becoming an expectation for people and certain groups are purposefully looking for such products, it is also necessary for companies to adopt green marketing into their daily business practice (Grimmer, 2013). In addition, it creates an opportunity for businesses to enter new markets and grow, as consumers are already specifically looking for "green products" and socially responsible companies (Bachman, 2009). There are several methods for grouping consumers. Based on pedagogical approaches, each group with a given year of birth is affected by unique historical, cultural and social influences and has common characteristics. According to Mannheim, a 20th-century philosopher, a common date of birth is not enough to place individuals in a social group. It is important that they belong to a specific generational context, that they are influenced by the same events of a specific age (Csutorás, 2020).

Methods:

The main question of the research was how often different generations buy green products and how environmentally conscious they are. The basic research method is a primary online questionnaire survey. The questionnaire contained 19 closed questions about where the respondents obtained their knowledge about environmentally friendly products, how well they recognize the logos that mark these products, what their opinion is about environmentally friendly products, how important it is for them to buy such products. The averages of the responses on the Likert scale were analyzed using the Kruskall-Wallis test, which is a non-parametric one-sample analysis of variance. The test was prepared using the SPSS statistical program. 163 respondents completed the questionnaire, 51% of respondents belong to Generation Z, 26% to Generation Y and 21% to Generation X.

Results:

We analysed consumers' views in two areas: the extent and source of information and consumer habits. The results of the research show that Generation X members are the least aware of environmentally friendly products by their own admission and Generation Y members are the most aware of the different labels. In addition, Generation X members consider themselves the least well informed about environmental awareness of the three groups. The results show that all three generations consider themselves to be environmentally aware, but are not necessarily aware of the labels used by businesses for green products. All three generations use the internet as the main source of information on environmental awareness and green products. For Generations X and Z, the second most important source of information is the media, while for Generation Y, it is talking to friends.

When looking at consumer habits, we find that Generation X spend the most on green products, on average €50-100, while Generation Z spend the least. 50% of Generation X said that they were most likely to make a conscious choice to buy green products less often than once a week. Generation Y is the group most likely to have an environmentally friendly product in their shopping basket, with 37% of respondents buying such products on a weekly basis. 43% of Generation Z respondents said they choose eco-friendly products less often than weekly. The importance of product recyclability was the most agreed upon by respondents, with the majority giving positive answers. In addition, respondents agreed that the packaging and production method of a product are important factors. Respondents considered it important that a producer experiments on these animals in the production of a product.

For Generation X, the factor that a product should be recyclable was significantly less important. In addition, the Kruskal-Wallis test revealed that there is one statement where the three groups differ significantly, namely that the price of the product is not the most important factor in buying a product. The analysis showed that Generation X significantly more agreed with the statement that the price of the product is not the most important criterion for buying a product. This result could mean that Generation X, due to their age, have greater financial means than Generation Z, so the price of products is no longer the most important factor for them.

Conclusion: Environmental awareness and the elements of environmentally conscious marketing are now an important part of our everyday life, also thanks to the fact that ensuring sustainability is an increasingly urgent task for humanity. At the same time, the consumer habits of individual generations may differ. The Internet is the main source for all three generations, but it is less important for members of Generation X to choose a product that can be recycled. For Generation Z, the price of products is an important factor, which may also follow from the fact that the age group under 25 mostly does not have a stable financial background.

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TRENDS IN THE HIGH EDUCATION IN UKRAINE BECAUSE OF THE WAR

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The conflict in Ukraine has had a significant impact on the country's higher education system. This paper will explore the current trends in Ukrainian higher education in the wake of the war and how the war has impacted the system.

This paper aims to provide an overview of the socio-economic and educational challenges that have arisen as a result of the conflict, as well as the challenges that lie ahead for the country.

Since 2014, Ukraine has been in a state of conflict with Russia. The war has caused severe damage to the country's infrastructure and economy, with estimates ranging from $3 billion to $4 billion (UNDP, 2016). The conflict has also seriously impacted the country's educational system. Schools and universities have been damaged or destroyed, and access to education has been disrupted. The war has had a particularly adverse effect on Ukrainian higher education, with a dramatic decrease in university students since the onset of the war (Kasianov, 2016).

In the first half of 2014, before the war began, over 1.4 million students enrolled in higher education in Ukraine. By 2017, this number had fallen to just over 1 million (State Statistics Service of Ukraine, 2017). It represents a decrease of nearly 30%. Many other changes in the system have accompanied the decrease in the number of students in higher education. The number of universities in Ukraine has decreased by more than 20%, from 819 in 2014 to 653 in 2017 (State Statistics Service of Ukraine, 2017). This decrease results from a combination of factors, including the closure of many universities due to the war and the consolidation of universities due to declining student numbers.

The war has had a devastating effect on the country's economy, and as a result, many families are unable to afford the cost of higher education. Furthermore, the conflict has led to an increase in the number of students unable to access higher education due to financial constraints. According to a survey conducted by the International Foundation for Educational Policy Research (IFERP), almost one-third of surveyed students reported that their families could not afford the cost of higher education (IFERP, 2017).

At the same time, the conflict has led to an increase in the number of students enrolling in unsanctioned universities in Ukraine. These universities, often called "shadow universities," are not officially recognized by the government and often offer substandard education (Kasianov, 2016). Although the exact number of students enrolled in these institutions is unknown, it is estimated to be in the hundreds of thousands (IFERP, 2017).

The conflict in Ukraine has had a significant impact on the country's higher education system. The war has caused a decrease in the number of students enrolled in higher education, a decrease in the number of universities, an increase in the number of students unable to access higher education due to financial constraints, and an increase in the number of students enrolling in unsanctioned universities. The decrease in the number of students enrolled in higher education will likely have a long-term impact on the country's educational system. The decrease in the number of students has led to a decrease in the number of universities, which has, in turn, led to a decrease in the number of qualified teachers and professors. This decrease in the number of qualified teachers and professors is likely to significantly impact the quality of education in Ukraine, as fewer qualified educators will be able to provide students with the knowledge and skills they need to succeed in the future.

At the same time, the increase in the number of students unable to access higher education due to financial constraints is likely to impact the country's educational system significantly. These students are likely to be from lower-income families and, therefore, more likely to be from disadvantaged backgrounds. As a result, these students are less likely to have access to the resources they need to succeed in higher education, such as adequate financial support and quality education.

Finally, the number of students enrolling in unsanctioned universities will likely impact the country's educational system significantly. These universities are often of a lower quality than officially recognized universities, and students who attend these institutions are likely to be disadvantaged in terms of their educational prospects.

Furthermore, the existence of these institutions is likely to harm the overall quality of higher education in Ukraine, as employers may be less likely to hire graduates of these institutions.

The conflict in Ukraine has had a significant impact on the country's higher education system. The war has led to a decrease in the number of students enrolled in higher education, a decrease in the number of universities, an increase in the number of students unable to access higher education due to financial constraints, and an increase in the number of students enrolling in unsanctioned universities. These changes will likely have a long-term impact on the country's educational system, as they will likely lead to a decrease in the quality of higher education in Ukraine.

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ENVIRONMENTAL AND TECHNICAL ISSUES OF SUSTAINABLE DEVELOPMENT

PRIVATE-PUBLIC PARTNERSHIPS IN THE FIELD OF NATURE MANAGEMENT IN UKRAINE*

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Private-public partnerships (PPPs) in the field of nature management in Ukraine have been gaining momentum in recent years due to their potential to stimulate sustainable development, foster innovation and create public value. This paper provides an overview of the current state of PPPs in Ukraine, their potential to promote nature management, and their challenges and opportunities.

Ukraine has a rich biodiversity and a wide range of ecosystems, from its Black Sea coast to the Carpathian Mountains. Nature management, however, is facing increasing pressure due to rapid urbanization, pollution and climate change. In order to preserve and protect its natural wealth, Ukraine needs to develop effective nature management policies and practices.

PPPs can be a powerful tool to bring together public and private sector resources and expertise to promote nature management. In Ukraine, PPPs are developing in many areas, including energy, water and transport, but there still needs to be more experience in nature management. There is a growing recognition of the potential of PPPs in the field of nature management in Ukraine, and various initiatives are being developed to promote their use. For example, the Ukrainian government has committed to a PPP to create a network of protected areas by establishing a national parks system. There is also increasing interest in PPPs to promote nature-based tourism, sustainable forestry and sustainable agriculture.

The potential of PPPs to promote nature management in Ukraine is clear, but there are still challenges and opportunities to be addressed. To ensure that PPPs are effective, it is essential to have effective and transparent governance, clear objectives and a shared understanding of the roles, responsibilities and risks. It is also essential to ensure that the PPP is financially viable and that the public and private partners can share the benefits fairly and equitably.

In conclusion, PPPs can be a powerful tool for promoting nature management in Ukraine, but there are still challenges and opportunities to be addressed. By developing practical and transparent governance and ensuring that all partners can share the benefits of the partnership, PPPs can play an essential role in preserving and protecting the country's natural wealth.

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PRIVATE-STATE PARTNERSHIPS AS A BASIS FOR THE IMPLEMENTATION OF THE ECOLOGICAL AND ECONOMIC SECURITY DOCTRINE OF THE DEVELOPMENT OF UKRAINE*

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The ecological and economic security doctrine of the development of Ukraine is an essential part of the country's development strategy. It aims to ensure the country's economic and environmental development sustainability. The doctrine is based on sustainable development principles, including the ecological, economic and social components. Implementing this doctrine requires the participation of both the state and private actors, and establishing private-state partnerships is one of the most effective ways of achieving this.

Let us consider the role of private-state partnerships in implementing ecological and economic security doctrine. Implementing the ecological and economic security doctrine of the development of Ukraine requires the active involvement of both public and private actors. Private-state partnerships can be a powerful tool for achieving this goal. Private-state partnerships are "cooperative relationships between public and private organizations that involve the sharing of resources, knowledge and expertise to achieve mutual goals" (Berglund, 2016). Private-state partnerships have the potential to create synergies between public and private actors and to leverage the strengths of both. It can be beneficial for implementing the ecological and economic security doctrine of the development of Ukraine, as it can help ensure that the resources available to the government are used efficiently and effectively.

Private-state partnerships can also be beneficial for implementing the ecological and economic security doctrine of the development of Ukraine because they can improve the transparency and accountability of the government. Private-state partnerships involve establishing joint monitoring and evaluation systems, which helps to ensure that the objectives of the doctrine are met. Furthermore, private-state partnerships can also facilitate the development of innovative approaches to the implementation of the doctrine and the development of new technologies, which can be used to improve the country's environmental performance.

In conclusion, private-state partnerships can be a powerful tool for implementing the ecological and economic security doctrine of the development of Ukraine. Private-state partnerships have the potential to create synergies between public and private actors and to leverage the strengths of both. Furthermore, private-state partnerships can also improve the transparency and accountability of the government and facilitate the development of innovative approaches to implementing the doctrine.

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SPECIFIC FEATURES OF IMPLEMENTATION OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN SPA & WELLNESS ACTIVITIES OF HOTELS

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Technological progress and the development of society have always been associated with industrial activities that negatively affect the state of the environment. Global environmental problems, such as environmental pollution, global warming, acid precipitation, destruction of the ozone layer, desertification of territories, reduction of biodiversity, etc. require the attention of the entire world community and the adoption of appropriate decisions. The answer to these challenges was the introduction of the concept of sustainable development regarding the need to establish a balance between meeting the modern needs of humanity and protecting the interests of future generations, including their need for a safe and healthy environment. The implementation of this concept requires the intervention of the governments of various countries and the implementation of tools for the development and implementation of strict environmental regulations. Proponents of the concept of sustainable development also call on all companies, including hotel enterprises, to reduce the burden on the environment and observe measures related to the preservation and efficient use of natural resources.

In this context, it is appropriate to consider the enterprises of the Wellness industry, which are almost the largest consumers of natural resources, and to identify what methods they use to solve environmental issues.

The Wellness industry is represented by eleven areas such as: health tourism, personal hygiene and beauty, thermal/mineral springs, SPA, physical activity, mental health, healthy eating and weight loss nutrition, workplace Wellness, Wellness real estate, public health, prevention and personalized medicine, conventional and alternative medicine. Production activity of the Wellness industry is related to the active use of natural resources, mineral and thermal springs, exploitation of the local natural environment and its pollution, destruction of valuable natural territories, excessive drainage of water bodies, recreational load, etc. Therefore, in order to preserve and further use natural resources, it is necessary to adhere to existing and implement modern measures for the safe development of society in the context of sustainable development of the Wellness industry.

Over the past 20 years, the Wellness industry has become one of the most profitable sectors of the economy. It is developing rapidly and grows by 6.6% annually, which significantly exceeds the growth rate of the world economy. Thus, for example, according to the Global Wellness Institute, in 2017 the Wellness economy amounted to 4.3 trillion dollars, in 2019 the healthy lifestyle market reached a record mark of 4.9 trillion dollars, and in 2020 it fell to 4.4 trillion dollars. Experts claim that 2020 was the turning point that divided the Wellness market into "before" and "after" the COVID-19 pandemic [1]. But despite the difficult period, analysts predict the growth of this industry by 10% annually until 2025.

Experts attribute the increase in demand for Wellness services to the transformation of consumer values towards a healthy lifestyle, as well as to the increase of the middle class, the aging of the population and the growth of chronic diseases. Nowadays, Wellness is seen not only as face and body care, but much more. Wellness is primarily a growing focus on mental health, work-life balance, social justice, the environment, sustainability, the artificial environment, and public health.

Popularity of the Wellness industry is determined by such values as safety and comfort of the environment, therefore, more than ever, protection and preservation of natural resources is crucial for this industry. A lot of customers support such aims and realize the importance of environmental awareness and expect Wellness-hotels to follow environmentally-friendly methods [2]. It should also be noted that guests are increasingly concerned about their impact on the environment [3]. Currently, customers play an important role in supporting initiatives to implement environmental sustainability [4].

Investigating the environmental issues of the Wellness industry, it can be noted that emphasis is placed on areas such as regenerative design and Wellness architecture, safe design of rooms, use of environmentally safe materials, implementation of water conservation principles and energy conservation programs.

Today, regenerative design and Wellness architecture are a new trend in accommodation facilities. Considering that this approach is provided in the early stages of planning and construction of SPA resorts, it can be considered as a key element of ensuring environmental sustainability. Nowadays, modern developers in their projects are more oriented towards "green design" and move away from "less harm", thus focusing on symbiotic relations with the local ecology, thus improving all dimensions of health improvement [5].

The leading tasks of the Wellness industry are the maintenance of health and well-being, care for the mental state, improvement of general health, etc. All of them are aimed at a person living longer, brighter, that is, a full life. According to this, Wellness architecture should bring all these guidelines to life and provide both sustainable and regenerative ecological solutions. This approach fully reflects the tendency to integrate Wellness processes into all spheres of human life.

Today, there are a lot of SPA resorts that work within the framework of the concept of sustainable development and actively use ecologically safe design in their interiors. Such resorts include: Hi Hotel (Nice, France); Hotel Brooklyn Bridge (USA); Hix Island House; Isla de Vieques, (Puerto Rico); Lefay Resort & SPA Lago di Garda (Gargnano, Italy); Alila Villas Soori (Bali, Indonesia); Six Senses Con Dao (Con Dao, Vietnam). Mainly, these hotels emphasize the implementation of environmentally safe construction materials and design, reducing the use of disposable household items such as plastic drink cups, paper hand towels, shampoos, conditioners, soaps, lotions, shower caps, toiletries, etc. In eco-hotels, designers use nature as art. They constantly work to ensure that the interiors of the premises become a natural extension of the environment. For this purpose, designers use natural, organic materials, which emphasizes the unity of the hotel with nature. All these details remind guests of an ecologically conscious attitude to everything around them.

As is known, SPA complexes are huge consumers of water resources. All SPA services are associated with the use of a large amount of both fresh and mineral water. These are showers, pools, thermal pools, baths, saunas, etc. As a rule, SPA centers are objects with wet rooms, so special attention should be paid to ensure that all areas are waterproof and moisture-proof.

In order to save water, SPA hotels use several simple but very effective methods. First, it is the installation of sensors on faucets and shower cabins. This is to ensure that the water is never left running after being used by guests or staff. Secondly, showers can also be programmed to turn off after a certain period of time to minimize its flow into the sewage system. Thirdly, shower equipment with spray nozzles is an alternative to a waterfall shower or any other shower with an intense stream of water. Spray nozzles give a gentle cooling 'mist' effect which is very pleasant and use only 6 liters of water per minute, whereas waterfall showers often use around 20 liters per minute. Undoubtedly, saving water in this way is a progressive technology and requires constant improvement [5].

An important solution for reducing water consumption is its reuse. This requires the use of all-natural, biodegradable soaps or shampoos in the shower areas so that water is suitable for purification and reuse.

Nowadays, all over the world, a lot of attention is paid to the issue of preserving or finding new sources of thermal resources. To be more efficient, some hotels are introducing new energy sources, such as solar and wind energy. In order to save electricity, a lot of hotels use smart cards, automatic air conditioning systems and solar heating systems. Significant methods of reducing energy consumption are the installation of control and saving devices such as energy-saving light bulbs, motion sensors, as well as the maximum use of natural light. The implementation of these practices is positively influenced by the level of awareness of employees in environmental protection issues, personal characteristics of the hotel manager, such as age, level of education and moral behavior [6].

Therefore, rapidly growing technological progress has provoked a global environmental crisis, which can lead to irreversible processes. Such a situation requires immediate solutions, because otherwise, not only the global economy, but also the planet as a whole may suffer. The implementation of the concept of sustainable development in all spheres of activity provides an opportunity to slow down the negative impact on the environment and draw society's attention to the problem. This is especially true for the wellness industry, which is completely dependent on the use of natural resources. Today, the Wellness industry is a successful combination of business and natural space, which is intensively developing and actively penetrating all spheres of human life. Such success was achieved thanks to the trust of consumers of Wellness services in Wellness hotels, which are able to satisfy their needs for health restoration, improvement of well-being, aesthetic pleasure and getting closer to nature. Currently, guests are more and more consciously choosing hotels that adhere to the principles of ecological ethics and are ready to pay a higher price for their vacation. In general, the environmental activities of Wellness hotels are aimed at regenerative design and Wellness architecture, safe design of rooms, use of environmentally safe materials, implementation of water conservation principles and implementation of energy saving programs. There is no doubt that such efforts will be justified in the long term and over time, positive changes will certainly occur both in the natural environment and in the market of the Wellness industry. The implementation of ecological methods will help to improve the range of offers as well as the reputation of the industry and have a positive effect on the profitability of SPA&Wellness hotels.

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REGIONAL FEATURES OF SUSTAINABLE DEVELOPMENT

PRINCIPLES OF FORMATION OF THE SMART ECONOMY OF THE REGION

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A smart economy is an economic system that seeks to increase the efficiency and productivity of regional economies through the implementation of modern digital technologies and the use of data-driven decision-making (Shah, 2018). In essence, it is a business model that leverages digital technologies to create more efficient and effective economic processes, thereby enabling the region to boost its economic growth and competitiveness. The principles of the formation of the smart economy of the region are related to establishing a data-driven decision-making framework, developing innovative digital technologies, promoting public-private partnerships and empowering the local population (Kearns, 2019).

A data-driven decision-making framework is essential for successfully forming a smart economy. This framework should include the ability to collect, analyze and store data and make decisions based on this data. This data can create economic trend models, identify potential opportunities, and inform policy decisions. Additionally, this data should be shared with other stakeholders, such as governments or businesses, to promote collaboration and the development of innovative solutions (Gutiérrez-García et al., 2018).

In addition to data-driven decision-making, the development of innovative digital technologies is another core principle of the formation of the smart economy of a region. It involves using emerging technologies, such as artificial intelligence, cloud computing, blockchain, and the internet of things, to create new business models and services or to increase the efficiency of existing ones. For example, artificial intelligence can be used to optimize the production process or identify new customer needs (Gruen and Verghese, 2019).

Furthermore, the formation of the smart economy of a region also involves the promotion of public-private partnerships. Governments should work with businesses and other stakeholders to create a favorable and supportive environment for developing digital technologies and adopting new business models (Beneito-Montagut et al., 2019). This collaboration is essential to implement digital technologies and successfully to develop innovative services.

Finally, the formation of the smart economy of a region should also involve the empowerment of the local population. It can be achieved through the promotion of digital literacy and the development of new digital skills. Additionally, the local population should be involved in the decision-making process to ensure that their needs and interests are considered (Gruen and Verghese, 2019).

In conclusion, the formation of the smart economy of a region requires the establishment of a data-driven decision-making framework, the development of innovative digital technologies, the promotion of public-private partnerships and the empowerment of the local population. These principles should be considered to ensure the successful implementation of the smart economy in a region.

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STRATEGIC APPROACHES TO THE DEVELOPMENT OF THE SUMY REGION

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The Sumy region is an essential part of Ukraine, located in the eastern part of the country. It is a region that has a rich history, vibrant culture and great potential for economic development. In recent years, the region has been experiencing rapid economic growth due partly to its strategic location and proximity to major cities and international markets. However, despite this growth, there is still a need for strategic approaches to the region's development. This paper aims to explore the various strategic approaches that can be used to promote the economic development of the Sumy region.

The Sumy region is located in the northeastern part of Ukraine, in the northeastern part of the Ukrainian Plain. The region covers an area of approximately 6,900 square kilometers and has a population of approximately 1.3 million people. The Kharkiv and Chernihiv regions border it to the north, the Poltava and Kyiv regions to the west, and the Donetsk and Luhansk regions to the east.

The economy of the Sumy region is primarily based on industry and agriculture. The region has many industrial enterprises, including significant steel and chemical plants. The region has several agricultural enterprises, including grain, sugar beet, and sunflower oil processing plants. The region also has many educational institutions, including universities, technical schools, and vocational schools.

Several strategic approaches can be used to promote the economic development of the Sumy region. These strategies include the development of infrastructure, the promotion of investment and foreign trade, the encouragement of innovation and entrepreneurship, and the improvement of the business environment.

Infrastructure development is a crucial factor in promoting the economic development of the Sumy region. It includes the construction of roads, railways, and other transportation networks, as well as improving energy and telecommunications networks. Infrastructure development can help create jobs, reduce transport costs, and improve access to markets.

Promoting investment and foreign trade is another critical factor in the economic development of the Sumy region. It involves the promotion of foreign direct investment (FDI) in the region and the promotion of exports. Promoting FDI can help create jobs, attract capital, and stimulate economic growth. Export promotion can help increase the region's competitiveness and boost its economic growth.

The encouragement of innovation and entrepreneurship is another critical factor in the economic development of the Sumy region. It involves promoting research and development (R&D) activities, developing new products and services, and improving existing products and services. The encouragement of innovation and entrepreneurship can help to create jobs, increase productivity, and attract foreign investment.

Improving the business environment is also an essential factor in the economic development of the Sumy region. It involves the creation of a favorable regulatory and legal framework for businesses, the simplification of administrative procedures, and the reduction of bureaucracy. Improving the business environment can create jobs, attract investment, and stimulate economic growth.

In conclusion, the Sumy region has great potential for economic development. To realize this potential, it is essential to use strategic approaches to the region's development. These strategic approaches include the development of infrastructure, the promotion of investment and foreign trade, the encouragement of innovation and entrepreneurship, and the improvement of the business environment.

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INTERNATIONAL COOPERATION FOR SUSTAINABLE DEVELOPMENT

MARKETING RESEARCH OF THE INTERNATIONAL TECHNOLOGICAL MARKET

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The international technological market is seriously different from the market for traditional goods (works, services). The difference is already contained in the characteristics of the technologies themselves: these products are unique, often expensive, since highly qualified intellectual labor is spent on its production, etc.

This implies specific features of the international technological marketku:

Øthe international technological market, as a rule, deals only with new objects of sale for both the seller and the buyer;

Øthe international technological market is a low-elastic market, that is, a market for products that, as a rule, have no analogues or are practically indispensable, so that pricing policy has a limited impact on sales volume;

ØThe international technology market is usually a relatively fast growing market;

Øin the international technological market, there is often no competition as a result of the monopoly on intellectual property, which is guaranteed by legal protection;

Ødespite the possible market monopoly, the object of intellectual property has a limited nature of its commodity form, since it does not turn into a product immediately, but only when it becomes possible to use it commercially;

ØThe implementation of intellectual property requires marketing analysis simultaneously in several industries with the obligatory consideration of the innovative potential of the buyer.

To achieve some success in the international technology market, it is necessary to conduct serious marketing research.

Marketing research is the most important at the initial stage of creating an intellectual property object, when its name is selected, its identification and connection with the consumer are formed, and a brand image is created. Most often, this stage is associated with the activities of designers and brand manager of customer companies, and sometimes the owners of the companies themselves, depends on their personal preferences. It is assumed that professionals can not make a mistake and choose the right direction of movement. However, we often do not take into account the following: it is the consumer who decides what to buy, the object of intellectual property under which brand he wants to see today in his grocery basket, what internal motivating mechanisms control it when choosing a product. The consumer can impose any name, develop a habit of buying a certain product due to the flow of advertising. However, the company's investments will be much smaller and more effective if its consumer himself, without pressure from advertising agencies, chooses what is close to him and corresponds to his ideas about a good product. In this regard, one of the most important points when choosing the name of an intellectual property object, its purpose and objectives, is to conduct marketing research in the form of a survey at points of sale or in the format of focus groups, which will be called upon to identify the preferences of the target audience of buyers, attitude to the new name of the intellectual property object, help in choosing the most successful logo that meets the needs of consumers. The intellectual property object created on the basis of this brand has a better chance of survival in the conditions of mass competition that has unfolded on our shelves, and, therefore, all the means that its creators invest in the promotional campaign of their brand, from advertising costs, will gradually turn into intellectual capital and increase the value of the company's intellectual portfolio.

Based on these links, we propose to conduct a marketing study of the market for intellectual property, taking into account the stages of the life cycle of an intellectual property object, which are somewhat different from the stages of the life cycle of goods created using such objects. In our opinion, we can distinguish the following seven stages of the life cycle of intellectual property:

üthe stage that precedes the creation of an intellectual property object. It coincides in time with the years of study of its author, since not a single object of intellectual property is created by unprepared intelligence. Years of study, analysis, preliminary synthesis of new knowledge expressed in such an object are necessary;

üthe stage of creation of an object of intellectual property by the intelligence of the researcher, the duration of which can be measured by moments of "scientific insight" or occupy the whole human life;

üthe stage of objectification, culminating in the translation of the mental image into one of the objective forms of existence of the object of intellectual property. The duration of the stage is from a few minutes to many years. In most cases, the stages of creation and objectification of an intellectual property object go simultaneously, but thought always precedes its materialized embodiment;

üthe stage of the emergence of the right begins and ends at the time of creation of the work for objects of copyright and related rights; for industrial property, this stage can last from several months to several years; rights to an object arise only due to their recognition by the state, which is confirmed by the issuance of a patent or certificate;

üThe stage of commercialization is decisive in the fate of the newly created object, since at this stage the question is resolved whether the object of intellectual property will become a commodity or bring profit. A very important point is the timeliness of the launch of intellectual property, especially patents;

üThe stage of obsolescence of an intellectual property object begins at the time of completion of its creation and coincides in time with such stages of the life cycle of a product or service as the stages of sales growth, market saturation, falling demand, exit from the market. An increase in the volume of sales of a product or service containing intellectual property objects is not accompanied by an increase in the number of sales of the object itself, since it is very problematic to sell the same intellectual property object several times on the basis of a non-exclusive license, since the buyer wants to be sure that he will be a monopoly manufacturer of a product or service under license;

üThe stage of replacing an intellectual property object with a new one begins after the completion of the stage of objectification of a new intellectual property object, which replaces the outdated one. However, the real change takes place in the process of commercialization of the object of intellectual property as it is used in a new product or service. A feature of intellectual property at this stage is that they never disappear with the goods. Old intellectual property objects are carriers of knowledge that are assimilated by authors and inventors at the preceding stage, helping to create new, more advanced intellectual property objects based on them.

Thus, the goods in the intellectual property market are exclusive rights to the results of intellectual activity. Otherwise, all market laws apply here, marketing plans are developed and marketing research is carried out, but there are certain features due to the specifics of the product.

The chosen strategy and methods of marketing research of the international market of intellectual property should have a certain stability, that is, remain unchanged for some time. Since the rapid and frequent change in the strategy of positioning intellectual property in the international market leads to the establishment of a fuzzy image of the intellectual product. However, the international market of intellectual property, in our opinion, is quite dynamic, Therefore, marketing services of enterprises and organizations that are developers and distributors of intellectual property should constantly monitor these changes in the international market and adjust them in the strategy of positioning intellectual property.

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SUSTAINABLE DEVELOPMENT AS A PARADIGMATIC BASIS FOR THE RECOVERY OF INTERNATIONAL TOURISM IN UKRAINE AFTER COVID-19 AND THE RUSSIAN INVASION

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The COVID-19 pandemic has become the most systemic and pervasive challenge humanity has faced since World War I, when the Spanish flu killed nearly 50 million people. The global travel and tourism industry has become the most affected sector of the economy due to epidemiological restrictions. A report by the World Economic Forum notes that the quarantine and related mobility restrictions caused a 72% reduction in global tourism flow, the loss of GDP in the tourism sector amounted to $4.5 trillion, also in 2020 alone, about 62 million jobs were lost (Travel and Tourism: Economic Impact, 2021). The recovery of tourism accelerated in 2021 and 2022, and it is expected that by the end of 2022, the global tourism flow will reach 65% of the pre-pandemic level (Tourism recovery, 2022).

Currently, the full restoration of international tourism is threatened by the Russian war of aggression against Ukraine. It is accompanied by the loss of tens of thousands of lives among the civilian population, the destruction of critical infrastructure, and the spread of instability in the countries of Central and Eastern Europe. Considering this, the study of the key areas of ensuring sustainability in the recovery of the tourism sector has important scientific and theoretical significance and practical application.

The concept of sustainable development as a modern paradigm of socio-economic development of society was formed in the late 1980s and early 1990s. It aims to strike a balance between economic growth, environmental care and social well-being, thus ensuring that the needs of the present are met without compromising the ability of future generations to meet their own needs. The concept of sustainable development of tourism arose in opposition to mass tourism, which involves the participation of large numbers of people, often in structured or package tours (Parfinenko, Sokolenko, Bielialov, Karpenko & Tolubyak).

Unlike mass tourism, sustainable tourism is promoted in various ways as a framework concept for the alternative development of the global tourism industry. Modern models of development of alternative tourism are aimed at achieving stability and sustainability and include: responsible tourism, ecological tourism, community-based tourism, Pro-poor tourism, Slow Tourism, rural green tourism, etc.

In 1997, UNWTO adopted Agenda 21 for the Travel and Tourism Industry (Agenda 21, 1997). Sustainable development of tourism is defined in the document as the ability of tourism to maintain its quantitative and qualitative indicators over a long period of time, that is, to meet the expectations of residents and tourists both in the short and longer periods, without harming the environment of the territory that is interested in its development.

Sustainable tourism is not a separate type of tourism, but a philosophical concept or an ideological approach to the development of future tourism that respects natural, cultural and social environment of the destination. This is a tourism industry that takes measures to achieve minimal impact on the environment and local culture, preserve local ecosystems and the diversity of ethnic cultures, while contributing to the formation of income, employment, and infrastructure development. In other words, sustainable tourism stimulates economic and social development while preserving natural and cultural environment.

The Covid-19 pandemic, like any other crisis of global importance, had not only negative consequences, but also determined new megatrends. It once again emphasized the role of spatial mobility in the construction of the modern neoliberal model of the world order and building a global society. From the point of view of achieving sustainability, the pandemic has raised awareness of approaching environmental risks and provided impetus for the further "green transition". Thus, as a result of the termination of air traffic, there was a record decrease in emissions of carbon dioxide (CO_2) into the atmosphere. Daily global CO_2 emissions across all economic sectors decreased by an average of 17% by early April 2020 compared to 2019 levels (NewburgerE., 2020). Although it did not slow down climate change, the pandemic influenced a more responsible attitude to travel, created a significant demand for domestic tourism and outdoor recreation. Against the background of the challenges associated with the continued rapid growth of the population on the planet (8 billion people as of 2022), climate change and fair distribution of income, sustainability and resilience have emerged as imperatives for tourism recovery strategies at all – from the global to the regional –levels.

In the interests of the sustainable recovery of the tourism sector, in 2020 UNWTO developed the concept of recovery of the tourism industry called "One Planet". It outlines six guidelines for responsible tourism in the interests of people, the planet and prosperity: public health, social inclusion, biodiversity conservation, climate action, circular economy and governance and finance (One Planet, 2020).

The growing role of sustainability and resilience in the recovery and further development of international tourism was also reflected in the transformation of the Travel & Tourism Competitiveness Index into the Travel & Tourism Development Index. Currently, this index does not measure the competitiveness of the tourism economy, but "a set of factors and policies that ensure sustainable and resilient development of the sector" of tourism, which contributes to the development of the country. The updated Index is designed to draw more attention to the role of the sector in wider economic and social development, as well as to the need for cooperation between parties interested in the development of tourism, integrated development strategies (local, regional and international) to mitigate the impact of the pandemic, accelerate recovery and address future problems and risks (Travel & Tourism Development Index, 2022).

The appropriate view of tourism as a strategy for overall socio-economic development is also reflected in the draft plan for the recovery of Ukraine presented in July 2022 (Draft Ukraine Recovery Plan, 2022). As is known, the Russian invasion of Ukraine is accompanied by mass war crimes, the destruction of critical infrastructure as well as entire cities and towns. The Office of the UN High Commissioner for Human Rights recorded about 17,000 cases of death or injury of civilians in Ukraine (Ukraine: civilian casualty, 2022). Thousands of homes and neighborhoods were shelled, and infrastructure worth billions of dollars was reduced to charred and mutilated rubble. As for tourism, the closure of airspace of Ukraine has made air travel impossible and has caused significant transformations in the world map of air transportation, causing the price of travel to increase due to the rise in fuel and food prices. According to Euromonitor International, global inbound tourism lost $6.9 billion in 2022 because of the war in Ukraine. The extent of the damage and the long-term effects are difficult to assess, as fighting throughout the country continues to this day.

In Kyiv, the capital of Ukraine, in the East and South of Ukraine, tourism industry enterprises have almost completely stopped their activities. According to the data of the State Tourism Development Agency, during the nine months of the full-scale war, revenues to the state budget from the tourism industry fell by 34% (Taxes from the tourism industry, 2022). However, the losses will depend not only on the reduction of income from the tourism flow, but also on the destruction of cultural heritage sites and infrastructure. A dangerous legacy of the war is a huge number of mined territories, which will be inaccessible for tourism for a long time to come.

The environment has also become a victim of the war as it affected both human health and local ecosystems. Massive forest fires spread during the hostilities, and attacks on fuel and industrial facilities caused chemicals to leach into rivers and groundwater.

Acquiring the status of a candidate for the EU membership imposes on Ukraine a number of obligations regarding the implementation of the European Green Agreement. In this sense, the post-war recovery of the tourist industry of Ukraine should be based on the principles and indicators of sustainable development of destinations. In the short term, Ukraine should focus on eliminating and reducing the immediate risks that war poses to the health of visitors and the environment. This will enable to establish the flow of solidarity tourists who will be able to visit Ukraine to make their solidarity contribution to the recovery process of the Ukrainian economy and familiarize themselves with the "War Remembrance Routes" that are currently being developed in the country. It should be reminded that one of the anti-crisis measures of the Marshall Plan for the recovery of Europe after the Second World War was exactly solidarity tourists from the USA.

In the long term, the process of restoring the tourism sector in Ukraine should become a driver for the fundamental transformation of the national economy in the direction of a green and clean economy, with a priority of energy-efficient and less polluting industries. Sustainable reconstruction of war-ravaged territories and their transformation into a space for tourism and business activity will make Ukraine safer and more stable, and will ensure accelerated integration into the EU.

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